

Brand Awareness Analysis Of Sukarara Woven Cloth Motifs

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Abstract

This research aims to determine and analyze the level of awareness (brand awareness) of tourists regarding the Sukarara woven fabric motifs they purchase. The type of research used in this research is descriptive research with a quantitative approach with a sample of 120 respondents who met the criteria by sampling using a non-probability sampling technique. The data source used in this research is primary data with Documentation, Observation and Questionnaire data collection methods. The research results show that the level of Brand Awareness towards Sukarara woven fabric motifs is at the Brand Recall level. This can be seen from the Brand Awareness calculation results of 2.89 where the Brand Recall level is on a scale of 2.52 – 3.27, which means that the level of knowledge of tourists regarding the sukarara woven fabric motif in Brand Awareness is at the Brand Recall level.

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1. INTRODUCTION

Indonesia is a country rich in ethnicities, cultures, races, and human resources, including Lombok Island, known for its tourist destinations and handicrafts. Lombok Island is known for its tourist destinations, traditional foods, and handicrafts. In addition to its beautiful tourist destinations, the indigenous people of Lombok, known as the Sasak Tribe, are known for their friendliness and easy-going attitude towards others, especially visitors and tourists [1].

Lombok Island covers an area of approximately 4,738.65 km² and is divided into several districts, one of which is Central Lombok Regency, which has significant cultural tourism potential [1]. Data on domestic tourist visits to West Nusa Tenggara shows fluctuations influenced by low and high seasons, as well as major events such as the 2023 Lombok-Sumbawa Fair (LSF) [2].

Songket comes from the word sungkit, which means to lift. This refers to the process of creating a woven fabric, where the woven motif is created by lifting several warp threads with a stick to form cavities. These cavities are then repeatedly inserted with weft threads, with the thread color matching the desired motif. The wide variety of Lombok songket motifs demonstrates that Lombok weavers are like artists, capable of conveying Sasak traditions and culture through the threads, creating beautiful and beautiful woven motifs.

Sukarara Village is one of the villages producing songket woven cloth located in Jonggat District, Central Lombok Regency, West Nusa Tenggara. Sukarara Village is approximately 25 km from the center of Mataram City, or about a 30-minute drive. One of the famous crafts in Lombok is songket woven cloth, especially from Sukarara Village, Jonggat District. Sukarara Village is one

of the centers of weaving that has its own characteristics with different designs and motifs, such as the Subahnale Motif, Kembang Komak, and Ragi Genep [3].

Sukarara Village initially produced woven cloth to help preserve the culture left behind by their ancestors in ancient times. In addition to preserving culture, the residents of Sukarara Village also utilize woven cloth production as a source of livelihood for residents, especially women in Sukarara Village [4].

Songket woven fabric was originally worn as party attire and for traditional leaders, but over time, it has become formal attire for traditional ceremonies, weddings, and even festivals. [1] The diversity of songket woven fabrics has also been used as a platform for events to promote woven fabrics, such as the 2022 Lombok Sumbawa Tenun Fest, which showcased 45 collections of textiles from the 1,050 total woven fabrics in the NTB State Museum's collection.

However, tourists' awareness and knowledge of the woven fabrics they purchase is important so that consumers do not simply buy without knowing where the product comes from. Brand awareness is an individual's ability to recognize and remember a brand from a particular product category, and is a key dimension in brand equity [5].

The importance of high brand awareness in the minds of tourists will make tourists remember a product they purchased. Consumers tend to buy a brand that is already known, because by buying a brand that is already known, they feel safe and avoid various risks of use [6]. During the decision-making process, consumers choose products and brands that they are aware of or remember, because a brand that is not part of the consideration will not be chosen [7].

Knowledge of the motifs and types of woven fabrics is a task of woven fabric craftsmen to introduce the types and motifs of each woven fabric to visiting tourists. Many tourists only buy woven fabrics without knowing where the woven fabrics are produced; in fact, quite a few tourists assume that all woven fabrics are produced the same, even though the regions where they are purchased are different [8].

According to Tandarto and Darmaya [9], Brand Awareness must have a benchmark such as top of mind (*Top of Mind*), Brand Recall (*Brand Recall*), brand recognition, and brand unawareness (*Unaware of Brand*).

Apart from craftsmen, tour guides also play a role in introducing woven cloth motifs because, as tour guides, they also explain to tourists about what woven cloth motifs there are in the Sukarara tourist village, the price of each motif is different, and the woven cloth found or purchased in Sukarara village will not be the same as the woven cloth purchased in the tourist village.

