

**Efforts to Empower The Sukarara Weaver Community of Jonggat District,  
Central Lombok District in Improving The Family Economy Through  
Business Capital Management, Labor, and Promotion**

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(Accepted: November 2023; Revised: December 2023; Published: January 2024)

**ABSTRACT**

*Indonesia's economic growth is influenced by the development of MSME businesses, which is one of the country's economic development priorities. Because small businesses play a role in reducing social inequality. One effort to improve the regional economy is the production of typical Lombok weaving by the MSME industry. The decline in visitors due to the COVID-19 pandemic is a problem that clearly requires strategic steps to strengthen the weaving community through education and training to form communities/groups, namely the MEKAR and KOMIDA groups. The impact of successful economic empowerment of weaving communities is : 1) Reducing the number of poor people, 2) Developing initiatives to increase community income and human resources, 3) Increasing community awareness of family welfare, 4) Empowering family independence, 5) Building community capacity and equalizing income. Capital management carried out by the regional government provides direct company capital support to weaving producers under the control of Bank Indonesia and Bank Mandiri. However, financial managers have not mastered the basics of accounting so that the implementation of financial management is still minimal and personal management does not allow for success.*

**Keywords: Economic Empowerment, Forms of Business Management, Business Capital, Labor, and Promotion**

## INTRODUCTION

Indonesia's economic growth is influenced by the growth of small and medium businesses. Apart from that, MSMEs in Indonesia are one of the country's economic development priorities. Small and medium businesses play a role in reducing disparities between income groups and increasing labor absorption. MSME development can increase the flexibility of regional and national economies. By 2020, around 11.7 million small and medium businesses will be digitalized. Additionally, the proportion of small and medium-sized businesses that have e-commerce capabilities is expected to increase to 10-12 percent. With the movement of 11.7 million small and medium businesses, Go Digital will also contribute to e-commerce growth and GDP growth (Supiandi et al., 2022).

MSMEs have previously demonstrated resilience to economic cycles, such as the Asian Financial Crisis of 1997-1998 and the Global Financial Crisis of 2008-2009. However, the coronavirus pandemic that began in March 2020 has plunged small and medium-sized businesses around the world into a more complex economic crisis. MSME operations offline are hampered by reduced community activity and movement due to the spread of the virus and social restrictions imposed by the government (National et al., 2020).

Therefore, to reduce social inequality, it is necessary to strengthen the development of MSME entrepreneurship. Efforts to improve the community's economy are carried out through the MSME industry which produces typical

Lombok weaving. The outbreak of the corona virus pandemic (Covid-19) has had a severe impact on the Indonesian economy, especially the domestic and international tourism industry. This will affect tourism in Indonesia, especially Lombok. The decline in the number of tourists due to the COVID-19 pandemic is a problem which of course requires a strategy for each destination to adapt to tourist needs (Nugroho et al., 2022).

The progress of a small and medium enterprise, in this case the woven fabric industry, also depends on the promotions carried out. The campaign to increase fabric production includes digital media, art movements and collaboration with tourism companies, and can be used as a promotional tool for domestic and international tourists. The combination of the Gray Art Shop campaign in increasing fabric production through digital advertising shows that marketing management is carried out by the right managers to improve the household economy.

The Lombok Regional Government uses this brand to promote tourism in Lombok and its surroundings. This implementation is mainly carried out through tourism marketing, which states and communicates the quality of the destination. The West Nusa Tenggara City Government continues to develop Lombok's public plan to create a new image for Lombok and increase long-term competitiveness in the tourism industry. At the same time, measures will be implemented to increase Lombok's tourism competitiveness, with an emphasis on key events that can further enhance

the island's physical and economic attractiveness for domestic and international tourists. The 2021 MotoGP International Racing Tournament declared Mandalika as a Creative Economy Space (Yusup et al., 2022).

This research requires support from various existing research findings and is closely related to research. Based on the research "Empowerment of Tembe Nggoli Weavers in Bima Regency (Case Study of Leu Village, Bima Regency)" (2022) by Nurjulaifa, Wulandari, and Intisari Haryanti. This study shows the importance of empowering weavers to improve community welfare so that people can meet their daily needs. This is in accordance with the theory that a successful family is a family that is able to meet basic, secondary and tertiary needs. The aim of regional development is to increase income and improve people's livelihoods (Nurjulaifa et al., 2022).

In 2020, Sri Sukarni and Baiq Herdina Septika participated in the study "Sustainability of the Lombok Songket Business through Product Information Media and Weaver Empowerment". Based on the survey results, the craftsmen and weaving staff are very fluent in Indonesian and English, and are able to manage woven cloth production and related marketing to generate income for domestic and foreign tourists (Sukarni & Septika, 2020).

