

## IMPLEMENTATION OF THE HIGH TOUCH, HIGH TEACH, AND HIGH TECH FRAMEWORK FOR BEGINNER BATIK BUSINESS

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### Abstract

The batik industry in Indonesia faces the challenge of modernization while maintaining its rich traditions. Batik beginners are often hampered by limited knowledge and access to technology. This research aims to explore the effectiveness of the High Touch, High Teach, and High Tech framework in supporting start-up batik businesses for innovation and sustainable growth. This research uses the ADDIE Model (Analysis, Design, Development, Implementation, Evaluation) to implement the framework. The Analysis Phase involves collecting data about the needs of a budding batik business. The Design and Development stage builds a strategy that integrates High Touch, High Teach, and High Tech approaches. Implementation was carried out through pilots in a number of start-up batik businesses, with assistance and training. Evaluation involves validation by batik experts and analysis of feedback from batik entrepreneurs. This framework shows significant improvements in product quality, process efficiency, and market reach of start-up batik businesses. Validation by batik experts confirms an increase in the combination of traditional values and modern innovation.

*Keywords: Batik, Framework, High Touch, High Teach, High Tech.*

### Abstrak

Industri batik di Indonesia menghadapi tantangan modernisasi sambil mempertahankan kekayaan tradisi. Batik pemula seringkali terhambat oleh keterbatasan pengetahuan dan akses terhadap teknologi. Penelitian ini bertujuan untuk mengeksplorasi efektivitas framework High Touch, High Teach, dan High Tech dalam mendukung bisnis batik pemula untuk inovasi dan pertumbuhan berkelanjutan. Penelitian ini menggunakan Model ADDIE (Analysis, Design, Development, Implementation, Evaluation) untuk mengimplementasikan framework tersebut. Tahap Analisis melibatkan pengumpulan data tentang kebutuhan bisnis batik pemula. Tahap Desain dan Pengembangan membangun strategi yang mengintegrasikan pendekatan High Touch, High Teach, dan High Tech. Implementasi dilakukan melalui pilot pada sejumlah bisnis batik pemula, dengan pendampingan dan pelatihan. Evaluasi melibatkan validasi oleh ahli batik dan analisis feedback dari pengusaha batik. Framework ini menunjukkan peningkatan yang signifikan dalam kualitas produk, efisiensi proses, dan jangkauan pasar bisnis batik pemula. Validasi oleh ahli batik menegaskan peningkatan dalam penggabungan nilai tradisional dan inovasi modern.

*Keywords: Batik, Framework, High Touch, High Teach, High Tech.*

## INTRODUCTION

The Indonesian batik industry is an important component that unites the nation's cultural heritage and economic pillars, demonstrating cultural diversity and richness as well as providing job opportunities and economic growth for the community. The many colors and motifs of batik reflect cultural values and aesthetic beauty. The extraordinary skill, patience and creativity of the craftsmen is reflected in the complex and artistic process of making batik. However, batik faces challenges to remain relevant and sustainable in the era of globalization and rapid technological advances. Dynamic markets, changing consumer preferences and global competition demand constant change.

To overcome this problem, the ideas of High Touch, High Teach, and High Tech have become a strategic solution (Hariyanto et al., 2023). High Touch refers to the importance of maintaining and enhancing traditional skills in batik making; this includes maintaining ancient techniques and fine arts as well as enhancing the skills of craftsmen to maintain high quality. High Teach emphasizes education and training. Through formal and informal education, increasing the knowledge and skills of batik craftsmen is very important to improve production quality and efficiency (Triyanto et al., 2019). Education also plays an important role in design development and innovation, ensuring that batik products continue to develop and meet changing market demands. High Tech refers to the use of technology in the batik production process. Utilization of modern technology can increase efficiency, reduce production costs, and improve product quality. Technology also enables innovation in design and

marketing, increases market reach, and increases the competitiveness of the batik industry at the global level. The Indonesian batik industry can strike a balance between preserving tradition and innovation, ensuring that batik will not only remain the nation's cultural heritage but also become a sustainable and growing economic sector capable of competing on the global stage while maintaining its uniqueness and authenticity. By combining these three components, the batik industry will become superior (Ariani et al., 2023).

