

## Creative Empowerment of Inmates: Batik and Merchandise Training for Economic Independence at Class II.B Prison Probolinggo

Moh. Idil Ghufron<sup>1</sup>, Achmad Febrianto<sup>2</sup>

Universitas Nurul Jadid, Indonesia <sup>1,2</sup>  
{[idil@unuja.ac.id](mailto:idil@unuja.ac.id)<sup>1</sup>, [febriantoes@unuja.ac.id](mailto:febriantoes@unuja.ac.id)<sup>2</sup>}

---

Submission: 2025-01-05

Received: 2025-03-26

Published: 2025-03-28

---

**Keywords:** Inmate Empowerment; Economic Skills; Social Reintegration.

**Abstract.** The high recidivism rate in Indonesia indicates a strong correlation between economic pressure, social inequality, and the lack of skills among inmates, which contribute to repeated criminal behavior. This community engagement program aims to empower inmates through the Asset-Based Community Development (ABCD) approach, which focuses on utilizing community assets and potential to enhance skills and economic independence. The program is implemented in collaboration with various stakeholders, including Batik Ronggomukti and the Office of Cooperatives, Micro Enterprises, Trade, and Industry (Dinas Koperasi, Usaha Mikro, Perdagangan, dan Perindustrian – DKUPP) of Probolinggo Regency. The mentoring activities in this program consist of three main stages: (1) training in batik-making and merchandise production, (2) facilitating stakeholder involvement in skills development and product marketing, and (3) developing marketing strategies to establish a sustainable economic system. This program aims to enhance inmates' entrepreneurial skills, expand business networks with external partners, and reduce the social stigma often faced by former inmates.

The implementation of this program has yielded significant outcomes, including the creation of more than 150 creative products with market value at local and national levels, as well as the establishment of five independent business groups among inmates. Additionally, there has been a 30% increase in participants' interpersonal skills and motivation, along with a 25% improvement in their readiness for social reintegration. The program's success has been supported by active stakeholder participation, consistent inmate engagement, and the continuous commitment of various partners in the rehabilitation and economic empowerment of inmates.

**Katakunci:** Pemberdayaan Narapidana; Keterampilan Ekonomi; Reintegrasi Sosial.

**Abstrak.** Tingginya angka residivisme di Indonesia menunjukkan adanya keterkaitan antara tekanan ekonomi, ketidaksetaraan sosial, dan kurangnya keterampilan di kalangan narapidana dalam mendorong perilaku kriminal berulang. Program pengabdian ini bertujuan untuk memberdayakan narapidana melalui pendekatan Asset-Based Community Development (ABCD), yang menitikberatkan pada pemanfaatan aset dan potensi komunitas

---

guna meningkatkan keterampilan dan kemandirian ekonomi. Program ini dilaksanakan dengan melibatkan berbagai pemangku kepentingan, termasuk Batik Ronggomukti dan Dinas Koperasi, Usaha Mikro, Perdagangan, dan Perindustrian (DKUPP) Kabupaten Probolinggo. Kegiatan pendampingan dalam program ini terdiri atas tiga tahapan utama: (1) pelatihan pembuatan batik dan produksi merchandise, (2) fasilitasi keterlibatan pemangku kepentingan dalam pengembangan keterampilan dan pemasaran produk, serta (3) penyusunan strategi pemasaran untuk menciptakan sistem ekonomi yang berkelanjutan. Program ini bertujuan untuk meningkatkan keterampilan wirausaha narapidana, memperluas jaringan bisnis dengan mitra eksternal, serta mengurangi stigma sosial terhadap mantan narapidana. Pelaksanaan program telah menghasilkan capaian yang signifikan, di antaranya terciptanya lebih dari 150 produk kreatif yang memiliki nilai jual di tingkat lokal dan nasional, serta terbentuknya lima kelompok usaha mandiri di dalam lapas. Selain itu, terjadi peningkatan sebesar 30% dalam keterampilan interpersonal dan motivasi peserta, serta peningkatan 25% dalam kesiapan untuk melakukan reintegrasi sosial. Keberhasilan program ini ditunjang oleh dukungan aktif dari mitra, partisipasi konsisten narapidana, serta komitmen berkelanjutan dari para pemangku kepentingan dalam upaya rehabilitasi dan pemberdayaan ekonomi narapidana.