Responding to the problem of a family's low economic situation, and efforts to help the family's economy by utilizing the weaving profession as a livelihood, making Women and housewives in Sukarara Village

choose to remain weavers despite various difficult circumstances. Therefore, efforts to strengthen the economy of the Sukarara weaving community do not only improve the management of business capital and human resources, but also increase advertising to increase the income and business activities of the Sukarara community weavers.

### **Research purposes**

The aim of this research is to clarify the following things:

- a. The impact of strengthening the Sukarara weaving community in Jonggat District, Central Lombok Regency through improving governance through business capital, labor and promotion
- b. This form of business management aims to enable the Sukarara weaving community in Jonggat District, Central Lombok Regency to improve their family's economy through capital and labor management as well as promotion.

## **LITERATURE REVIEW**

### **1. Community empowerment**

Community empowerment is a process whose main goal is to bring about change. Community empowerment is an effort to equip the community with skills and opportunities to actively participate in development. One of the positive impacts of implementing community empowerment programs is that people can take responsibility for their own work (Ramly et al., 2018).

### **2. Economic Empowerment Goals**

The aim of empowerment is to train people to acquire the

knowledge and skills they need to become independent and get out of inequality, poverty and helplessness. The poverty indicator is the extent to which basic needs such as food, clothing and shelter are met. Signs of underdevelopment are low productivity and weak human resources (Sudarmanto et al., 2020).

### **3. Community Empowerment Concept**

Conceptually, empowerment comes from the word *Valta* which means power or empowerment. The concept of empowerment begins with building social capital in the community (group), including building social capital. When we believe and follow the rules (roles) and networks (in networks) that have strong social capital, we can easily lead, organize (manage), and disseminate information to the community (Sudarmanto et al., 2020).

### **4. Family Economy**

Home economics is a science that studies human efforts to meet their needs through the actions of people who are responsible for their own needs and welfare. The economy plays a role in the struggle to lift people out of poverty. With sufficient or large savings, a person can live well and peacefully. In this case, a peaceful soul also has the opportunity to live a better life (Tindangen et al., 2020).

Aspects of community empowerment must be specifically oriented to the context of developing socio-economic

activities. The aspect of community independence can be achieved through the principles of cooperation, autonomy and mutual cooperation. Meanwhile, the mass economic aspect can be characterized by the availability of commercial capital developed by the poor themselves (Ramly et al., 2018).

### **5. Venture capital**

Investment or production costs are all costs incurred by a business to obtain the production factors used to produce the goods it produces. Households and firms interact in two types of markets: input markets and output markets. To produce goods and services, producers (firms) must purchase resources (capital, labor, technology, etc.) from input and factor markets. The business world buys production factors (inputs) from the households that produce them. When a company decides how much to produce (supply) to a product market, it must determine how much of each input is needed to produce a particular output (Zahara & Anwar, 2014).

### **6. Business Capital Management**

The main goal of empowerment is to develop independence. This means that women must be able to help themselves in various ways, including survival as members of a group. The lack of experience, skills, attitudes and ambition to innovate creates the current situation for women, which causes many women to live in poverty and marginalization. Therefore, in the economic sector, women must be motivated to overcome the poverty

they face in order to increase their income through economic empowerment, such as increasing business capital, increasing savings and loans, developing cooperatives, etc. With existing business capital, entrepreneurs can develop their production business and promote their business results more widely (Sudarmanto et al., 2020).

### **7. Labor**

Workforce training and development is a major issue in the digital economy era. The government must prepare a workforce that has the skills and abilities to use digital technology to take advantage of digital economic opportunities and participate in global competition. Inclusion and gender issues also need to be considered in regulations and policies regarding staff training and development. All groups, including women and other marginalized groups, must have access to training and workforce development. These policies help create equality and reduce rights between men and women and between different social groups (Riduan, M.Ag, 2023).

### **8. Promotion**

A campaign is a form of commercial activity that aims to inform and introduce a product to the target market. Promotion variables include sales promotion, advertising, sales force, public relations, and direct marketing. The goal of a campaign is to introduce products and services to consumers and encourage them to purchase them. This advertising

method can be applied in various ways, including: Through advertising, training programs, etc. This is done so that consumers or potential buyers are interested in the offer. Therefore, this advertising must be done effectively and attractively (Ritonga et al., 2018).