It has been identified that in-depth exploration of the integration between technology, education and High Touch elements in the batik industry has not been carried out much. Previous studies generally concentrate on the use of technology and education to improve the quality and efficiency of batik production, leaving out a comprehensive discussion regarding the integration of these three elements. High Touch elements refer to traditional skills, techniques and practices in batik making, which have been passed down from generation to generation. This includes an in-depth understanding of the art, culture and techniques of authentic batik making. In contrast, High Teach refers to the education and learning needed to improve quality and innovation in the batik production process (Iriaji et al., 2023). Meanwhile, High Tech includes the implementation of the latest technology that can be used to speed up production, improve quality and expand markets. Previous research has investigated the implementation of technology and education in creative industries, including the batik industry (Gondoputranto & Dibia, 2022).

Digital technology applications, such as graphic design software, digital printing technology, and e-commerce platforms, have been implemented to

increase the efficiency and affordability of batik products (Nurngaeni, 2021). Meanwhile, education and training are also provided to improve the skills and knowledge of batik makers in facing dynamic market challenges. However, there is a lack of literature that specifically discusses how High Touch elements can be integrated with High Teach and High Tech approaches. Exploration of how traditional skills and techniques can be aligned and enhanced with structured education and technology implementation is an area that deserves further attention. Building an integration model from these three aspects can provide a more holistic and innovative view to face competition in the increasingly global batik industry (Putri, 2022). This will not only maintain the authenticity and quality of batik, but also increase the innovation capacity and adaptability of the batik industry in the global market. Therefore, an in-depth study that combines aspects of High Touch, High Teach, and High Tech is needed to develop a framework and strategy that can be used by batik industry players to achieve sustainability and competitive advantage. This industry, which is a cultural and artistic heritage, requires special attention in adapting innovation and technology to improve the quality, efficiency and market acceptance of batik products. The High Touch concept refers to the application of humanist principles and a personal touch in every aspect of batik production and marketing.

This includes the skills, creativity and expertise of batik craftsmen in creating high quality products. Meanwhile, High Teach involves intensive education and training to strengthen the capacity and skills of workers, and High Tech is the application of advanced technology to

increase production efficiency and product quality. In this article, the researcher seeks to provide new insights and comprehensive analysis regarding how these three concepts can be brought together and integrated effectively in the batik industry, with a special focus on batik businesses that are still in their fledgling stages. This research uses qualitative and quantitative methodologies to evaluate the impact of such integration in various dimensions of business performance, such as product quality, production efficiency, and market acceptance. It is hoped that the results of this research can make a significant contribution to the literature, by presenting empirical data, findings and strategic recommendations that can be used as a model or reference for entrepreneurs and other stakeholders in the batik industry (Sutrisno et al., 2018). This comprehensive analysis aims to identify opportunities and challenges, as well as provide practical and theoretical guidance on how the integration of High Touch, High Teach, and High Tech can be optimized to achieve sustainability and growth in the batik business.

This research is aimed at exploring and explaining in depth the crucial problems related to the implementation of the High Touch, High Teach and High Tech concepts in the batik industry through the application of an ideal framework. The main problem faced is how to integrate these three elements to achieve improvements in product quality, production process efficiency, and wider market acceptance. In this context, High Touch refers to providing a personal touch and deep human involvement in every aspect of production; High Teach refers to ongoing education and training to improve workers' skills and knowledge;

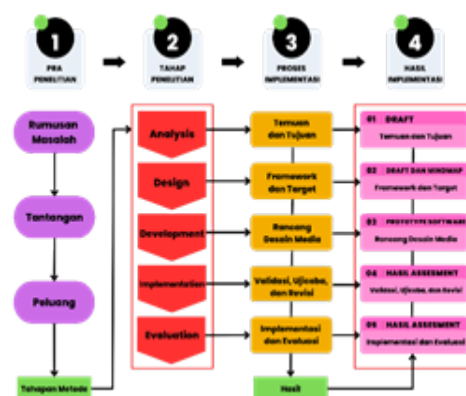
while High Tech shows the application of advanced and innovative technology in the production process. The initial hypothesis of this research assumes that the effective integration of the three elements of High Touch, High Teach, and High Tech will produce batik products of much higher quality (Nisrofah, 2023).

