

Strategies to improve weaving cloth production to support Betang Long House tourism in Sintang, West Kalimantan, Indonesia

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Abstract- Research on efforts to improve weaving cloth production to support Betang Long House tourism was conducted in Ensaid Panjang Village, Sintang, West Kalimantan, Indonesia. This study adopted a qualitative approach. A data collection technique was done through interviews, and direct observation. A series of in-depth interviews were conducted to explore all forms of individual or collective idea, perception and experience concerning potential of tourism and cloth woven development. The interviews were done with seven key persons, four men and three women. The selected informants were those who have knowledge, experience, cadence, position in the cultural context in which they live. With the knowledge criteria of the culture in which they live, the selected key persons were consisted of the head of weaving head (I1), an elder of weaving (I2), sub village chief (I3), chairman of village consultative body, a tribal chief (I4), an elders of Betang Long House (I5), former tribal chairperson (I6) and the Secretary of Tourism Office (I7). Result of deep interviewed was discussed in focused group discussion forums to form the strategic analysis. In making woven fabric there is no difficulty in obtaining raw materials and sales, however in terms of marketing and the fabric design process it is still lacking in innovation. For this reason strategies need to be developed include a) Guidance for innovating and diversifying woven fabric products to make accessories, caps, jackets, etc.; b) It is necessary to increase the role of traditional institutions to better support the ikat industry through fostering and establishing cooperation; c) Establishment of a tourism awareness group that can develop marketing of woven fabric products that is realized in the village regulation; d) Efforts to determine forest areas for the preservation of natural coloring plants.

Keywords: Dayak tribe, interview, tourism, weaving cloth

I. INTRODUCTION

Ensaid Panjang is a village located in Sintang Regency, West Kalimantan, one of the outer districts bordering between Indonesia and Malaysia. Efforts to improve the quality of human resources and the production process especially in the outer regions are very strategic to increase national resilience [1]. Socio-cultural and ecological potential in Ensaid Panjang is quite huge. The population reached 544 people consisting of 293 men and 251 women, which most of them pursue the field of woven fabric production and agricultural cultivation [2]. The agricultural sector contributes the biggest income, consisting of plantations (rubber and palm oil) and lowland rice. The most important family economic sector is the woven fabric industry. Most of Ensaid Panjang Village lives in the Betang Long House.

Batang Long House is a large and elongated traditional house that forms a characteristic in which the practice of life is developed based on the values of local wisdom [3]. One of the leading art/cultural products based on the local wisdom of producing woven fabrics. The procedure of making woven fabric becomes a daily activity occupied by women in the house [1]. Problems that are used by residents of the Betang are marketing management and the role of Dayak tribe institution to support weaving product, marketing and tourism of the long house.

To overcome the problems, efforts to improve the quality of human resource capacity to handle tourism continues to be implemented. Previous research has suggested that tourism potential must be developed, through supporting infrastructure development [1]. In addition, cultural potential must also be developed so that it can be a social capital

for supporting the people living in Betang Long House [2]. However, tourism management problems are also faced by residents in the long house. Because of this, this research is focused on efforts to formulate improve weaving cloth production to support Betang Long House tourism was conducted.

II. METHODS

This study was conducted from April to July 2019 in the Betang Long House of Ensaid Panjang Village, Sintang Regency, West Kalimantan. The location distance is about 32 km away northeast capital of Sintang District. This adopted an action research with a project-based learning approach. Action research activities start from the initial survey of community needs. A data collection technique was done through interviews, and direct observation. A series of in-depth interviews were conducted to explore all forms of individual or collective idea, perception and experience concerning potential of tourism and cloth woven development. The interviews were done with seven key persons, four men and three women. The selected informants were those who have knowledge, experience, cadence, position in the cultural context in which they live. With the knowledge criteria of the culture in which they live. The selected key persons were the head of weaving head (I1), an elder of weaving (I2), sub village chief (I3), chairman of village consultative body, a tribal chief (I4), an elders of Betang Long House (I5), former tribal chairperson (I6) and the Secretary of Tourism Office (I7). Result of deep interviewed was discussed in focused group discussion forums to form the strategic analysis.

III. RESULTS AND DISCUSSION

From the results of the focused discussion it was known that the raw material for woven fabric is obtained from the JMM Cooperative Institution raw material (self-weaving services). This was stated by informant 1. She said that

"We have never had difficulty in obtaining raw materials, because woven fabric raw materials are obtained from JMM Cooperative Fabric Raw Materials (self-weaving services). The showroom is located in Sintang; Jl Hutan Wisata Baning, Gallery of Dara Kumang, or *Disperindakom* (Office of Industry, Trade, Cooperative and SMEs) Gallery. All women become members of the cooperative, making it easier to obtain these raw materials (I1)

In making woven fabrics, unfortunately, the use of natural dyes is rarely done. All of woven worker use synthetic dyes. This was stated by informant 2.

