

Abstract

This study examines the role of innovation and creativity in the development of Merras Pariyugeh Batik as a driver of the local economy in Madura. Batik Merras Pariyugeh represents a form of local cultural heritage that has significant economic potential when supported by innovative product development and creative production strategies. The research aims to analyze how innovation in design, production processes, and marketing, combined with creativity rooted in local wisdom, contributes to increasing competitiveness and economic value. Using a qualitative descriptive approach, data were collected through observations, interviews with batik artisans and business actors, and documentation studies. The results indicate that innovation and creativity play a crucial role in enhancing product differentiation, expanding market reach, and increasing income for local batik producers. Moreover, the development of Merras Pariyugeh Batik encourages job creation and strengthens community-based economic activities. The study concludes that sustainable development of local batik industries requires continuous innovation, creative human resources, and support from stakeholders such as local government and educational institutions. Strengthening innovation and creativity in local cultural products can serve as an effective strategy for driving regional economic growth and preserving cultural identity. **Keywords:** Innovation, Creativity, Batik, Local Economy, Madura