This can be realized through increasing detail, neatness and uniqueness of designs, along with increasing workers' skills and knowledge. In addition, it is hoped that the application of advanced technology will bring efficiency to the production process, reducing the time and resources required, while increasing the precision and consistency of quality. Wider market acceptance is another indicator of the successful implementation of this concept (Eskani et al., 2021). Through a combination of human involvement, increased skills and technology, batik products are expected to gain positive resonance from the market, not only in terms of quality but also innovation and sustainability. This wide acceptance will bring business growth, especially for novice business people in the batik industry (Vega et al., 2022). This research will use qualitative and quantitative methodologies to test initial hypotheses, through data collection, observation, in-depth interviews, and statistical analysis to validate assumptions. It is hoped that the results of this research will promote the sustainability and growth of the batik industry, by providing concrete recommendations on how to implement the High Touch, High Teach and High Tech concepts effectively and efficiently.

This framework structure is important because it shows how a human interactive approach (High Touch), strong education (High Teach),

and the use of modern technology can be applied strategically to develop a new batik business. To overcome initial challenges and improve their capabilities in the preservation of cultural values, production, and marketing, this framework offers a comprehensive model. High Touch emphasizes the importance of human connection and direct exchange of knowledge, which is essential to maintaining the quality and authenticity of traditional batik. "High Teach" underscores the role of education in providing comprehensive insight into the history, techniques and business aspects of batik, encouraging the growth of batik artists as skilled entrepreneurs. High Tech shows how digital tools and online platforms can be used for innovation rather than making batik. This article is important because it offers a framework that batik industry players can use to leverage best practices, optimize resources, and ensure that budding batik businesses remain alive and thriving in the market. competitive. The future of the batik industry can be shaped by implementing this structure, which will combine the best elements of innovation and tradition.

## METHOD



First, at the Analysis stage, researchers will identify the needs and challenges faced by budding batik businesses in integrating the High Touch (personal touch), High Teach (quality learning), and High Tech (high technology) approaches. The research involved interviews with business owners and employees, as well as analysis of market and batik industry data. Then, at the Design stage, the High Touch approach will be implemented through personal customer service and high product quality. High Teach is realized through employee training and development to improve their skills and knowledge. Meanwhile, High Tech will include the use of technology such as social media, e-commerce platforms, and modern business management systems.

At the Development stage, the implementation strategy will be implemented by designing training programs and introducing technology into start-up batik business operations. Next, at the Implementation stage, High Touch, High Teach and High Tech programs will be implemented in start-up batik business operations. The team will ensure the suitability and effectiveness of the approach applied. Lastly, in the Evaluation stage, researchers will evaluate the results of implementing the High Touch, High Teach, and High Tech strategies in the start-up batik business. Effectiveness, customer satisfaction, employee engagement, and improving business performance will be the focus of the evaluation. With the holistic application of the ADDIE METHOD, this research is expected to provide valuable insights and recommendations for budding batik businesses in optimizing High Touch, High Teach, and High Tech strategies to achieve continued success and growth in the batik industry.

### **Data Collection**

Data collection for this study will use a comprehensive approach. First, researchers will conduct in-depth interviews with owners and employees of start-up batik businesses to understand the High Touch approach, which involves a personal touch in customer service and direct communication with customers. Furthermore, data about the High Teach approach will be collected through interviews and observations about the employee training and development process to improve their abilities and knowledge about batik dice techniques. In addition, a satisfaction survey will be used to collect data from customers of start-up batik businesses to determine their level of satisfaction with the service, product quality and their shopping experience. The results of this data collection will be used as a basis for creating strategies for implementing High Touch, High Teach, and High Tech in start-up batik businesses. Evaluations will be carried out to evaluate the successful implementation and impact of each approach on the growth and sustainability of start-up batik businesses.

### **Data Analysis**

#### ***Media validation test and material validation test***

$$V.ah = \frac{TSe}{TSh} \times 100\%$$

Description:

V.ah. : Expert validation

TSe : Total Empirical Score

TSh : Total Expected Score

After carrying out the validation test analysis, to find out the conclusions that have been reached, the following is Table 1. Media Eligibility Criteria.

