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ANALYZING DIGITAL INNOVATION'S IMPACT ON BATIK MSMEs: A BIBLIOMETRIC STUDY OF BATIK MSMEs IN GENERAL'S ENTREPRENEURIAL ECOSYSTEM.

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Abstract

Digital This study employs bibliometric analysis to investigate the impact of digital innovation on Batik Micro, Small, and Medium Enterprises (MSMEs), with a particular focus on the Batik MSMEs in general Batik Center in , Indonesia. By analyzing scholarly publications from 2015 to 2025, the research maps the evolution of digital innovation in the context of cultural entrepreneurship. A dataset of 366 peer-reviewed articles, sourced from the CrossRef database, was processed using Publish or Perish and VOSviewer software. The findings highlight key thematic clusters, including digital transformation, market expansion, sustainability, and cultural preservation. The study reveals how digital innovation has empowered local MSMEs by enhancing their competitiveness, broadening market reach, and ensuring the preservation of traditional batik craftsmanship. This bibliometric study not only illuminates the development of research on digital innovation in batik entrepreneurship but also identifies emerging trends, research gaps, and opportunities for future studies. The results offer valuable insights for policymakers, scholars, and practitioners aiming to support sustainable digital entrepreneurship in traditional industries.

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INTRODUCTION

Digital innovation has become a central driver of entrepreneurial transformation in the twenty-first century, reshaping how value is created, delivered, and sustained across industries. Beyond its technological dimension, digital innovation in entrepreneurship refers to the strategic use of digital technologies to enable new business models, enhance market access, and support long-term resilience (Nambisan, 2017; Nambisan et al., 2019). In this context, digital innovation increasingly intersects with sustainability goals, as digital tools allow small firms to improve efficiency, reduce resource constraints, and strengthen community-based economic systems (Bojovic et al., 2022; Kreiterling, 2023). Within this broader entrepreneurial landscape, cultural and creative industries represent a distinct domain where innovation is deeply embedded in cultural identity and symbolic value. Cultural entrepreneurship emphasizes the process by which cultural meaning, heritage, and creativity are transformed into economic and social value (Gehman & Soublière, 2017; Gustafsson & Strandvad, 2023). Unlike technology-driven industries, cultural enterprises must balance innovation with authenticity, preservation, and community legitimacy. As a result, digital innovation in cultural entrepreneurship does not merely serve commercial objectives but also plays a critical role in sustaining cultural heritage and empowering local communities.

The batik industry in Indonesia exemplifies this intersection between digital innovation and cultural entrepreneurship. Batik MSMEs operate within heritage-based production systems, where traditional craftsmanship, local identity, and community networks form the foundation of entrepreneurial activity (Harsanto & Permana, 2020). However, batik MSMEs also face structural challenges, including limited market access, resource constraints, and increasing global competition. In response, digital technologies—such as e-commerce platforms, digital storytelling, and online branding—have emerged as strategic tools that enable batik entrepreneurs to expand markets while preserving cultural narratives (Sudjatmoko et al., 2023; Utami & Cahyana, 2021). Despite the growing body of research on digital innovation in batik entrepreneurship, the existing literature remains conceptually fragmented. Prior studies have predominantly focused on isolated case studies of individual MSMEs, descriptive accounts of digital marketing adoption, or socio-cultural analyses of batik production (Mubarak et al., 2023; Mujanah et al., 2024). While these studies provide valuable contextual insights, they rarely examine how findings relate to one another, whether theoretical perspectives converge or diverge, or how research themes have evolved over time. Consequently, it remains unclear which thematic clusters dominate the field, how scholarly attention has shifted, and which areas remain underexplored (P. Utomo & Cham, 2023; Wibowo, 2025).

To address this limitation, bibliometric analysis offers a systematic and evidence-based approach for synthesizing fragmented research domains. By analyzing large-scale publication data, bibliometric methods enable scholars to map intellectual structures, identify dominant and emerging themes, and reveal patterns of collaboration and knowledge development across time and disciplines (Giones & Brem, 2017). Applying bibliometric analysis to the study of digital innovation in batik entrepreneurship allows for a comprehensive understanding of how academic discourse has evolved, beyond the insights provided by single-case or narrative reviews.

Accordingly, this study aims to provide a bibliometric overview of research on digital innovation in batik entrepreneurship between 2015 and 2025, with particular attention to batik MSMEs in Indonesia. Specifically, the study seeks to: (1) examine the

evolution of research trends; (2) identify influential authors, institutions, and publications; (3) map thematic clusters through keyword co-occurrence analysis; and (4) highlight research gaps and future directions relevant to sustainable cultural entrepreneurship. By doing so, this study contributes to the literature by offering a structured synthesis of existing knowledge and informing scholars, practitioners, and policymakers on the role of digital innovation in sustaining traditional cultural industries.