---

## 1 Introduction

The problem of recidivism among inmates is one of the crucial issues faced by the penitentiary system in Indonesia (Zahra et al., 2024). Including in the Class II.B Kraksaan Detention Center, Probolinggo. The condition of the Kraksaan class II.B detention center is currently inhabited by 361 inmates, the majority of whom are native residents of Probolinggo. According to information from the Head of Management, M. Yasin Zaini, the cases experienced by the inmates are quite diverse, including cases of theft (130), gambling cases (101), use of narcotics/illegal drugs (51), persecution (36), sexual violence (29), and cases that harm others (14). From the provisional data submitted by Zaini, at least it has given an idea that the two most cases among other cases are theft and gambling.

This research is a continuation of the previous research which showed the positive impact of 4 anti-hypnotherapy-based assistance for inmates in class II detention centers. B Kraksaan Probolinggo. This can

be seen from the attitude and behavior of the inmates through the authenticity of their presence in every detention center activity and their adaptation to a new pattern of life. Interesting phenomena found in the field are; In essence, recidivists have the desire to 'recover' and not fall back into criminal/criminal acts (Junaidin et al., 2024). However, this desire needs to be increased into a collective consciousness owned by the inmates (Fawaid & Musolli, 2023).

Criminal acts such as theft often appear as a form of individual response to limited access to achieve economic goals through legitimate channels (Naylor, 2003). Structural pressures in society, where there is a mismatch between desired goals and the means available to achieve them, can push individuals to take shortcuts through criminal acts (Rossmo & Summers, 2022). Individuals who feel marginalized from access to legitimate economic opportunities tend to experience frustration and eventually choose to commit illegal acts as an adaptation mechanism (Seyidoğlu, 2024).

Being in a detention center as an inmate imposes a significant psychological burden on inmates (Carmo et al., 2024). Class IIB Detention Centers, as part of the criminal justice system, restrict inmates' freedom to interact with the outside world. The loss of freedom itself, as highlighted in (Machado et al., 2024) study becomes a major stressor for inmates. The feeling of confinement, combined with limited contact with family and society, contributes to emotional distress and psychological instability. The structured and controlled environment of detention centers often exacerbates feelings of isolation and helplessness, leading to increased levels of stress among inmates .

Existing societal structures, including within the correctional system, can form criminal subcultures (delinquent subcultures) (van Ginneken & Wooldredge, 2024). These subcultures often provide alternative means to achieve desired success, but through avenues that are contrary to prevailing social norms. If this environment is not properly intervened, the risk of recidivism will increase. This is exacerbated by the social stigma attached to ex-prisoners, which ultimately hinders their social reintegration process (Putrie & Prasetya, 2021).

In addition to Monica, several recent studies have also concluded that internalizing religious values reduces crime rates in various parts of the world. This is because the understanding and practice of religious values influence moral and ethical behavior, simultaneously serving as a protective barrier for adherents against engaging in criminal acts. (Johnson, 2021).

Situmorang (Situmorang, 2019) stated that individuals who are incarcerated or serve sentences in correctional institutions are referred to as Community Assisted Citizens. In other words, the prison carries out rehabilitation, reeducation, resocialization and protection of both inmates and the community in the implementation of the correctional system. In this case, the government has created the concept of training, coaching and also empowerment in the field of religion and skills. One of the Prisoner empowerment programs in the field of skills is in the form of training for Prisoners (Trivedi & Ray, 2024). According to Ali said that a correctional system has the goal of forming Correctional Assisted Citizens so that they become full human beings. So in general, the training.

Creative economy assistance through batik making and making training *merchandise* in Kraksaan Class II.B Detention Center is a strategic step to empower the inmates, both economically and psychosocially. The program adopts the Asset-Based Community Development (ABCD) approach proposed by Kretzmann and McKnight. This approach emphasizes the use of assets and potential owned by the community as the main capital in encouraging individual empowerment. Through a collaborative framework with various stakeholders, this approach aims to identify the strengths, resources, skills, and potential of the assisted citizens. In addition, ABCD's approach also focuses on the involvement of business partners and external parties in designing and implementing sustainable empowerment programs. This approach ensures that enablement efforts are not only temporary, but also build strong networks and support the program's sustainability in the future

The novelty of this program lies in the use of the Asset-Based Community Development (ABCD) method, which focuses on empowerment based on community potential rather than merely

addressing deficiencies. This program involves various stakeholders, including Batik Ronggomukti and the Department of Cooperatives, Micro Enterprises, Trade, and Industry (DKUPP) of Probolinggo Regency, to create a sustainable business network. Training in batik and merchandise production not only enhances the economic skills of inmates but also produces marketable products at both local and national levels. This program has successfully formed independent business groups and increased social reintegration readiness while reducing the negative stigma against former inmates. The measurable impact of the program and the support from various stakeholders make it an innovative and sustainable empowerment model (Adeoye et al., 2025).

