

## The Influence of Woven Fabric Craft Business in Improving the Economy and Strengthening the Cultural Spirit of the Sukarara Village Community

Rizka Febrianti, M.Renaldy Abdullah, Ely Nafilawati, Noni Antika khairunnisah, Roli Apriansyah  
Program Studi Manajemen Sekolah Tinggi Ilmu Ekonomi 45 Mataram  
Akademi Bisnis Lombok  
Program Doctor in Business Administration, Phillipine Women's University

### Abstract

*This research aims to understand the development of woven fabric business which can play an important role in improving the economy of a village so that it can improve community welfare. This was also expressed by the management of one the woven fabric shops located in sukarara village called the drama setya group shop and M.Zaenal Rahman as the secretary of Sukarara village said that economic development, especially in Sukarara village in 2023, will increase much more than the previous year. It is hoped that with this increase sukarara village is ready to become the center for the best-selling woven cloth crafts from local to international levels. Weaving crafts have great potential on realizing NTB as a fashion center. Sukarara village woven cloth crafts are produced and marketed globally. This research uses qualitative research method. Data collection techniques are carried out by means of interviews and observations.*

**Keywords:** woven fabric, well-being, sukarara village.

### Abstrak

Penelitian ini bertujuan untuk memahami pengaruh dari usaha kerajinan kain tenun dalam pengembangan dan peningkatan perekonomian suatu desa sehingga dapat meningkatkan kesejahteraan dan menumbuhkan rasa cinta masyarakat akan budaya local yang secara turun temurun di wariskan dari nenek moyang mereka. Hal ini juga diungkapkan oleh pengurus salah satu toko kain tenun yang terletak di desa sukarara yang bernama toko Dharma Setya Group dan Bapak Zaenal Rahman selaku sekretaris desa sukarara mengatakan bahwa perkembangan ekonomi khususnya di desa Sukarara 2023 jauh lebih meningkat dari tahun sebelumnya, diharapkan dengan peningkatan tersebut desa sukarara siap menjadi pusat kerajinan kain tenun yang paling terlaris di kalangan lokal sampai ke tahap internasional. Kerajinan tenun menjadi salah satu potensi besar dalam mewujudkan NTB sebagai fashion center. kerajinan kain tenun desa sukarara diproduksi dan dipasarkan secara global. Penelitian ini menggunakan metode penelitian kualitatif .teknik pengumpulan data di lakukan dengan cara wawancara dan observasi.

**Kata Kunci:** kain tenun, kesejahteraan, desa sukarara.

### INTRODUCTION

Indonesia is a country with thousands of weaving craftsmen who are spread across various islands, even to villages. The work that these craftsmen have produced is very beautiful. Each region that is a weaving craftsman has its own characteristics in terms of motifs and patterns which are influenced by natural conditions and even their cultural beliefs. In ancient times, woven cloth was one of the traditional clothes used by the community and was used as a means of exchange in trade. Currently, woven cloth is still a characteristic of the region and is a source of pride for regional weaving craftsmen. Weaving is one of Indonesia's traditional fabric arts and culture which is produced in various regions throughout the archipelago (Sumatra, Kalimantan, Bali,

Sulawesi, Lombok, Sumbawa and others). Various types of woven cloth with various patterns, some from basic materials, as well as colors that have been adapted to their own culture, even to the philosophy of life of a tribe. As the next generation, it is our duty to continuously develop sustainability in our respective regions. The technique for making woven cloth varies from region to region, where various developments can be influenced by advances in technology as well as marketing and how to promote it. This weaving process is the main process that converts spun threads, both natural and artificial, into cloth which is then processed into finished goods. We can say that weaving is a technique in which fabric making can be done as simply as possible, namely by combining threads lengthwise and crosswise.

In other words, we can mean that there is an alternation between the warp and weft threads. Woven fabrics are basically made from wood fibers, cotton, silk and others. Central Lombok Regency is also a center for weaving crafts. One of the villages that is a center for weaving craftsmen is Sukarara Village. Sukarara Village is in one of the Jonggat sub-districts, Central Lombok Regency, West Nusa Tenggara (NTB). Sukarara Village produces weaving to help preserve the culture that has been passed down by their ancestors from ancient times to the present. Sukarara Village has its own characteristics in its weaving motifs and designs. Most of the Sukarara people work as traditional cloth weavers from the Sasak tribe.

