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UTILIZATION OF WOOD POWDER WASTE AS A NATURAL DYES FOR POSITIONING OF ECO-FRIENDLY BATIK PRODUCTS IN BULAKAN VILLAGE, SUKOHARJO REGENCY

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ABSTRACT

This activity aims to improve the ability of batik crafter partners to produce batik products that have excellent positioning and competitiveness in the market. In its implementation this activity provided knowledge through natural batik coloring training by utilizing wood powder waste which was produced by furniture crafters around Bulakan village. The training was given to the two MSME partners of batik crafters, specifically the production of natural dyes and the application of colors to batik products. The ability to produce batik with natural dyes by the two MSME partners in Bulakan village will improve product competitiveness because of the increased color quality. In addition, the two partners will have the positioning of great batik products in the community as eco-friendly products because they use non-chemical raw materials as coloring.

Keyword : *natural dyes, positioning, MSME*