

## ABSTRACTS

The determination of handmade batik as one of the Regional Featured Products (RFD) in Bantul Regency must be hand in hand with the development strategy that must be performed on each part, and it will have their roles. How the role of local governments perform their roles and responsibilities which merely leads and nurture not determine (steering than rowing) are. The role of industrial sector batik artisans are able to create a broader market opportunity, are able to create a brand, and are able to provide a quality product, quantity, and continuity in line with market expectations.

The samples used were 51 artisans of handmade batik with raw materials of cloth, metal, wood, and leather which are spread across several districts in Bantul Regency.

The results of this study provides guidance need to optimize the role of government Bantul Regency in preserving batik and encourage the development of batik artisans for batik of Bantul go-international, improving the quality of batik products in the face of competitiveness on global market and MEA, capacity building of human resources, use of technology, model and design innovation, ease of access to capital, and increasing the ability of handmade batik artisans in supporting distribution and marketing services batik products through information technology.

*Keywords: handmade batik, RFD, quality of batik products, government role, human resource development, go-international*