

ABSTRAK

Desa Klampar, Kecamatan Proppo, Kabupaten Pamekasan, merupakan sentra pengrajin batik di Madura yang menghadapi tantangan globalisasi. Penelitian ini bertujuan menganalisis pengaruh pelatihan dan pengembangan terhadap produktivitas dan kreativitas pengrajin batik. Menggunakan pendekatan kuantitatif deskriptif korelasional, data dianalisis dengan regresi linier berganda melalui SPSS 16.0, dengan sampel 27 pengrajin yang dipilih secara purposive. Hasil menunjukkan bahwa secara parsial hanya pengembangan yang berpengaruh signifikan terhadap kreativitas, sedangkan pelatihan dan produktivitas tidak. Namun secara simultan, ketiganya berkontribusi signifikan. Dari 16 item pernyataan, 7 dinyatakan valid dan nilai reliabilitas sebesar 0,628. Model regresi memenuhi uji asumsi klasik. Penelitian merekomendasikan penguatan program pelatihan dan pengembangan untuk mendukung keberlanjutan industri batik.

Kata Kunci : Pelatihan, Pengembangan, Produktifitas, Kreativitas, Pengrajin batik.

ABSTRACT

Klampar Village, located in Proppo District, Pamekasan Regency, is a center of batik artisans in Madura that is currently facing the challenges of globalization. This study aims to analyze the influence of training and development on the productivity and creativity of batik artisans. A quantitative descriptive correlational approach was employed, with data analyzed using multiple linear regression via SPSS 16.0. The sample consisted of 27 artisans selected through purposive sampling. The results indicate that, partially, only development has a significant effect on creativity, while training and productivity do not. However, simultaneously, all three variables contribute significantly. Out of 16 questionnaire items, 7 were declared valid, with a reliability coefficient of 0.628. The regression model met the assumptions of classical tests. The study recommends strengthening training and development programs to support the sustainability of the batik industry.

Keywords: *Training, Development, Productivity, Creativity, Batik Artisans.*