**Table 1. Media Eligibility Criteria**

| N<br>o | Percentage<br>of<br>Achievement | Category                                                    |
|--------|---------------------------------|-------------------------------------------------------------|
| 1.     | 80,00%<br>100,00%               | - Valid, interesting and worth using                        |
| 2.     | 60,00%<br>79,00%                | - Valid enough, interesting enough, and quite worthy of use |
| 3.     | 50,00%<br>59,00%                | - Less valid, less interesting, less suitable for use       |
| 4.     | <50%                            | Invalid, uninteresting, and not suitable for use            |

**Practicality Test**

Practicality test data was obtained by filling in an assessment instrument consisting of 12 statement items. Practicality data is analyzed by percentage using the following formula:

$$\text{Practicality Value} = \frac{\text{Total score obtained}}{\text{Total maximum score}} \times 100\%$$

After the practicality percentage is obtained, the interpretation of the practicality level assessment can be seen in Table 2.

**Table 2. Practicality Criteria**

| The Value of<br>Practicality | Criteria         |
|------------------------------|------------------|
| 86% – 100%                   | Very Practical   |
| 76% – 85%                    | Practical        |
| 60% – 75%                    | Quite Practical  |
| 55% – 59%                    | Less Practical   |
| ≤ 54%                        | Very Impractical |

**RESULTS AND DISCUSSION****Analysis Results****Media Validation**

Based on empirical scores related to all media aspects, a score of 178 out of a total expected score of 200 was obtained. If interpreted in percentage form, a result of 89% was obtained with the criteria being valid, interesting and suitable for use. The results of the analysis for each aspect of

the media validation assessment are presented in Table 3.

**Table 3. Results of Media Validation Analysis**

| N<br>o | Aspect                           | Empirical<br>Score | Expectati<br>on Score | %  |
|--------|----------------------------------|--------------------|-----------------------|----|
| 1      | Relevance                        | 44                 | 50                    | 88 |
| 2      | Design and<br>Display<br>Quality | 45                 | 50                    | 90 |
| 3      | Technical<br>Quality             | 43                 | 50                    | 86 |
| 4      | Motivation<br>to learn           | 46                 | 50                    | 92 |
|        | Average                          | 178                | 200                   | 89 |

**Material Validation**

Based on the empirical scores related to all media aspects, a score of 90 out of a total expected score of 100 was obtained. If interpreted in percentage form, a result of 90% was obtained with the criteria being valid, interesting and suitable for use. The results of the analysis for each aspect of the material validation assessment are presented in Table 4.

**Table 4. Results of Material Validation Analysis**

| N<br>o | Aspect                                    | Empirical<br>Score | Expectati<br>on Score | %    |
|--------|-------------------------------------------|--------------------|-----------------------|------|
| 1      | Suitability of<br>content and<br>material | 28                 | 30                    | 93,3 |
| 2      | Legibility                                | 26                 | 30                    | 86,6 |
| 3      | Interactive<br>Activities                 | 18                 | 20                    | 90   |
| 4      | Interactive<br>Activities                 | 18                 | 20                    | 90   |
|        | Average                                   | 90                 | 100                   | 90   |

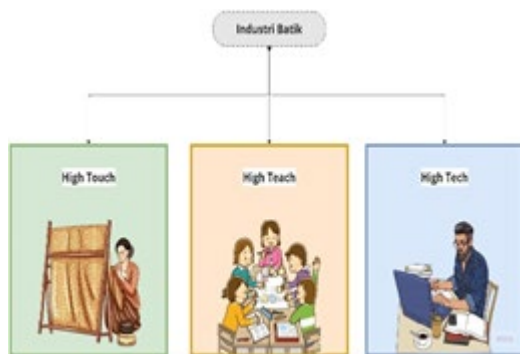
**Practicality Test**

Based on the results of the practicality assessment analysis, the total score obtained was 1052 with a maximum total score of 1200, resulting in an overall average result of 87.66%. If we refer to the practicality criteria table, it can be said that media

practicality is at a very practical level. So that the media is practically used by the community.

### Discussion

#### ***How to Implement High Touch, High Teach, and High Tech in the Batik Industry***



**Figure 2. Implementation in the Batik Industry**

The High Touch concept in the batik industry refers to respecting and preserving traditional techniques and skills that have been passed down from generation to generation. This includes hand batik making techniques that involve the use of natural materials as well as specialized skills in creating complex designs. High Touch emphasizes the arts and crafts aspect in every batik work. In contrast, High Teach refers to the combination of learning and training in the batik making process. This includes providing knowledge of traditional methods and modern innovations to a new generation of batik makers.

