

## **Sustainable Batik Design Towards Sustainable Business**

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Material objects that Malay society creates, express the values of culture identity. Material culture also reflects a culture's technology, which is knowledge that a society applies to the task of living in a physical environment. Everyday item and marker of identity such as batik were highly reflecting the Malay culture. The batik sarong piece is a medium for social contact, circulating briskly as a commodity as well as a gift. It is a handy gift - of convenient size, not too expensive, and useful for many purposes. On the other hand, batik usages are the main element for social business. It is also recognized as an art and manners that are favored by each social group that involved with the element sharing of knowledge and values by the society. This knowledge will enhance the development of culture values in representing sustainable identity within the society. Throughout the decades, the Malays deeply enhance their traditional and modern cultural aspect in order to modifies their standard way of livings. With the shift from "traditionalism" to "modernity" individuals tend to emphasize "freedom" more than "self-esteem" and "self-worth" in the traditional sense. Batik business should understand the cultural impact and the application at various purposes. This paper describes the key concepts of sustainable batik design. It is expected that value-affective attitudes versus the value- expressive attitudes mainly have significant impact to the development of sustainable business. Liquidity of batik business will relate to the advantages of social trends and lifestyle.

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