Daily weaving activities can be done at home. One of the unique characteristics of Sukarara Village is that every woman who is starting to become a teenager is obliged to weave. Women are required to be able to weave because it has become their tradition. The houses in Sukarara Village are also still traditional. For local people, weaving activities have become commonplace, especially among women. The customs that they still believe in are the hallmark of Sukarara. Where women who are teenagers must be able to weave, because if they cannot weave it will be difficult to find a mate. Women who could weave and were older could marry, and their weaving was seen as a way for the family to survive. The weaving activities carried out in Sukarara Village are carried out to fill their free time when they are not engaged in farming activities. Sukarara Village is one of the leading producers of songket woven cloth which has its own distinctive motifs and symbol meanings so it is different from woven cloth producers in other villages. The weaving process in Sukarara Village still maintains traditional methods using non-machine looms (ATBM).

Weaving crafts are one of the handicrafts in Lombok, West Nusa Tenggara. Weaving crafts are one of the MSME businesses. UMKM is an abbreviation for Micro, Small and Medium Enterprises, UMKM means one of the businesses run by individuals,

households or other small business entities. MSMEs can be one of the businesses to distribute woven fabric products that have been made by the people of Sukarara Village. Where the MSME process is usually carried out in people's homes or art shops that have been provided. Apart from being popular in the domestic market, the handicraft products produced also penetrate foreign markets. This woven fabric craft can be used as a business that can provide income for the community, so this weaving craft must be preserved. This weaving craft is not the main quest point. The main quest point for Sukarara Village is farming. Where farming requires time to harvest, and farming also does not guarantee that basic needs are maintained, so the community carries out the weaving tradition, apart from weaving, it has also become the obligation of women in Sukarara Village.

Making woven fabric usually takes quite a long time. Some take approximately 2 weeks, some even take up to 1 month to make. This is usually measured by the level of difficulty of the motifs and patterns that will be made. The woven cloth craft industry in Sukarara

Village is still relatively slow. Due to the lack of promotion carried out by craftsmen, sometimes the craftsmen are old and they do not understand the production process using social media. Development in a business can be said to be a sense of responsibility for every entrepreneur or entrepreneur who needs a foresight on how to motivate themselves and make things as creative as possible. Business competition in this era is growing or increasing. Business actors certainly have to take strategic steps to be able to face increasingly fierce competition. Because in this day and age many people are building businesses to meet their economic needs, it could also be a business from weaving crafts, building a food business and so on. According to Hafisah, development is an effort made by the government, business world and society through providing guidance and strengthening assistance to grow and improve the capabilities of small businesses so that they become strong and independent businesses. From the definition above, it can be concluded

that development is everything that is carried out to improve the implementation of current and future work, providing information, direction, regulation and guidance in business development. In the development process here the government takes part in the process. How does the government help its people to develop their businesses so that they can generate sufficient income to help the economy? The community is also no less important in the business development process, because they determine the business and produce it from their hands. The community is given guidance and assistance so that they can further improve their abilities in building a business that they own. Where the business experiences development over time. When they are able to build their business independently, they will also get results which are certainly optimal and helpful to improve their economy. This development in a business is intended as an effort to increase capacity in traditional weaving groups and provide extensive opportunities to carry out productive socio-economic activities, so as to produce higher added value and obtain greater income than before.

Business development efforts in the form of traditional weaving groups are essentially directed at increasing access for individuals, families and community groups to resources for carrying out the production process and business opportunities. The development of the woven cloth business in Sukarara Village is still relatively slow and competitiveness is still a bit low compared to other craft industries in Central Lombok, because the people of Sukarara Village do not make this weaving activity their main livelihood. However, with the rapid development of tourism and changing times in Lombok, the people in Sukarara Village continue to develop their craft industry, where the crafts in the Sukarara area are already well known to local and international tourists. The beauty of the motifs and patterns is what differentiates the Songket Weaving from Sukarara Village from the weaving craft villages in Central Lombok. These motifs arise from the people's own thoughts. And each motif and pattern has

a different meaning. With intervention from the local government, it is an intermediary in the development process of woven fabric produced by the Sukarara community. To build this Woven Cloth business, people still use personal capital. Meanwhile, the government only helps to further develop and market the products. This also cannot be separated from the role of community social capital. The role of social capital referred to be the existence of close relationships between communities, communities can establish good relationships with other craftsmen to create cooperation to make it easier for them in the process of developing the woven fabric business. The woven cloth in Sukarara Village is an inherited treasure passed down from our ancestors, where we as ordinary people must be able to preserve the culture of Songket Woven Cloth. Weaving activities are also carried out by women who are already teenagers. The development process in Sukarara Village is also still somewhat slow due to the way it is marketed.

