

## ABSTRACT

Batik by the world community recognized as one of the graphic art that are owned and developed into a hallmark of the Indonesian nation. In Riau, also known repertoire of batik. The results of the batik craft called Riau. Riau using local batik motif, of course, this development makes batik repertoire of increasingly diverse country. However, beginning January 1, 2010 Indonesia had to open the domestic market widely to the ASEAN countries and China.

This study aims to: 1. To generate and preserve batik and songket weaving Riau Malay cultural heritage. 2. To provide recommendations on how it should be given legal protection to the existence manjaga Weaving Malay songket and batik in Riau Riau. 3. To increase public appreciation of Riau on the Weaving songket and batik Malay Riau Malay cultural heritage. In this study the data used are the primary data through questionnaires, secondary data through literature study is conducted through written data by using content analysis based on literature literature mmiliki correlation with the studied problems.

The population in this study is both a research sample. The sample in this study is to Pekanbaru and district community. The Government of Siak and Siak Pekanbaru and fieldwork associated with this.

The data collected will be analyzed qualitatively by using the description sentences to explain the relationship between the existing theory with the reality on the ground.

From the analysis it was found that there are significant differences in the number of craftsmen, production quantity and quantity of demand for Batik and Weaving Riau Malay songket before January 2010 and after January 2011. This difference indicates a decrease in the number of craftsmen employed, the quantity of production and quantity of demand after the ACFTA as the number of artisans who are employed, the quantity of production and the quantity of demand before ACFTA is lower than after ACFTA. This indicates that the application of ACFTA affects the number of artisans who are employed, the quantity of production and the quantity of demand for batik and weaving songket Malay Riau.

**Key words :** batik , songket, Riau , Malay cultural