

## **Batik Entrepreneurs': A Gender Study of Madurase Women against its Local Tradition**

**Dr. Suci SURYANI**

Public Relations

University of Trunojoyo Madura, Indonesia

### **Abstract**

One of local traditions in Madura is an arranged marriage. What a unique culture it is since it may be occurred when a bride to-be since she is at her mother's womb. This research has three purposes. The first is to examine the sexist oppression challenged by rural women in Madura. The second is to analyze solidarity obtained . The last is to elaborate personal basic power exercised so that they are able to be a creative industry entrepreneur. The theory applied in this research is bell hooks (1984). The ethnography research with the interview towards the subjects of the research and the representative of the related agencies in Madura and visiting the social media and the official web of the related agencies in Madura are used in order to conduct the research. The results show that they experience sexist oppression caused by the attachment of sexism embedded in the local tradition that is an arranged marriage. The social circle as the supporting systems lead them to be able to exercise their personal basic powers. Those are necessary to transform themselves to be young creative industry entrepreneurs who promote batik from local to global.

**Keywords:** Batik Entrepreneur, Gender Study, Local Tradition, Madurase Women, Solidarity.