METHOD

This study adopts a bibliometric research design to systematically examine the evolution of scholarly research on digital innovation in batik entrepreneurship. Bibliometric analysis enables a quantitative and structured mapping of large bodies of academic literature, allowing researchers to identify influential publications, thematic clusters, and research trends across time and disciplines (Giones & Brem, 2017; Nambisan, 2017). This approach is particularly suitable for investigating fragmented and interdisciplinary research domains such as digital innovation, cultural entrepreneurship, and MSME sustainability (Kreiterling, 2023; Nambisan et al., 2019).

Data Collection

The bibliographic data were collected from the CrossRef database using a comprehensive keyword-based search strategy. The search employed the terms “digital innovation,” “batik,” and “cultural entrepreneurship” to capture publications addressing both technological and socio-cultural dimensions of batik entrepreneurship (Gehman & Soublière, 2017; P. Utomo & Cham, 2023). The search was limited to the period between 2015 and 2025, reflecting the decade in which digital transformation intensified within creative and cultural industries (Bojovic et al., 2022; Kreiterling, 2023). The initial search yielded 1,000 records. Duplicate entries were identified and removed using Publish or Perish software, resulting in a refined dataset that was subsequently screened for relevance. After applying the inclusion and exclusion criteria, a final dataset of 366 peer-reviewed journal articles was retained for bibliometric analysis (Giones & Brem, 2017).

Database Selection and Justification

CrossRef was selected as the primary bibliographic source due to its broad and inclusive coverage of peer-reviewed journals across multiple disciplines, including entrepreneurship, innovation studies, and cultural and creative industries. Compared to more selective databases such as Scopus or Web of Science, CrossRef offers wider representation of regional and interdisciplinary journals, which are often underrepresented in mainstream bibliometric databases (P. Utomo & Cham, 2023; Wibowo, 2025). This inclusivity is particularly relevant for research on batik MSMEs, where scholarly contributions frequently emerge from regional and context-specific outlets (Harsanto & Permana, 2020).

Although CrossRef does not apply journal quality stratification in the same manner as Scopus or Web of Science, its use aligns with the objective of this study to provide a comprehensive and context-sensitive overview of digital innovation in batik entrepreneurship (Nambisan et al., 2019). To mitigate potential concerns related to metadata consistency and content quality, the dataset was restricted exclusively to peer-reviewed journal articles, and non-journal materials such as books, book chapters, conference papers, and institutional reports were systematically excluded (Giones &

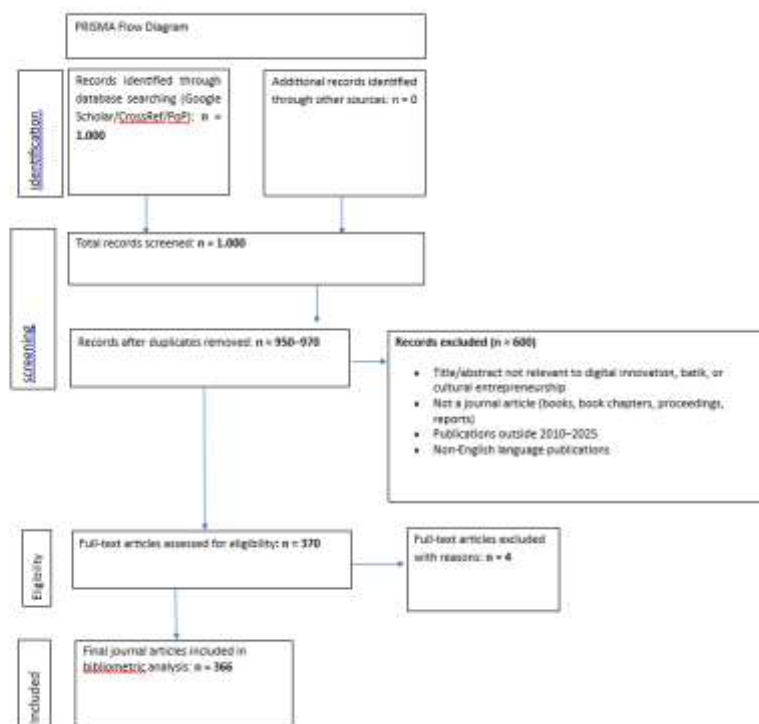
Brem, 2017). All bibliographic records were further cleaned and standardized prior to analysis to ensure consistency in author names, keywords, and publication metadata.