There are three aims of this research. The first, what is the level of economic welfare of the weaving crafts community. The second, what is the business potential they have. The third, what is the difference in annual income from woven cloth (craft) business activities in Sukarara village. That's why researchers are interested in conducted research entitled "Development of Woven Fabric Businesses to Improve the Economic Welfare of the Community in Sukarara Village." which has characteristics that must be truly universal, not limited to time or place, and must formulate what is always the case. Generalization must maintain context-free values, and these values lie in the ability to organize efforts to predict and control phenomena. 20 On the basis of the various explanations above, it can be concluded that the application of theoretical generalization as a goal in science actually has very fundamental weaknesses, so it needs to be reviewed. There are three aims of this research. The first, what is the level of economic welfare of the weaving crafts community. The second, what is the business

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## METHOD

This research uses qualitative research methods. Data collection techniques were carried out by means of interviews and observation by bringing analytical equipment such as notebooks and pens and cell phones as tools for documentation.

According to Denzin and Lincoln (2009:16) the word qualitative implies an emphasis on processes and meanings that have not been studied rigorously or have not been measured in terms of quantity, amount, intensity or frequency. Qualitative researchers emphasize the socially constructed nature of reality, as well as the close relationship between the researcher and the subjects under study and the pressures of the situations that shape the research. Qualitative researchers emphasize the nature of research that requires values. Qualitative researchers look for answers to questions that shed light on how social experiences emerge and derive meaning. According to Strauss and Corbin (2007:1), Qualitative research is a type of research whose findings are not obtained through statistical procedures or other forms of calculation. Although the data can be calculated and presented in numbers as in a census, the data analysis is qualitative. Qualitative research refers to non-mathematical data analysis. This procedure produces findings obtained through data collected using various means, including interviews, observations, documents or archives, and tests. Qualitative research aims to capture and understand the meaning of a context in what it is (natural setting). Therefore, the method used must support researchers in finding the actual data, behind what is visible before the eye, in order to capture its meaning. For this reason, this research does not prioritize generalizations, but prioritizes meaning. According to Basrowi & Suwandi (2008:41), generalization in qualitative research is called transferability, meaning that the results of the research can be used in other places if they have the same characteristics or are not much different from the place where the qualitative research was conducted. Furthermore, it was also conveyed that the real purpose of science is to predict and control. Such forecasting and control cannot be achieved without a strong foundation. Moleong (2006:75) calls this foundation homological generalization, namely a generalization which has the characteristics of having to be truly universal,



not limited to time, place, and having to formulate what is always the case. Generalization must maintain context-free values, and these values lie in the ability to organize efforts to predict and control phenomena. On the basis of the various descriptions above, it can be concluded that the application of theoretical generalization as a goal in science actually has very fundamental weaknesses, so it needs to be reviewed.

## **RESULTS AND DISCUSSION**

Based on 2018 data, the population density of Sukarara Village is 1,330.73 per KM. The population of the Muslim faith is 10,047 people, consisting of 4,870 men and 5,177 women. The main livelihood of the people of Sukarara Village is as farmers and not a few also as farm workers. Apart from that, the weaving profession is also dominated by women. The residents of Sukarara Village have made this woven cloth their source of livelihood as well as the local community's culture as a condition for marriage. The population of Sukarara Village consists of 10,047 people, of which 3601 people make their living as weavers, therefore some of the people use their small houses as places to offer their weaving products as evidenced by the establishment of art shops on the side of Sukarara Village roads which are also houses. The community also presented how the Songket weaving process itself is an attraction to attract tourists and currently the general condition of human resources for Craftsmen in Sukarara Village has begun to develop well and there have also been many development programs for the quality of human resources for tourism and culture in Sukarara Village. It takes a very long time to make woven cloth, the slowest being around 2 months, to be able to produce beautiful songket weaving. The level of complexity and motif of the songket woven cloth itself influences the selling price, which ranges from Rp. 35,000 to Rp. 5,000,000. The economic development of the population is quite developed and experiencing an increase, but it cannot be denied that competition is also getting tighter,