In the process of introducing woven cloth to tourists, it is not only the woven cloth craftsmen who have to introduce the craft of woven cloth, but residents also have to take part in explaining it because most of the residents there make a living as woven cloth craftsmen who, of course, already understand Sukarara woven cloth very well [10][15].

2. RESEARCH METHODS

2.1. Types of research

This type of research is descriptive research with a quantitative approach, namely research that focuses on describing observed phenomena using data that can be measured numerically [11]. Quantitative research requires a lot of use of numbers, starting from data collection, interpretation of the data, and presentation of the results. Descriptive research is not intended to test a specific hypothesis, but only to describe what is actually happening about a variable [12]. [1] J. R. Ilmiah and N. A. Khairunnisah, "SENTRI: The Influence of Digital Marketing on Increasing Brand Awareness in Online Business," vol. 4, no. 12, pp. 3784–3792, 2025.

2.2. Population and Sample

The population in this study was all domestic tourists visiting the Sukarara tourist village. The sample size was determined by determining the number of statements for each research

dimension, then multiplying each statement by ten [13]. The sample size in this study was 120 respondents. The sampling technique used was non-probability sampling with purposive sampling. The sample criteria were domestic tourists who visited the Sukarara tourist village and had purchased woven fabric at least once [14].

2.3. Method of collecting data

The data sources used were primary and secondary data. Data collection techniques were carried out using documentation, observation, and questionnaires. The research instrument used a Likert Scale with five answer options (Strongly Agree, Agree, Disagree, Strongly Disagree) to measure individual attitudes and perceptions of social phenomena [11].

Table 1. List of Operational Variables

Indicator	Sub Indicators	Source
Unaware of Brand	1. Unaware of Brand Identity (not aware of brand identity) 2. Unaware of Brand Existence 3. Unaware of Brand Products/Services	(Firmansyah, 2019)
Brand Recognition	1. Product Recognition 2. Brand Symbol Recognition 3. Logo Recognition	(Firmansyah, 2019)
Brand Recall	1. Unaided Brand Recall 2. Product Category Recall 3. Brand Recall in Different Contexts	(Firmansyah, 2019)
Top Of Mind	1. Overall Top of Mind Awareness 2. Quality and Trustworthiness 3. Innovation and Creativity	(Firmansyah, 2019)

2.4. Validity Test

Validity testing aims to determine whether a questionnaire is valid or not. An instrument can be said to be valid if the calculated r value is greater than the table r value [11]. In this study, a significance test value of 0.1 was used with an r table value of 0.3061. If the calculated r value is greater than the table r value and the value is positive, then the item is declared valid.

According to Sugiyono (2012), validity testing can be determined using the following formula:

$$r_{xy} = \frac{N\sum xy - (\sum x)(\sum y)}{\sqrt{(N\sum x^2 - (\sum x)^2)(N\sum y^2 - (\sum y)^2)}}$$

Information:

- Rxy = Product-moment correlation
- n = Number of samples
- X = Score on each question item
- Y = Total score of all question items

To determine whether a variable is valid or not, the following assessment criteria are used:

- 1) If r count > r table, the data is declared valid and can be used in research.
- 2) If r count < r table, the data is declared invalid and is not used in the research.

2.5. Reliability Test

Reliability testing is a test tool used to show the extent to which an instrument can provide consistent measurement results when measurements are carried out repeatedly [11]. Reliability

testing is carried out using the Cronbach's Alpha technique. A research instrument is declared reliable if the Cronbach's alpha value is greater than 0.60.

2.6. Data analysis

The data analysis method used is Descriptive Analysis and Discriminant Analysis using interval classes to determine the position of respondents' responses based on the Brand Awareness rate score [15]. The assessment scale ranges from Unaware of the brand to Top of Mind.

3. RESULTS AND DISCUSSION

Based on the characteristics of the respondents, the educational level was dominated by tourists with a Bachelor's degree of 55 respondents (45.8%), followed by Elementary/Junior High School/High School of 31 respondents (25.8%), Postgraduate of 20 respondents (16.6%), and Diploma of 14 respondents (11.6%). Meanwhile, based on monthly income, respondents were dominated by groups with incomes > Rp1,600,000 of 34 respondents (28.3%), followed by incomes of Rp500,000–Rp900,000 of 31 respondents (25.8%), Rp900,000–Rp1,500,000 of 29 respondents (24.1%), and <Rp500,000 of 26 respondents (21.6%). Thus, it can be concluded that the profile of respondents in this study was mostly domestic tourists with a Bachelor's degree and had middle to upper economic capabilities.