Screening and PRISMA Procedure

The selection and refinement of the dataset followed a PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) framework to ensure transparency and reproducibility (Baran & Berkowicz, 2021; Nambisan et al., 2019). The screening process was conducted in four sequential stages. First, an initial keyword search generated 1,000 records from the CrossRef database. Second, duplicate records were identified and removed using Publish or Perish software. Third, title and abstract screening was performed to assess topical relevance, excluding publications that did not explicitly address digital innovation, entrepreneurship, or cultural and creative industries (Giones & Brem, 2017). Fourth, full-text eligibility screening ensured that all retained publications met the predefined inclusion criteria.

The screening procedure was conducted by the authors based on clearly defined inclusion and exclusion criteria. Inclusion criteria required that publications (1) be peer-reviewed journal articles, (2) address themes related to digital innovation, entrepreneurship, or cultural industries, and (3) include at least one relevant keyword. Exclusion criteria eliminated non-journal publications and articles lacking substantive relevance to the research objectives. As this study employed a bibliometric approach rather than a systematic review design, inter-rater reliability testing was not applied; however, the screening criteria were applied consistently across all stages, following recommendations in prior bibliometric studies (Giones & Brem, 2017; P. Utomo & Cham, 2023). The final screening process resulted in a dataset of 366 journal articles, as illustrated in the PRISMA flow diagram (Figure 1).

Figure 1. PRISMA Flow Diagram of the Selection Process for Bibliometric Analysis (2015–2025)



Data Processing and Analysis

The finalized bibliographic dataset was imported into Publish or Perish software to extract and organize metadata, including author names, publication titles, keywords, journals, and citation counts (Baran & Berkowicz, 2021; Nambisan et al., 2019). The cleaned dataset was then exported in RIS format and analyzed using VOSviewer. VOSviewer is widely used in bibliometric research to visualize co-authorship networks, citation relationships, and keyword co-occurrence patterns (Giones & Brem, 2017; Gustafsson & Strandvad, 2023).

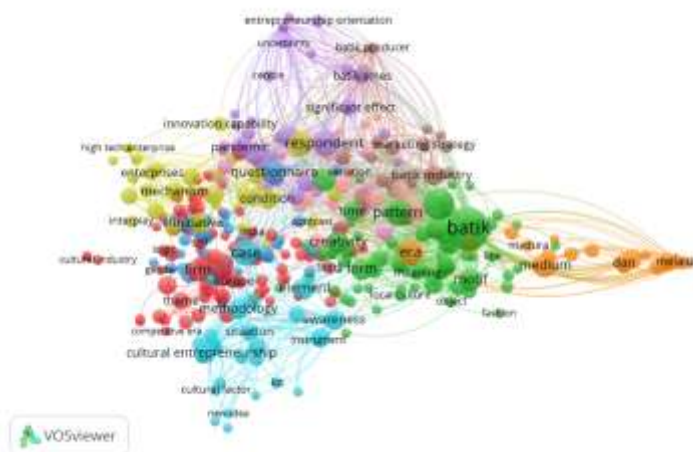
Three bibliometric techniques were applied in this study. First, citation analysis was conducted to identify influential publications and sources within the research domain (Wibowo, 2025). Second, co-occurrence analysis of author keywords was employed to map thematic structures and conceptual relationships across the literature (P. Utomo & Cham, 2023). Third, overlay and density visualizations were used to examine the temporal evolution and relative prominence of research themes over time (Sudarmiatin & Fitri, 2023). Together, these analytical procedures provided a comprehensive understanding of the intellectual structure and thematic development of research on digital innovation in batik entrepreneurship.

RESULTS AND DISCUSSION

The bibliometric analysis generated a series of visualizations that illustrate the structural and thematic evolution of research on digital innovation in batik entrepreneurship. Using VOSviewer, three complimentary map types— network, overlay, and density —were produced to capture the relationships among keywords, citation linkages, and thematic concentrations. Collectively, these visualizations provide a comprehensive understanding of how the literature has developed, which themes dominate, and where emerging research directions are located (Giones & Brem, 2017; Nambisan, 2017).

Network Visualization

Figure 2. The Network Visualization Map



The network visualization map (Figure 2) identifies five major keyword clusters that represent distinct but interrelated streams of research. The largest and most central cluster revolves around the keyword *batik*, which is closely associated with terms such as

motif, pattern, medium, and local culture. This cluster emphasizes the cultural and artistic foundations of the batik industry and its recognition as a core component of Indonesia's creative economy (Harsanto & Permana, 2020; Utami & Cahyana, 2021). The centrality of this cluster indicates that batik functions not only as a cultural product but also as an anchor for discussions on identity, heritage, and local innovation.