with the addition of many woven fabric shops being built, some people are worried that tourists will glance at these big shops more than visiting them directly. Houses of residents carrying out weaving activities. According to the village secretary of Sukarara Village, Mr. Zaenal Rahman, for the current year there is progress. Songket Woven Fabric in Sukarara Village is experiencing development. Initially only local people bought it, now many foreign tourists come to buy it and even see the manufacturing process firsthand. The craftsmen's work is displayed in every songket cloth shop. In Sukarara village, many people have opened Art shops, so it is easier for them to buy and sell cloth. The Art shop owners also collaborate with large travel companies, so this is an opportunity for the community to increase their economy. Developments in terms of materials can be seen from the dyes used. In ancient ancestral times the dyes used were still made from natural ingredients, namely mahogany bark, ASA seeds, betel leaves and turmeric. With developments in today's times, it is very easy to find various threads in several shops. Materials commonly used for weaving such as cotton, nylon, silver, silk and Mercis thread are imported from outside the island of Lombok. The most expensive thread in the price range is Mercis thread. From several interviews conducted, it was found that the development of the woven fabric business had a positive impact on the income of the population, namely that the income of the population increased. Where in 2019 the per capita income from the woven cloth and other crafts business was IDR 6,000,000 and in this year 2023 the per capita income from the woven cloth and other crafts business reached (-+) IDR. 10,000,000, which means that from year to year the economic development in Sukarara village from weaving activities and other craft businesses is increasing and experiencing good changes. Apart from having an impact on the economy, the woven fabric craft business is also able to encourage and increase people's love for local products and the culture they have. Said one of the residents in Sukarara village, Ibu Sri

Handayani, who said, "Most of the residents are much attached to their culture. Almost all of the native residents of Sukarara village apply everything taught by their predecessors, such as learning crafts. They consider weaving to be an obligation that they must learn and master from an early age or when they are just growing up."

## **CONCLUSION**

The positive impact that can result from community creativity, especially in the field of weaving crafts, can improve economic prosperity and expand knowledge related to art and culture and customs that have been passed down from generation to generation in Sukarara village, Central Lombok. Woven fabric is one part of the cultural heritage and clothing of the Indonesian people which has been known since prehistoric times, which was obtained from the development of clothing covering the body after bark and weaving. This is also a cultural identity that has been popular in the archipelago and abroad, even Indonesia has become one of the largest weaving craftsmen. Weaving is referred to as a technique in making cloth which is made by applying simple principles, namely by combining threads vertically and horizontally. The development of the woven cloth business from year to year is increasing both in terms of income and interest from the wider community, especially with Lombok being part of the Indonesia's creative economic region has increasingly highlighted all forms of creativity, especially on the island of Lombok itself. Business development through weaving activities has resulted in extraordinary changes in economic terms, seen from the increase in per capita income generated from weaving activities, where in 2019 the income was reaching IDR 6,000,000 while in 2023 it will reach IDR 10,000,000. This shows that the weaving craft carried out by the Sukarara village community has a huge impact on the economy. The influence of technology also plays an important role in the progress of business development because it makes it easier to promote to the wider community, whether local or foreign.

## **SUGGESTION**

From the research we conducted by going to the field and the scene, what we found as the main problem was that almost all of the village residents were voluntary, especially women from teenagers to old people, on average they took part in weaving, so their creativity in other fields was lacking. The lack of creativity in terms of marketing is highlighted because it could be said that 50% of the population is still technologically clueless, so they tend to do marketing and sales offline and only offer their crafts to tourists who visit Sukarara village. So the advice that we can give for progress and evaluation material is the need to develop skills and expertise, especially for women from adolescence, both in terms of culture, social and education, because to broaden the horizons of women as the next generation, apart from having a soul that loves culture and customs. Also, women must be able to be proficient in other fields. Then the second point is to increase learning facilities in this digital era which is all about technology because apart from being important, technology also has a big influence on all the efforts and businesses that we will develop or manage. Loving our culture along with following developments in the digital era is a form of progress in thinking and avoiding being left behind.

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**Table. 1 per capita income**

No	Business sector	2019	2023
1.	craft	6,000,000	10,000,000

Source.Sukarara village statistical data

**Figure 1.**documentation of the interview process