With this mentoring program, it is hoped that the inmates can develop creative economy skills through batik training and merchandise making, build a sustainable business network with partners and stakeholders, reduce the risk of recidivism by providing concrete and sustainable economic opportunities. Moreover, this program is also expected to reduce social stigma against former prisoners, increase their self-confidence, and better support the process of reintegration into society. Strengthening community assets is an important foundation for creating sustainable positive change among the assisted community (Pasanchay & Schott, 2021).

## 2 Method

The Asset-Based Community Development (ABCD) approach is highly suitable for empowering women in rural areas to enhance their economic value (Kretzmann & McKnight, 1996). This approach leverages the existing strengths and resources within a community to create sustainable development. The activities were conducted in Tegalsari Village, Plered District, Cirebon Regency, from July 15 to August 25, 2024. The target of the initiative was a group of housewives from Wadas Ilir Block, Tegalsari Village. Various tools and equipment were utilized during this program, including village demographic data, stationery, a camera, interview forms, buckets, catfish seedlings, kale seedlings, and pellet feed.

This service will use the Asset Based Communities Development (ABCD) method, which is a research method that focuses on utilizing existing assets and resources in a community. The use of the ABCD method in this research will direct the assistance to identify and mobilize assets so that the changes formulated and carried out by the community itself are realized, or it can also be called Community-Driven Development (CDD), where the assisted residents are not as objects, but as actors and determinants in efforts to improve the economy.

The stages of community service using the ABCD method in Kraksaan prisoners are as follows:



Diagram 1. Stages in Community Service Using the ABCD Method

At the inculturation stage, the activity begins with congregational prayers with the inmates at Musala Al-Taubah as an effort to build emotional closeness. This is followed by a structured dialogue to understand their needs and aspirations.



Figure 1. FGD activities with inmates at the prison's Musholla.

The image depicts an inculturation activity at Musala Al-Taubah, where inmates gather for congregational prayers. This activity aims to foster emotional closeness between facilitators and inmates, creating a strong sense of community and trust. The session then continues with a

structured dialogue designed to explore and deeply understand the inmates' needs and aspirations. This approach plays a crucial role in creating a supportive environment where inmates feel heard, valued, and encouraged. It serves as a fundamental foundation for their personal development and rehabilitation, preparing them for better social reintegration.

Next, the mapping of inmates' potential and assets is carried out using the appreciative inquiry approach. Demographic data shows that the majority of inmates are of productive age and possess basic skills such as drawing, sewing, and painting. This serves as a key strength in the initial process of potential mapping, which can further be utilized to design more targeted and sustainable skill development programs.

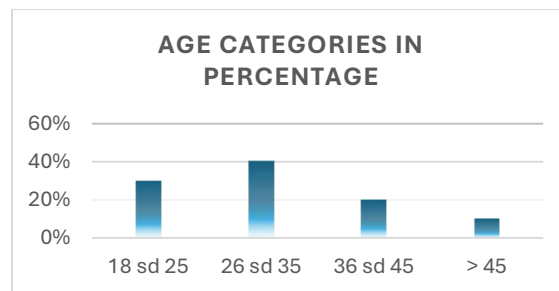


Diagram 2. Analysis Results of the Number of Inmates Based on Productive Age

The demographic data presented in the chart indicates the age distribution of inmates in percentage terms. The largest proportion of inmates falls within the 26 to 35 age category, accounting for approximately 40% of the total population. This is followed by the 18 to 25 age group, which represents around 30% of the inmates. The 36 to 45 age category constitutes approximately 20% of the total, while the smallest proportion, around 10%, consists of inmates aged over 45. These findings suggest that most inmates are within the productive age range, which aligns with the observed basic skills in drawing, sewing, and painting. This demographic insight highlights the importance of implementing skill development programs tailored to the productive age group to enhance their potential and assets.

The results of the potential mapping were then followed up with the development of a mentoring program through a *Focus Group Discussion*

(FGD). The program design accommodates the results of the dialogue and potential mapping, with support from Batik Ronggo Mukti in product marketing.

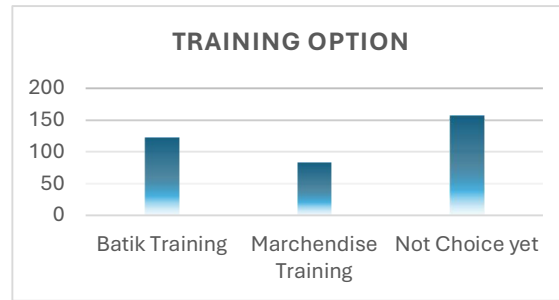


Diagram 3. Results of Inmate Participant Mapping

The chart below illustrates the training options most preferred by inmates based on the FGD conducted as part of the mentoring program preparation. The highest number of responses, around 160, indicates that most inmates have not yet chosen a specific training option. Batik training emerged as the second most popular choice, with approximately 120 participants expressing interest. Meanwhile, *merchandise* training had the lowest level of interest, with around 80 participants selecting this option.