### **9. Marketing Mix**

Marketing mix is a set of controllable marketing variables that a company uses to achieve its marketing objectives in its target markets. The marketing mix is a marketing strategy that combines several elements of the marketing mix and is implemented in an integrated manner. The marketing mix is a combination of variables or activities that are the core of a marketing system and are variables that can be controlled by a company to influence the responses of buyers and consumers. Therefore, the marketing mix is a collection of variables that can be controlled and used by a company to influence consumer responses in its target market. Success in business requires advanced knowledge of business processes. Apart from product quality, there are many other factors to consider. One of them is market trends (Ritonga et al., 2018).

## **RESEARCH METHODS**

The type of research used in this research is qualitative research. Descriptive analysis in this research collects data in the form of words and images, not numbers. Therefore, research reports contain interview excerpts, field notes, photos, videos,

personal documents, memos or notes, and official documents. The research location is located in Sukarara Village, Jonggat District, Central Lombok Regency. The variable identified in this research is the Sukarara weaving community in Sukarara Village. This is based on the title of the research and is an initiative so that the Sukarara weaving community can improve the household economy through managing company capital, labor and promotion. The research theme is women as weavers in Sukarara Village and strengthening the Sukarara weaving community to improve the household economy through managing business capital, labor and promotion. The instrument of this research is the presence of researchers at the research site with the aim of obtaining valid and accurate information from the research site that is relevant to the research objectives of this thesis or study. This research will (1) record and document the stages of informant interviews using tools such as cell phones; (2) writing tools for taking notes during research; (3) Laptop for transferring data collected in the field.

Qualitative research methods are research processes that provide oral or written descriptive information about the people and behavior observed. Data and information are presented using deductive methods, namely methods such as: The task formulation attempts to describe each variable from general to specific to reach a general conclusion.

In other words, the type of material in this research is primary data. Information was obtained from

the main data source for this research, namely interviews with village leaders, sub-district heads, art dealers and weavers. Second, this research data was collected as a secondary data source through books, articles and journals. This means that data is collected to complement, support, or perfect the underlying data and provide material for a dissertation or literature study on the topic being studied and its comparison with primary data.

The data collection technique used was direct observation, namely face-to-face interviews in Sukarara Village to obtain accurate information. Researchers can ask informants any questions they want, but they cannot do so without an interview guide. The informants for this investigation were the Head of Sukarara Village, Head of Porkdarwis, Weaver, and Owner of an Art and Document Shop. This is done to increase understanding or perfect research. The researcher recorded the results of the interview and recorded the results obtained during the interview by taking notes and taking photos. However, the data analysis technique used in this research is field data analysis, where data analysis is carried out at one time during and after data collection. During the interview, the researcher analyzes the answers given during the interview. Field data must be collected carefully and in detail. The next step is to display or represent the data in a format such as a table or graph. The third step is to draw conclusions and confirm them. Initial results are still preliminary and may change unless strong and valid evidence is found to support the data collection stage.

To ensure the accuracy and reliability of the results of this study, the trustworthiness of the data, and the trustworthiness of the information obtained from the qualitative research, extensive observations, careful investigations, triangulation, and discussions with colleagues were ensured, among other things, by negative case analysis and member checking. Obtaining meaningful information about a research topic requires long-term observation. Long-term observation where the researcher remains in the research area until data collection is saturated. To increase persistence, researchers can read bibliographies of books, research results, or other documents related to the problem being studied. Therefore, regardless of whether the information found is true or false, it makes sense to check its accuracy. When tests are conducted primarily from multiple sources, researchers look at information from key informants, regular informants, references, and others. Because information is obtained at different points in time through the exchange of different information retrieval techniques, we cannot obtain answers based on things like fatigue or other things.

## **RESULTS AND DISCUSSION**

### **Efforts to Empower the Sukarara Weaving Community in Improving the Family Economy Through Business Capital Management, Labor and Promotion**

#### **a. Business Capital Management for Weaving Craftsmen in Sukarara Village.**

Based on the results of in-depth interviews with all

informants, information was obtained that efforts to empower weaving communities through commercial capital management with capital support from the government (BUMDes) reached IDR. 500,000,-. We also use our own capital as supporting funds, and in some cases, external loans. Working capital for hand looms is Rp. 500,000,- if you take a loan of Rp. 200,000 from collectors or gray art shops with loan capital. This capital is used by handloom weavers to buy weaving tools and materials from weaving communities or weaving cooperatives in Sukarara. The following are excerpts from interviews with all informants:

According to Mrs. Rina Misnawati, "Sometimes there is, sometimes there isn't, more or less Rp. 500,000,- from the Tourism Department which often holds training."