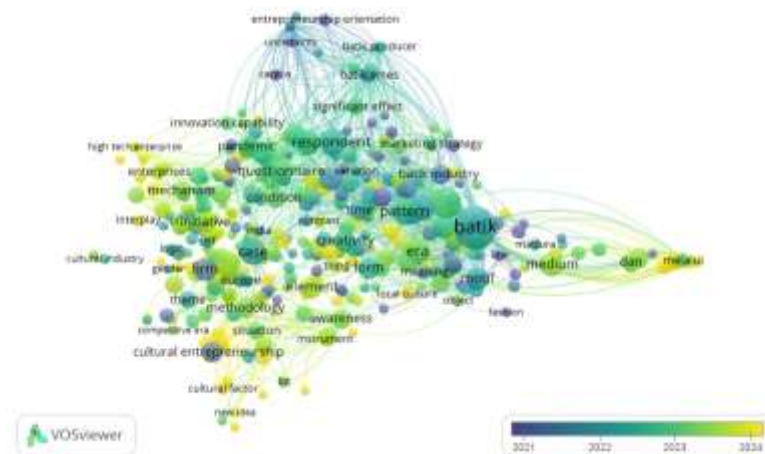
Another significant cluster is linked to cultural entrepreneurship, firm, and methodology, reflecting scholars' increasing efforts to position batik studies within broader entrepreneurial and organizational frameworks. This cluster can be theoretically situated within cultural entrepreneurship theory, which emphasizes how cultural meaning, heritage, and symbolic value are transformed into economic and social value through entrepreneurial processes. The presence of firm- and methodology-related keywords indicates a clear transition from descriptive cultural analyses toward more systematic, theory-driven investigations of innovation processes, business models, and creative enterprise structures within batik MSMEs (Gehman & Soublière, 2017; Wibowo, 2025).

Taken together, these clusters demonstrate that scholarly interest has evolved from purely aesthetic or cultural concerns to a multidimensional view integrating technology, entrepreneurship, and sustainability. The third cluster, represented in purple, highlights terms such as batik SMEs, entrepreneurial orientation, and marketing strategy. This cluster aligns closely with the MSME digital transformation literature, which conceptualizes digital technologies as strategic enablers for market expansion, brand development, and competitive positioning rather than merely operational tools. The co-occurrence of entrepreneurial orientation and marketing strategy suggests that digital innovation is increasingly embedded within strategic decision-making processes that shape competitiveness and growth among batik MSMEs (H. S. Utomo & Susanta, 2021; Viena et al., 2025).

The fourth cluster, represented in yellow, connects innovation capability, mechanism, and pandemic, reflecting heightened scholarly attention to the resilience of batik MSMEs during periods of crisis. This cluster can be interpreted through innovation capability and sustainability-oriented frameworks, which emphasize adaptability, learning mechanisms, and organizational resilience as key determinants of MSME survival under conditions of environmental uncertainty. The prominence of pandemic-related terms indicates that crisis contexts, such as the COVID-19 period, have accelerated scholarly interest in innovation capability as a foundation for sustaining MSME performance and long-term viability (Adinugraha et al., 2021; Mubarak et al., 2023).

Overlay Visualization

Figure 3. The Overlay Visualization Map



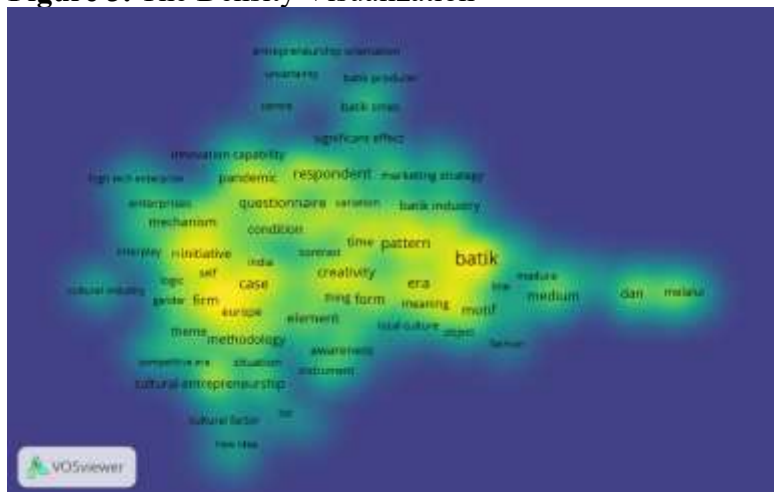
The overlay visualization (Figure 3) illustrates the temporal evolution of the research themes from 2015 to 2025. Early studies (2015–2018) were largely descriptive, emphasized on *cultural entrepreneurship* and *creative industries* conceptual foundations for understanding batik as both a cultural artifact and an entrepreneurial activity (Gehman & Soublière, 2017; Sudarmiati & Fitri, 2023).