This program design reflects efforts to align training choices with the interests and skill potential of inmates. The support from Batik Ronggo Mukti also plays a crucial role in enhancing product marketing strategies, ensuring that the training outcomes provide sustainable economic benefits for inmates.

At this stage, the identification and prioritization of programs are carried out based on the inmates' existing potentials and assets. The process begins with asset mapping using the Appreciative Inquiry approach, highlighting their skills in drawing, sewing, and painting. Demographic data reveals that the majority of inmates are within the productive age range (18–35 years), serving as the foundation for designing more targeted and sustainable skill development programs.

Through a Focus Group Discussion (FGD), facilitators and inmates collaboratively discuss the most relevant and beneficial programs for



them. The ABCD approach ensures that inmates are not merely beneficiaries but active participants in determining and developing programs that align with their needs and strengths.

The reflection stage involves monitoring program implementation and evaluating the effectiveness of the mentoring process. Inmates are given the opportunity to provide feedback on the programs, either through discussion sessions or individual interviews.

This reflection also serves as a moment for facilitators to identify challenges and areas for improvement to enhance program sustainability. The results of this reflection are then communicated back to the inmates, allowing them to actively participate in determining the program's next steps. By doing so, the participatory and asset-based approach of the ABCD method is maintained, ensuring that the program remains inclusive and focused on empowering the inmates

### **3 Results**

Based on the stages implemented in this Community Engagement Program (PkM), the following paragraph will provide a detailed explanation of the results of the empowerment activities conducted at Class II.B Detention Center Kraksaan, Probolinggo, using the Asset-Based Community Development (ABCD) method. The outcomes of this program will be outlined according to the stages that were carried out during the community engagement process, as described below.

#### **a. Inculturation**

The inculturation stage in this community engagement program began with efforts to build an emotional connection between facilitators and inmates at Class II.B Kraksaan Prison, Probolinggo. The first activity conducted was a group prayer at Musala Al-Taubah, which not only served as a religious practice but also created a more intimate and meaningful atmosphere. This communal prayer was an initial step in fostering a sense of togetherness and breaking down barriers between facilitators and program participants (Bentley et al., 2021). After establishing this initial connection, a structured dialogue session was held to

understand the needs and aspirations of the inmates. In this session, facilitators were not only listeners but also actively explored the challenges faced by the inmates, particularly regarding economic and social difficulties they encountered before and during their imprisonment. This process was crucial in building mutual trust and providing a safe space for participants to express their hopes for the empowerment program. Their active participation in this dialogue also played a significant role in making them feel valued and fostering optimism that the program was not just a temporary form of assistance but a foundation for them to transform their lives for the better (Nielsen & Nielsen, 2025). Through the inculturation approach, this community engagement initiative was not only focused on transferring skills but also on building a strong psychological foundation for inmates, ensuring they were mentally and emotionally prepared to participate in the subsequent phases of the program.

b. Discovery

The discovery stage in this program focused on mapping the potential and assets of inmates using the Appreciative Inquiry method, an approach that emphasizes positive potential rather than existing deficiencies. Facilitators began by collecting demographic data on inmates, which revealed that the majority of participants were in the productive age range of 18–35 years. This data was significant, as productive age is often associated with a high adaptability to new skills, increasing the likelihood of program success. Additionally, interviews and observations were conducted to identify the skills inmates possessed before serving their sentences. The mapping results showed that most participants had basic skills such as drawing, sewing, and painting, which became key assets in developing their economic abilities. By recognizing these skills, facilitators could design a program that was more relevant and sustainable.

In addition to individual skill mapping, this approach also considered the available resources within the prison, such as training rooms and other supporting facilities that could be optimally utilized. Asset mapping also involved identifying stakeholder support,

including Batik Ronggomukti and the Department of Cooperatives, Micro Enterprises, Trade, and Industry (DKUPP) of Probolinggo, which would later play a role in marketing the products created by inmates. By understanding the strengths and assets within this community, the discovery approach ensured that the empowerment program was not only based on needs but also leveraged the best potential available, making the resulting transformation more sustainable and impactful.

c. Design

After the potential and asset mapping stage, the program proceeded to the design stage, which was carried out through a Focus Group Discussion (FGD) with the inmates. This discussion aimed to align the training plan with the interests and skills that had been previously identified. The following are the steps for implementing the activities:

Table 1. Mentoring Implementation Materials

| NO | TRAINING ACTIVITY                  | DESCRIPTION  | IMPLEMENTERS/ RELATED PARTIES                 | EXPECTED OUTCOME   |
|----|------------------------------------|--|---|--|
| 1  | Basic Batik Training               | Inmates are introduced to basic batik-making techniques, including the use of canting, dyeing, and motif creation. | Trainers from Batik Ronggomukti, Facilitators | Inmates understand the fundamentals of batik-making.                   |
| 2  | Batik Motif Design Training        | Participants are taught how to design batik motifs, including drawing patterns and understanding motif philosophy. | Trainers from Batik Ronggomukti               | Inmates can create their own batik designs based on their creativity.  |
| 3  | Dyeing Techniques and Color Fixing | Training on proper batik dyeing techniques and methods to maintain color durability.                               | Trainers from Batik Ronggomukti               | The batik products produced have long-lasting and high-quality colors. |

|   |  |   |  |  |
|---|--|---|--|--|
| 4 | Merchandise Production from Batik Fabric | Inmates are trained to create derivative products from batik, such as bags, wallets, and keychains.               | Facilitators, Trainers from Batik Ronggomukti        | High-value products that can be marketed widely.           |
| 5 | Sewing and Product Finishing Training    | Inmates are taught basic sewing techniques to complete batik merchandise with a neat finish.                      | Facilitators, Trainers from Batik Ronggomukti        | Professionally crafted products ready for marketing.       |
| 6 | Production Management Training           | Inmates learn about material stock management, work efficiency, and production planning.                          | DKUPP, Facilitators                                  | A more organized and sustainable production system.        |
| 7 | Marketing and Branding Training          | Inmates gain insights into marketing strategies, both offline and online, as well as product branding techniques. | DKUPP, Facilitators                                  | Inmates understand how to sell and promote their products. |
| 8 | Product Evaluation and Development       | The products created by inmates are evaluated to improve quality and market competitiveness.                      | Facilitators, DKUPP, Trainers from Batik Ronggomukti | Higher-quality and more innovative products.               |

In this community engagement program, facilitators did not only provide training program options but also encouraged inmates to actively participate in determining the type of skills they wanted to learn. Based on the discussions, the majority of participants were more interested in batik training rather than merchandise production training, as they perceived a wider market opportunity and higher sales potential for batik products. Additionally, batik was considered more suitable for the skills they already possessed, such as drawing

and painting, making it easier to develop into a productive economic skill.

At this stage, the roles of stakeholders were further clarified. Batik Ronggomukti was responsible for technical training, while DKUPP provided support in marketing and product distribution. In addition to selecting the training program, the design stage also involved developing a systematic curriculum, including the division of training materials, program duration, and an evaluation system to measure participants' progress. By actively involving inmates in the planning process, this stage ensured that the program was not only instructional but also participatory, making inmates feel a sense of ownership over the program and increasing their motivation to fully engage in all phases until completion.

In this community engagement program, facilitators did not only provide training program options but also encouraged inmates to actively participate in determining the type of skills they wanted to learn. Based on the discussions, the majority of participants were more interested in batik training rather than merchandise production training, as they perceived a wider market opportunity and higher sales potential for batik products (Hamzah et al., 2021). Additionally, batik was considered more suitable for the skills they already possessed, such as drawing and painting, making it easier to develop into a productive economic skill.

At this stage, the roles of stakeholders were further clarified. Batik Ronggomukti was responsible for technical training, while DKUPP provided support in marketing and product distribution. In addition to selecting the training program, the design stage also involved developing a systematic curriculum, including the division of training materials, program duration, and an evaluation system to measure participants' progress. By actively involving inmates in the planning process, this stage ensured that the program was not only instructional but also participatory, making inmates feel a sense of ownership over the program and increasing their motivation to fully engage in all phases until completion.

d. Define

In the define stage, inmates were given the opportunity to determine the priority programs they would implement. This phase emphasized the importance of a sense of ownership over the program, ensuring that participants did not merely feel like objects of the training activities but actively played a role as subjects who shaped the direction of their skill development.

With guidance from facilitators, participants independently formulated their skill development plans, from selecting specific aspects of batik training they wanted to master to designing their production and marketing strategies. Additionally, this stage aimed to strengthen participants' commitment to the program they had chosen, ensuring they were fully engaged and motivated to apply the knowledge and skills they acquired.