Through this method, skills and knowledge are updated and enriched, producing batik works that not only maintain cultural heritage but also comply with modern trends and needs. Meanwhile, High Tech brings digital transformation to the batik industry, which includes the adoption of advanced technologies such as digital design, digital printing, and automation

production methods to increase efficiency, consistency, and production scale (Iriaji, Hariyanto, et al., 2022). The implementation of High Tech enables rapid personalization and innovation, expands market coverage, and meets diverse and dynamic consumer demands (Friadi et al., 2023).

The batik industry can achieve a balance between innovation and preserving tradition if High Touch, High Teach and High Tech are implemented simultaneously. By maintaining product authenticity while increasing quality, variety and production capacity, this can encourage industry growth. As a result, by maintaining the distinctive characteristics of batik (Purnamasari et al., 2023), and increasing its artistic and cultural value, the combination of these three components will make the batik industry more sustainable and more competitive in the global market (Hariyanto et al., 2023).

As shown in the research, the application of High Touch, High Teach, and High Tech in the batik industry is very important to maintain the relevance and sustainability of the industry amidst contemporary challenges. High Touch elements maintain the original essence of batik, where every motif and batik making technique shows its rich cultural heritage. Batik techniques that are made manually and traditionally, such as written batik, are an important representation of the High Touch element, where the skill, precision and creativity of batik craftsmen are very important to create unique and valuable works of art. However, High Teach and High Tech elements are becoming increasingly important to address the challenges of scalability and efficiency (Theeb et al., 2023). The High Teach education and training system aims to



spread and develop batik making skills from generation to generation. To ensure that batik skills and traditions remain alive and thriving, in-depth knowledge of batik symbolism, techniques and creativity is combined with contemporary teaching approaches, professional training and continuing education (Hartomo & Bakal, 2021).

Meanwhile, High Tech is the combination of modern technology in the batik making process. Technological applications such as digital graphic design, 3D printing, and automation enable design innovation, mass production, and quality consistency. If used carefully, this modern technology can increase production capacity without sacrificing the quality and authenticity of batik (Hafiza et al., 2021). Synergy between High Touch, High Teach, and High Tech is needed to be implemented. To achieve this integration, batik must be respected and maintained for its authenticity as a cultural heritage and adapted to the convenience and innovation brought by education and modern technology. Reversing traditional and modern perspectives, combining the two to create batik that reflects cultural heritage and meets the requirements and desires of the modern market (Kaunang & Ardianto, 2022). This research will learn more about how this balance can be achieved and discover best practices, difficulties, and opportunities for implementing High Touch, High Teach, and High Tech concepts in the batik industry. It is hoped that the results will provide valuable insights and strategic suggestions for batik industry stakeholders, including craftsmen, designers, business people and policy makers, to ensure that the sustainability and continuity of the industry is maintained (Widiaty et al., 2020).

In general, the application of High Touch, High Teach and High Tech integration in industry has the potential to change the paradigm of production, distribution and consumption of goods and services. This strategy combines the strengths of tradition, educational innovation, and advanced technology to create sustainable, innovative, and high quality products and services (Kurniawan, 2022). By prioritizing human skills, cultural values and aesthetics, High Touch elements ensure industrial processes remain humane. Maintaining the human touch in design and production is the key to providing added value to products or services in an era where automation and digitalization are becoming dominant. This allows companies to offer products that have an emotional and cultural connection with consumers in addition to being functional. Meanwhile, High Teach focuses on developing and developing human skills and knowledge. By providing ongoing training and education, employees can maintain their relevance in an ever-evolving labor market. To maintain workforce productivity and welfare and encourage innovation and creativity, this is very important.

High technology optimizes the use of digital innovation and advanced technology in industrial processes. Technologies such as artificial intelligence, robotics, Internet of Things (IoT), and big data analysis can increase the speed, efficiency, and flexibility of production processes. Therefore, businesses can reduce costs, improve product quality, and quickly change market demands. Industry can achieve a balance between efficiency and humanization, innovation and tradition, and technology and human skills. Integrating these three components will result in a more inclusive, sustainable