Between 2019 to 2021, the field experienced a notable shift toward *digital innovation*, *marketing strategies*, and *innovation capability*, coinciding with the acceleration of digital transformation during the COVID-19 pandemic (Meitiana et al., 2023; Utomo & Susanta, 2021). This period saw an increase in empirical studies documenting how MSMEs in batik clusters adopted online platforms, digital storytelling, and e-commerce to sustain operations amid economic uncertainty.

More recent studies (2022–2025) have focused on *resilience*, *community empowerment*, and *sustainability*, reflecting a growing scholarly interest in how digital adoption contributes to long-term viability and social value creation (Sudjatmoko et al., 2023; Wibowo, 2025). The progression across these time frames clearly shows a paradigmatic shift from understanding digital innovation as a mere technological tool toward viewing it as a transformative mechanism for inclusive and sustainable entrepreneurship.

Density Visualization

Figure 3. The Density Visualization



The density visualization map (Figure 3) highlights the concentration of research topics and their relative prominence. The keyword 'batik' emerges as the most densely connected node, indicating its central importance across the literature. Surrounding it, concepts such as creativity, motif, pattern, and local culture also exhibit strong density, reflecting the intertwined relationship between cultural heritage and entrepreneurial practices (Harsanto & Permana, 2020; Mubarak et al., 2023). The density map further underscores the concentration of studies on digital innovation and SMEs, revealing the growing importance of technological capability and entrepreneurial adaptation as central research concerns (Meitiana et al., 2023; Viena et al., 2025). The close proximity of terms like sustainability, empowerment, and community further illustrates the interconnectedness of digital transformation with socio-economic and environmental objectives. These dense clusters suggest that while the literature is expanding into new areas, batik and its cultural significance remain at the core of scholarly attention.

Taken together, the network, overlay, and density visualizations reveal an evolving research landscape where digital innovation and cultural entrepreneurship intersect. The results demonstrate that scholarship on batik entrepreneurship has shifted from descriptive cultural studies to more applied, interdisciplinary analyses integrating digital tools, sustainability, and community empowerment (Baran & Berkowicz, 2021; Utomo & Cham, 2023). This evolution underscores the importance of bibliometric evidence in highlighting knowledge gaps, particularly in linking digital transformation with cultural preservation. By focusing on the Batik MSMEs in general Batik Centre, this study situates local practices within global discourses, offering valuable insights for academics and policymakers seeking to foster sustainable digital entrepreneurship in traditional industries.

CONCLUSION

This study examined the scholarly landscape of digital innovation in batik entrepreneurship through a bibliometric analysis of 366 journal articles published between 2015 and 2025. Rather than positioning a specific batik center as an empirical case study, the analysis adopts a contextual lens to illustrate how the bibliometrically identified themes are reflected in the practices of heritage based batik MSMEs. In this sense, the bibliometric mapping provides macro level insights into dominant and emerging research themes, while the contextual reference serves to demonstrate the practical relevance of these themes without claiming direct empirical generalization. Through this approach, the study synthesizes fragmented research and clarifies how digital innovation, cultural entrepreneurship, and MSME sustainability have been conceptualized and interconnected in the literature.

The findings indicate that research on batik entrepreneurship has evolved from predominantly descriptive cultural discussions toward more integrative perspectives emphasizing entrepreneurial orientation, innovation capability, and sustainability. The identified thematic clusters demonstrate that digital technologies are increasingly positioned as strategic enablers that support market access, organizational resilience, and cultural preservation within heritage based MSMEs.

From a practical standpoint, the bibliometric findings translate into several actionable implications. For policymakers, the results underscore the importance of designing digital support initiatives that align technological adoption with cultural preservation objectives. For MSME practitioners, the findings highlight the strategic value of investing in digital marketing capabilities, innovation capability, and

organizational learning to enhance competitiveness and resilience. For managers of batik clusters and creative industry facilitators, the results emphasize the role of digital platforms, collaborative branding, and community-based innovation initiatives in strengthening sustainable entrepreneurship.

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