Figure 2. Establishing Communication with Batik Ronggomukti

The define process was carried out in small groups, where each group discussed the challenges and opportunities they faced in training and production. As a result of these discussions, five independent business groups were formed, each responsible for a specific part of the production process, such as batik motif design, dyeing, finishing, and marketing. This system made the division of labor more structured, ensuring that each participant had a clear role within their group.

Additionally, this stage strengthened the networking between inmates and stakeholders, allowing for more effective collaboration within the program. Through the define approach, the program ensured that each participant had a clear direction in developing their

skills and was better prepared to run an independent business after reintegrating into society.

e. Reflection

The final stage of this program was reflection, which involved evaluating the entire process that had been undertaken. The evaluation was conducted through group discussions and individual interviews, where inmates were given the opportunity to provide feedback on the program they had participated in.

During this reflection, facilitators identified several challenges that arose during implementation, such as difficulties in mastering certain batik techniques and limitations in production tools available within the prison. Additionally, the discussion also highlighted several positive aspects of the program, including a 30% increase in interpersonal skills and motivation among participants, as well as an improvement in their readiness for social reintegration after being released. Some participants also expressed that the training gave them new hope for securing decent employment after completing their sentences.

Furthermore, the reflection served as a platform for enhancing and developing strategies for the program's sustainability, such as strengthening digital marketing and expanding business partnerships to help promote and sell inmates' products.

Thus, the reflection stage was not only an evaluation tool but also a planning process to improve and reinforce the program for the future. The results of this reflection became the foundation for the development of a more effective asset-based community development (ABCD) model, which can be adopted by similar programs in other correctional facilities.

#### 4 Discussion

Based on the mentoring program conducted at Class II.B Kraksaan Detention Center in Probolinggo, significant changes have been observed in several key aspects, including technical skills, product

legality, marketing, and the psychosocial impact on inmates. The mentoring focused on training in batik-making and merchandise production, aimed at improving the inmates' economic skills and supporting their social reintegration process. The program adopted the *Asset-Based Community Development* (ABCD) approach, which emphasizes developing the assets and potentials of the community as the primary capital in increasing the economic independence of inmates.

a. Changes in Technical Skills and Product Quality

One of the most significant changes is the improvement in the inmates' technical skills in batik-making and merchandise production. Through training provided by Batik Ronggo Mukti, the inmates mastered basic batik-making techniques, such as canting (waxing), dyeing, and creating patterns. They were also taught how to create merchandise products such as wallets and keychains. As a result of this mentoring, over 150 creative products with market value at both local and national levels were successfully produced. The consistency of product quality also improved after the inmates received additional training and technical guidance from the facilitators. With this improvement in skills, the products created now meet higher quality standards and are more competitive in wider markets.

Theoretically, if inmates have acquired adequate survival skills, it can be assured that upon their release from prison, they will be able to create their own employment opportunities. With the skills they have mastered, they can not only meet their own needs but also contribute to society by generating job opportunities for others (Bellis et al., 2024). This will help reduce recidivism rates and enhance their social reintegration process more effectively.

b. Changes in Product Legality and Legal Protection

The program also had a positive impact in strengthening the legal foundation of products created by the inmates. Several products resulting from the training, including Kraksaan's signature batik, were successfully registered as Intellectual Property Rights (HAKI) with the Ministry of Law and Human Rights. Additionally, food



and beverage products created during the training program obtained halal certification, which increased consumer trust in the products. The registration of trademarks also provided legal protection and strengthened the products' position in local and national markets. Success in strengthening this legal aspect provided greater legal certainty for inmates, making them feel more confident in marketing their products (Hidayat et al., 2023).

c. Changes in Market Access and Marketing Strategies

The mentoring program has opened wider market access for inmate-produced products. With support from DKUPP, products resulting from the training began to be marketed through digital platforms such as social media and online marketplaces. Additionally, inmates were taught digital marketing strategies, including how to use social media for promotion and expanding market reach. One concrete result of this strategy is the successful promotion of Kraksaan's signature batik at provincial and national exhibitions. Strengthening product branding has also been a key focus of this mentoring, where packaging design, logos, and product identity have been adjusted to attract consumer attention.

d. Psychosocial Changes and Motivation Among Inmates

In addition to improving technical and marketing skills, this program also had a positive psychosocial impact on the inmates. Active participation in training and production increased the inmates' self-confidence and sense of self-worth. According to a post-program survey, there was a 30% increase in interpersonal skills and motivation among the inmates. Productive activities such as batik-making and merchandise production helped reduce stress levels and improve the mental well-being of the inmates. These activities also strengthened social relationships among the inmates, creating a more harmonious environment within the detention center.