"Natural dyes are rarely used, because orders are sparse, raw materials have begun to be difficult to obtain and processing is time consuming." (I2)

Several women expressed their obstacles to obtaining raw materials due to transportation and the holiday time. Informant 1 expressed their feeling.

"We must be dependent from men, because men may operate the vehicles. In case the thread runs out there is a mobile message notification." (I1)

Another informant told about the business's capital. She said that

"The price of cloth is determined by cooperative. I have a difficulty to get the business capital, because I may not borrow from the bank." (I3)

"As for the obstacles in weaving if someone dies weaving activity takes up to 7 days, besides that at night it is also prohibited to weave." (I3)

Related to the sale of woven fabrics, it is explained that the sale is done through cooperatives. This was confirmed by informant 4, who said that

"Sales of woven fabrics, initially through JMM / cooperatives. Now the woven fabric can be sold alone, and is visited by the buyer. Until now there is no on-line system, because there are signal constraints. Weavers already have a group called "pheasants", so there is a price equation to suppress competition." (I2)

The men role in obtaining raw materials and marketing is available. Weaving tools made by the role of traditional institutions in supporting the woven fabric industry are still lacking.

"There is a customary leader at the village level, village level. But it doesn't play a role. Sintang is often a champion, but not because of the role of the institution, but rather the role of individuals." (I4, i5)

Innovation in developing designs / motifs of woven fabrics is still weak.

"Difficult to develop a motive because it is less desirable. Buyers buy based on color quality." (I6, I7)

To support the successful development of woven fabrics and tourism in the Long House, it cannot be separated from the role of the government. The role of government is explained by informant 7. He explained that

"The role of the government in developing the production of ikat, according to the Head of the Tourism Office includes coordination and facilitating activities. The government provides motivation to the weaver community. There was a meeting with sub-district officials, to discuss the ikat industry. Village business institution bought woven cloth, but it was limited. There was empowering program assistance; community economic empowerment program; from the center, and there is an exhibition program that is all supported by the government. "(I7)

Strategy

The results of the strategy analysis show that the people of Ensaid Panjang Village have strengths: a weaving group working together; the seriousness of the community in maintaining customs; the existence of Betang houses and preserved cultural systems. The weaknesses of Ensaid Panjang Village people are that they are less innovative; the role of tribal institutions is lacking; and there is no tourism aware group that can develop woven fabric products. Opportunities include increasing the number of tourists and the role of government. The threat is competition in the woven fabric industry and technological developments (Table 1).

Table 1. Strengths, weaknesses, opportunities and threats

Internal factor	External factor
Strengths A group of weavers working together seriousness of the community in maintaining customs The existence of Betang houses and preserved cultural systems	Opportunity An increase in the number of tourists The role of government
Weakness Less innovative The role of tribal institutions is lacking Natural dyes was abandoned There is no tourism aware group that can develop Weak marketing of woven cloth products	Threat Competition in the woven fabric industry Technological development

The proposed strategies are: a) Guidance for innovating and diversifying woven fabric products to make accessories, caps, jackets, etc. ; b) It is necessary to increase the role of traditional institutions to better support the ikat industry through fostering and establishing cooperation; c) Establishment of a tourism awareness group that can develop marketing of woven fabric products that is realized in the village regulation; d) Efforts to determine forest areas for the preservation of natural coloring plants.

Previous research shows that natural beauty, some cultural objects and attractions were grouped as strengths, while access, accommodation and promotion were considered as weaknesses. Opportunities in developing tourism in Ensaid Panjang Village are hospitality and community participation in managing local culture. In this concern effort to lift up the tourism in this village must take into account the local potential including cloth woven [1]. for that we need an effort to increase community involvement and development. Tourism development that involves community participation is a process that must be carried out appear and appear by the community and improve community prosperity [4,5]. promotion is one of the determinants tourism success. Promotion becomes important factor for introducing various attractions tourists [6], especially in rural destinations which is far from the city. Various tourist attractions can be promoted as such as a local festival [7], food [8], including superior products such as woven fabrics.

IV. CONCLUSION

1. In making woven fabric there is no difficulty in obtaining raw materials and sales, however in terms of marketing and the fabric design process it is still lacking in innovation
2. For this reason strategies need to be developed include a) Guidance for innovating and diversifying woven fabric products to make accessories, caps, jackets, etc.; b) It is necessary to increase the role of traditional institutions

to better support the ikat industry through fostering and establishing cooperation; c) Establishment of a tourism awareness group that can develop marketing of woven fabric products that is realized in the village regulation; d) Efforts to determine forest areas for the preservation of natural coloring plants.

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