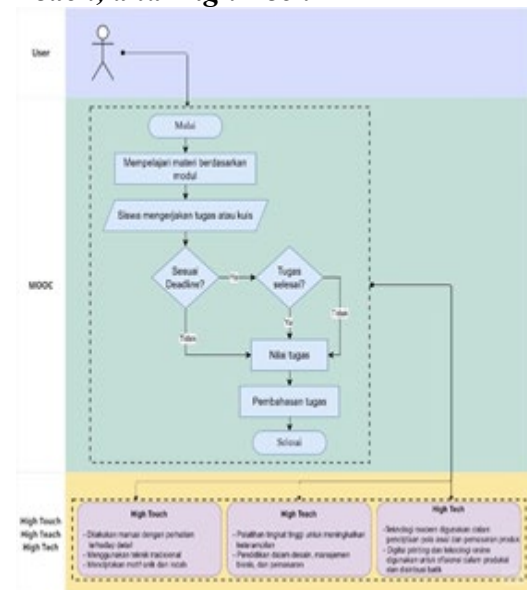
and innovative industrial ecosystem where products and services have deep cultural and human value in addition to achieving peak functional and technical performance. In the future, implementing this strategy will encourage economic growth, innovation and industrial sustainability. Case studies of Beginner Batik Business, High Touch, High Teach, and High Tech are used to show the practical application and results of combining these three strategic components on a smaller and more concentrated business scale (Miranto et al., 2020).

Beginner Batik Businesses prioritize High Touch elements to maintain traditional batik techniques, allowing batik makers to apply their skills and creativity freely (Ariyana et al., 2021). This not only maintains the quality and authenticity of batik but also creates added value for consumers who are looking for authentic products. As a start-up business, highlighting these High Touch elements helps build brand identity and differentiate their products. Emphasis on education and training is important for high school teachers. For start-up businesses, increasing the team's capabilities and knowledge through training and professional development is an important step. This not only improves product quality but also increases innovation and creativity. Improvements in product quality and customer satisfaction are driven by investments in human capacity.

Beginner Batik businesses use high technology to increase operational efficiency and expand markets (Nurfahriza et al., 2023). Adopting advanced technological solutions such as digital marketing, e-commerce and the latest production technologies is essential for start-up companies in a dynamic market. Innovation in design, quality consistency and wider

distribution are supported by the integration of modern technology. The synergy between High Touch, High Teach, and High Tech can be a transformational catalyst for the Beginner Batik business in this case study (Iskandar & Kustiyah, 2017). High Touch elements maintain artistic and cultural integrity, High Teach enhances workforce skills and capacity, and High Tech increases innovation and efficiency. This business can maintain the authenticity and sustainability of its batik products while continuing to develop and answer current market challenges.

### ***MOOC Integration in the Application of High Touch, High Teach, and High Tech***



**Figure 3. MOOC Integration**

Case studies of Beginner Batik Business, High Touch, High Teach, and High Tech are used to show the practical application and results of combining these three strategic components on a smaller and more concentrated business scale (Muliasari & Widiastuti, 2020). Beginner Batik Business prioritizes High Touch elements to maintain traditional batik

techniques, allowing batik makers to apply their skills and creativity freely. This not only maintains the quality and authenticity of batik but also creates added value for consumers who are looking for authentic products. As a start-up business, highlighting these High Touch elements helps build brand identity and differentiate their products (Siregar et al., 2020).

Emphasis on education and training is important for high school teachers. For start-up businesses, increasing the team's capabilities and knowledge through training and professional development is an important step. This not only improves product quality but also increases innovation and creativity (Arimbawa et al., 2022). Improvements in product quality and customer satisfaction are driven by investments in human capacity. Beginner Batik Business uses high technology to increase operational efficiency and expand markets. Adopting advanced technological solutions such as digital marketing, e-commerce and the latest production technologies is essential for start-up companies in a dynamic market. Innovation in design, quality consistency, and wider distribution are supported by the integration of modern technology (Indriyaningtyas et al., 2020). The synergy between High Touch, High Teach, and High Tech can be a transformational catalyst for the Beginner Batik business in this case study. High Touch elements maintain artistic and cultural integrity, High Teach enhances workforce skills and capacity, and High Tech increases innovation and efficiency. This business can maintain the authenticity and sustainability of its batik products while continuing to develop and answer current market challenges (Lestari et al., 2023).

Following developments, MOOC developed into a platform that connects students and teachers as well as a global community with an interest in batik. In addition to the transfer of individual skills, High Touch aspects include building a global community network. Beginners, experienced craftsmen and batik enthusiasts from all over the world can work together, exchange ideas and talk about the challenges and opportunities in the batik industry. The MOOC curriculum at High Teach continues to change according to innovation, fashion, and market needs. Courses are carefully curated and regularly updated to ensure the content is relevant and accurate. Not only are there opportunities to learn about batik techniques, but also about things like business, digital marketing and product innovation. It helps beginners become successful batik entrepreneurs.