e. Changes in Collaboration and Business Networks

This mentoring program has also strengthened collaboration between inmates, facilitators, and stakeholders. The formation of

five independent business groups among inmates serves as clear evidence that the program has successfully fostered a spirit of entrepreneurship and collaboration among the inmates. DKUPP and Batik Ronggo Mukti continue to provide support in the form of technical mentoring and marketing, ensuring the program's long-term sustainability. This collaboration has also strengthened the position of inmate-produced products in local and national markets, creating wider and more stable distribution channels.

f. Changes in Social Reintegration Readiness

One of the main impacts of this mentoring program is the increased readiness of inmates to reintegrate into society after completing their sentences. With the skills they have acquired and the experience in producing and marketing products, inmates have greater opportunities to start independent businesses or join local business communities. A post-program survey showed that 25% of inmates felt more prepared to return to society and start a new life after gaining skills and experience from this program.

## 5 Conclusion

The Community Service Program at Class II.B Kraksaan Correctional Facility has successfully enhanced the economic skills, confidence, and social reintegration readiness of inmates, achieving a 30% impact on the total prison population. Through batik training and merchandise potential for economic independence after release. The formation of five independent business groups and the creation of marketable products demonstrate the positive and sustainable impact of this initiative. Furthermore, strong collaboration with key stakeholders, such as Batik Ronggomukti and DKUPP, has played a crucial role in training, product branding, and market expansion.

Despite these achievements, several challenges remain that need to be addressed for further program development. One of the main obstacles is the limited production facilities and raw materials, which affect the consistency and scale of production. Additionally, the relatively short training duration makes it difficult for participants to fully master advanced batik techniques.

To enhance the program's effectiveness, several recommendations are proposed. First, improving infrastructure and resources, such as providing better tools and raw materials, will help enhance production quality and efficiency. Second, extending the training duration and incorporating business management courses will equip inmates with more comprehensive entrepreneurial skills. Third, expanding market access through optimized digital marketing strategies and establishing broader business partnerships is essential to ensuring product sustainability and maximizing the program's social impact.

## 6 Acknowledgment

This KPM UIBBC activity was held due to the support of many parties. The highest gratitude goes to the beloved UIBBC campus and the KPM 2024 committee, the Tegalsari Village government, and the Cirebon Regency government, as well as the participants of the UIBBC 2024 KPM actors; Sukirno, Akhmad Imam Mustaqim, Muzdhalifah, Meyfa Dwi Hana Anindya, Mamba'atul Hilmi, Agus Tomy, Linda Tri Rahmawati, Khotibul Umam, Maelah Minnahika and Ismi Anisatun Toyyibah, who have provided a lot of support for the smooth implementation of this budikdamber program.

## 7 Reference

- Adeoye, M. A., Baharun, H., & Munawwaroh, I. (2025). Transformational Leadership in Education: Harmonising Accountability, Innovation and Global Citizenship. *Kharisma: Jurnal Administrasi Dan Manajemen Pendidikan*, 4(1), 14–30. <https://doi.org/10.59373/kharisma.v4i1.68>
- Bellis, P., Cunial, M., & Trabucchi, D. (2024). Mastering hybrid worlds through digital leadership: The role of agility in fostering innovation. *Business Horizons*, 67(4), 369–380. <https://doi.org/10.1016/j.bushor.2024.04.002>
- Bentley, J. A., Feeny, N. C., Dolezal, M. L., Klein, A., Marks, L. H., Graham, B., & Zoellner, L. A. (2021). Islamic Trauma Healing: Integrating Faith and Empirically Supported Principles in a Community-Based Program.

*Cognitive and Behavioral Practice*, 28(2), 167–192.  
<https://doi.org/10.1016/j.cbpra.2020.10.005>

Carmo, C., Iacob, V., Brás, M., & Fernandes, J. (2024). Effects of a Mindfulness-Based Intervention on Male Portuguese Prisoners. *International Journal of Offender Therapy and Comparative Criminology*, 68(6–7), 677–692.  
<https://doi.org/10.1177/0306624X221106333>

Fawaid, A. F., & Musolli, M. (2023). PkM Pencegahan 4 Anti (Perundungan, Korupsi, Intoleransi, dan Kekerasan Seksual) Berbasis Hipnoterapi di Rumah Tahanan Kelas II.B Kraksaan. *Journal of Guyub Community Engagement*, 4(3).  
<https://doi.org/10.33650/guyub.v4i3.7940>

Hamzah, M., Rusida, R., Devi, S., Khotimah, H., Tartila, T., Isma, N., & Aluf, W. (2021). PKM Pendampingan Strategi Usaha Mikro dan Kecil Menengah Batik Dewi Rengganis untuk Meningkatkan Ekonomi Keluarga dan Daya Saing. *GUYUB: Journal of Community Engagement*, 2(3). <https://doi.org/10.33650/guyub.v2i3.2908>