3.1. Research Results

Based on the research results, the characteristics of respondents were dominated by female tourists (51.6%), undergraduate education (45.8%), and purchasing woven fabrics 1-2 times (76.6%).

a. Validity and Reliability Test

The results of the validity test show that all statement items in the indicator " *Unaware Of Brand, Brand Recognition, Brand Recall, and Top of Mind* " have a calculated r value greater than the r table (0.3061), so it is declared valid. The results of the reliability test show that the Cronbach's Alpha value for all indicators is above 0.60 (Unaware: 0.747, Recognition: 0.726, Recall: 0.639, Top of Mind: 0.750), so it is declared reliable.

b. Descriptive Analysis

The total average of each indicator has different levels. Indicators' *awareness of the brand* has a total average of 2.61 (high category). Indicator *brand recognition* has a total average of 3.01 (high category). Indicator *brand recall* has a total average of 2.68 (high category). While the Indicator *Top of Mind* has the highest average total, namely 3.29 (very high category).

c. Brand Awareness Knowledge Level

Based on the rate scale calculation, the level of tourist knowledge of Sukarara woven cloth motifs is calculated by adding up the average of all indicators and then dividing by the number of indicators: Level of Knowledge = $(2.61 + 3.01 + 2.68 + 3.29) / 4 = 2.89$.

Based on the calculations above, the level of tourists' knowledge of Sukarara woven cloth motifs is at the Brand Recall level, where the rate scale is at 2.52 - 3.27.

These results indicate that domestic tourists are able to recall Sukarara woven cloth motifs without visual stimuli, even though Sukarara woven cloth has not yet become the main choice (*Top of Mind*) when deciding on a purchase.

3.2. Discussion

Brand recall, or brand recall is the stage where respondents are able to recall a brand without any stimulus or assistance (unaided recall). Brand recall is an individual's desire to mention a particular brand. Brand recall is also understood as brand recall based on someone's request to name a particular brand in a product class. This is termed unaided recall. Brand recall

is very useful when consumers make purchasing decisions, long before consumers arrive at the place to buy the product. At this level, tourists already know the woven fabric motifs in Sukarara; they are only trying to recall them.

Based on the results of the data analysis test that has been conducted, this study found that the level of Brand Awareness towards Sukarara woven cloth motifs is at the Brand Recall level. This can be seen from the results of the Brand Awareness calculation of 2.89, where the Brand Recall level is on a scale of 2.52 - 3.27, which means that the level of tourist knowledge of Sukarara woven cloth motifs in Brand Awareness is at the Brand Recall level.

The research results found that the level of brand awareness for Sukarara woven fabric motifs is at the brand recall level. This means that tourists' knowledge of Sukarara woven fabric motifs is necessary to recall the brand. Tourists will recognize Sukarara woven fabric motifs if shown a picture or given a stimulus to look at when asked about woven fabrics. Domestic tourists are aware of Sukarara woven fabric motifs, even though Sukarara woven fabric is not their first choice (*Top of Mind*) when buying woven cloth.

a. Theoretical Implications

It is hoped that the results of this study will serve as a reference or guide for future researchers in analyzing brand awareness in traditional craft products. This research reinforces marketing theory that brand awareness is a key dimension of brand equity.

b. Practical Implications

Art shop owners in Sukarara Village are expected to introduce and promote their products, both physically and non-physically, to visiting tourists, so they become their first choice when purchasing woven fabrics. For tourists, this research can provide insight into the motifs of Sukarara woven fabrics.

c. Policy Implications

For Mataram University of Technology, this research can serve as a collection or reference material for researchers to expand their knowledge of songket woven fabric. For the local government, these findings can serve as input to strengthen the promotion of Sukarara weaving culture as a regional identity.

4. CONCLUSIONS

Based on the results of the research that has been carried out, it can be concluded that the level of *Brand Awareness of* Sukarara woven cloth motifs is at the level of *brand recall*, which is included in the high category. This can be seen from the calculation results, *Brand Awareness* of 2.89, where the results of the level *Brand Awareness* are on a scale of 2.52 – 3.27. Therefore, it can be concluded that domestic tourists are aware of the motifs of Sukarara woven fabrics, even though Sukarara woven fabrics are not the main choice when buying woven fabrics.

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