Currently, high technology includes the development of more sophisticated learning technology. Using virtual reality (VR) and augmented reality (AR) (Diodato, 2022), MOOCs make the learning experience more interactive and engaging. Virtual batik simulation allows participants to practice batik techniques in a virtual environment, get immediate feedback, and improve their skills in a safe and supportive environment (Arimbawa et al., 2022). Learning in the field of batik has an unprecedented scale and depth thanks to the integration of MOOCs in the application of High Touch, High Teach, and High Tech (González-Zamar & Abad-Segura, 2020). This creates a new paradigm in learning and developing batik skills. It is not only free and inclusive, but also dynamic, responsive, and adaptable to needs (Sutrisno et al., 2018). With this strong foundation, the

next generation of batik craftsmen will master traditional techniques and become creators and leaders in the ever-growing global batik industry.

### ***Learning Syllabus in the Application of High Touch, High Teach, and High Tech***



**Figure 4. MOOC Syllabus**

This syllabus is an important component in the learning framework to learn and understand how these concepts are applied in the batik industry, especially for newly established businesses. The batik industry, which is based in tradition and culture, faces special challenges in integrating modern technology and innovation without sacrificing its cultural values (Iriaji, Prasetyo, et al., 2022). In this case, the learning syllabus functions as a navigation tool that allows industry players to integrate the principles of "High Tech", which refers to the adoption of advanced technology; "High Teach", which emphasizes the quality of education and training; and "High Touch", which refers to and prioritizes human interaction and personalization (Nurngaeni, 2021). This syllabus, especially for research purposes, facilitates in-depth analysis of how budding batik businesses can utilize the optimal combination of these three aspects to increase productivity, quality and competitiveness in an increasingly global market (Agung & Samuel, 2021). In addition, this syllabus also provides an empirical framework

that allows researchers to measure the effectiveness and impact of implementing the concepts of "High Touch, High Teach, and High Tech". Therefore, the syllabus not only adds to the academic literature in this field, but also provides industry stakeholders with practical knowledge to build more informed strategies and policies.

The principles of High Touch, High Teach, and High Tech have become important for organizations and industries in various industries in the era of increasing globalization and digitalization. When implemented correctly, these three principles can help organizations build competitive advantages and achieve sustainable growth. The High Touch principle emphasizes the importance of human interaction and relationships. The need for genuine human interaction is increasingly important in a world increasingly dominated by technology. Customers, business partners, and employees all value the personal attention, empathy, and deep understanding that only technology can provide (Eskak, 2020). Real interactions can foster trust, increase loyalty, and strengthen business relationships (Theeb et al., 2023).

In contrast, High Teach emphasizes the importance of continuous education and training. To remain relevant in the rapidly changing modern world, companies must ensure that their workers have the skills and knowledge necessary to navigate these changes (Wibawanto et al., 2021). Organizations can improve their capabilities, drive innovation, and ensure that teams have the tools and knowledge necessary to succeed through investments in education and training. Meanwhile, High Tech refers to the application of advanced technology and digital solutions. This

technology enables organizations to increase efficiency, achieve scale, and provide better solutions to their customers. The right application of technology can differentiate success from failure in many industries. Combining these three principles, companies can create a broad approach that leverages the strengths of each aspect. High Touch ensures that human relationships remain at the center of operations, High Teach prepares teams to face future challenges, and High Tech provides the tools necessary for innovation and efficiency (Isnin, 2019). They worked together to create a framework that can help contemporary organizations navigate with confidence and purpose.

## CONCLUSION

Case studies of the budding batik industry reveal the importance of integrating High Touch, High Teach, and High Tech. Direct interaction (High Touch) between novice batik makers and experienced mentors strengthens the quality and value of art, while education (High Teach) through physical and online classes builds understanding of batik, improving artistic and business skills. The adoption of technology (High Tech), such as mobile applications and social media, modernizes batik design and expands its reach without reducing traditional values. This combination of approaches encourages innovation and growth in the batik industry, maintains Indonesia's cultural heritage and creates new opportunities for batik business players.

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