Hidayat, M. N. F., Febrianto, A., Mundir, A., Akil, A. I., Nisa', C., Amelia, L., Yanuar, R. A., & Nabila, U. (2023). PKM Pengembangan Desa Ekonomi Digital melalui Pendampingan Badan Usaha Milik Desa (BUMDES) dalam Sertifikasi, Komersialisasi, dan Digitalisasi Produk Lokal Desa Clarak Kabupaten Probolinggo. *GUYUB: Journal of Community Engagement*, 4(3), Article 3.  
<https://doi.org/10.33650/guyub.v4i3.6850>

Johnson, B. R. (2021). How Religion Contributes to the Common Good, Positive Criminology, and Justice Reform. *Religions*, 12(6), 402.  
<https://doi.org/10.3390/rel12060402>

Junaidin, Hartono, R., Mustafa, K., Halik, R. F., & Yuliarti. (2024). KOMUNIKASI INTERPERSONAL DAN AGRESIVITAS: STUDI KUANTITATIF PADA NARAPIDANA PENGGUNA NARKOBA DI LAPAS KELAS II A SUMBAWA. *KAGANGA KOMUNIKA: Journal of Communication Science*, 6(2), 265–275.  
<https://doi.org/10.36761/kagangakomunika.v6i2.4955>

- Machado, N., Abreo, L., Petkari, E., & Pinto da Costa, M. (2024). The relationship of social contacts with prisoners' mental health: A systematic review. *Public Health*, *234*, 199–216. <https://doi.org/10.1016/j.puhe.2024.06.013>
- Naylor, R. T. (2003). Towards a General Theory of Profit-Driven Crimes. *The British Journal of Criminology*, *43*(1), 81–101. <https://doi.org/10.1093/bjc/43.1.81>
- Nielsen, M. F., & Nielsen, A. M. R. (2025). Building Trust to Study Trust: Paving the Way for Applied Trust Research in Social and Resocializing Institutions. *Journal of Applied Social Science*, *19*(1), 3–29. <https://doi.org/10.1177/19367244241268339>
- Pasanchay, K., & Schott, C. (2021). Community-based tourism homestays' capacity to advance the Sustainable Development Goals: A holistic sustainable livelihood perspective. *Tourism Management Perspectives*, *37*, 100784. <https://doi.org/10.1016/j.tmp.2020.100784>
- Putrie, K. A., & Prasetya, B. E. A. (2021). Kecemasan terhadap Stigma Sosial untuk Kembali ke Masyarakat pada Mantan Narapidana Perempuan Tindak Pidana Penipuan. *Jurnal Ilmiah Bimbingan Konseling Undiksha*, *12*(2), Article 2. <https://doi.org/10.23887/jibk.v12i2.33852>
- Rossmo, D. K., & Summers, L. (2022). Uncertainty and heuristics in offender decision-making: Deviations from rational choice. *Journal of Criminal Justice*, *81*, 101923. <https://doi.org/10.1016/j.jcrimjus.2022.101923>
- Seyidoğlu, S. (2024). Strain, Anger and Crime: A Sociopsychological Evaluation in the Context of the General Strain Theory. *Süleyman Demirel Üniversitesi İnsan ve Toplum Bilimleri Dergisi*, *62*, Article 62. <https://doi.org/10.35237/suitder.1530587>
- Situmorang, V. H. (2019). Lembaga Pemasyarakatan sebagai Bagian dari Penegakan Hukum. *Jurnal Ilmiah Kebijakan Hukum*, *13*(1), 85. <https://doi.org/10.30641/kebijakan.2019.V13.85-98>

- Trivedi, C., & Ray, S. M. (2024). Equity, Empowerment, and Social Justice: Social Entrepreneurship for Formerly Incarcerated Individuals. *New Horizons in Adult Education and Human Resource Development*, 36(1), 48–64. <https://doi.org/10.1177/19394225231223388>
- Van Ginneken, E. F. J. C., & Wooldredge, J. (2024). Offending and victimization in prisons: New theoretical and empirical approaches. *International Journal of Law, Crime and Justice*, 77, 100667. <https://doi.org/10.1016/j.ijlcj.2024.100667>
- Zahra, S., Azizan, A., Sophia, S., & Perai, N. (2024). Reforming Indonesian Criminal Justice: Integrating Recidivism Risk Assessment for Fair and Effective Sentencing. *Jurnal Hukum Dan Peradilan*, 13(2), Article 2. <https://doi.org/10.25216/jhp.13.2.2024.275-310>