According to Mrs. Miatre, "Conducting outreach and outreach in each village through local village administrators or local porkdarwis."

According to Melani, "I raised my own funds by borrowing Rp. 500,000,- and Rp. 200,000 from the art shop owner."

From external monitoring it is known that the business funding support received from BUMDes requires complicated procedures so that the craftsmen decide not to accept support from BUMDes. Based on the information received, collectors and craftsmen receive a profit share of 70%: 30%, craftsmen receive 70%, and collectors receive 30%.

Meanwhile, the Sukarara Cooperative provided capital assistance of Rp. 250,000,- and the village cooperative offers a price of Rp. 600,000,- for cloth that sells. The profit sharing is 80% for craftsmen and 20% for cooperatives. This shows that woven fabric production has adopted a profit sharing system. To finance the art store, the craftsmen will receive a profit of Rp. 600,000,-. However, the profit sharing is 80%: 20%, the weaver receives 80% and the art shop receives 20%.

b. Weaving Crafts Workers in Sukarara Village

Based on the results of interviews with all informants, information was obtained regarding efforts to empower the weaving community, represented by weaving craftsmen aged 18 to 79 years. Research shows that due to poor educational conditions, many weavers experience communication barriers that hinder their work skills, because they only speak the regional language or Sasak language and are not fluent in Indonesian. Language education is still limited. The following are the results of interviews with all informants:

According to Mrs. Hartini, "Weaving teaches children culture so they can still earn money by weaving, even though the current conditions are very difficult so there are rarely buyers."

Based on the results of field observations, the craftsmen received guidance and awareness-raising activities from the village government regarding songket

weaving, assisting in training human resources for handloom weavers in Sukarara village. So that all Sukarara village stakeholders can optimize their understanding of woven fabrics in a reasonable manner. To ensure the sustainability of economic activities in Sukarara Village, the Sukarara Village community under the leadership of the Pokdarwis or local village head needs to prioritize cooperation and support for well-organized and managed community empowerment.

c. Promotion to improve the economy of the local Sukarara village community

Based on the results of interviews with all stakeholders who provided information regarding promotional programs carried out using digital media to improve the economy of local communities in Sukarara Village. Promotion of woven fabric products is carried out through digital media such as Facebook, Instagram and digital economy-based digital platforms such as Shopee, Lazada, Bukalapak. The concept of digitalization increases awareness of fabric production because marketing is carried out through digital marketing.

Based on in-depth interviews with all informants, it is clear that digital marketing techniques are widely used not only for personal purposes, but also at educational events, schools and government institutions. In fact, typical Sasak songket cloth is used at school events as a cultural costume worn by school teachers



and students. In addition to preserving cultural practices, textiles can also be sold through promotions with tourism companies. The tourism group collaborates with an art shop in Skarara Village to help the art shop market its fabrics to domestic and international tourists. The following are excerpts from interviews with all informants:

According to Hartini, "Usually we send the finished fabric to the art shop, and the art shop pays for the fabric as wages for the weavers, adding that some tourists go straight home to buy clothes."

According to Mrs. Aisiyah, "We received promotional assistance for woven cloth from the Ministry of Tourism to produce woven cloth by weaving 1 to 3 woven cloths which were sold to collectors. "We sell the fabric ourselves if tourists want to buy directly."

If you look at the marketing activities that have been carried out, you will see that there is a Gray Art Shop and there is also the Begawe Jelo Nyensek event which is still held every year. This event is an annual program in Sukarara village to increase woven cloth production and is a form of support from the village government. During the Covid-19 period, the activity of this event decreased due to the outbreak of the Covid-19 virus. Therefore, we are trying to promote Lombok Island, advance tourism, and increase the number of tourists to Lombok Island through the Motor GP event in Kuta Mandalika.

### **Form of Business Management as an Effort to Empower the Sukarara Weaver Community in Improving the Family Economy through Management of Business Capital, Labor and Promotion.**

#### **a. Provide Training**

Based on the results of interviews with all stakeholders who provided information on natural dyeing training to the textile community, the organizations that took part in the training were the Ministry of Industry and Trade, the Ministry of Cooperatives and Micro, Small and Medium Enterprises, the Ministry of Tourism and Creative Industries.

Based on in-depth interviews with all informants, the local government, especially the chairman of the Sukarara Village BPD, is tasked with supporting and guiding the weaving community in producing quality textile products. The selling price will be determined after consultation with the textile industry.

According to Nur Amenah, "The provision of a limited amount of time means that our business is not running effectively so that the weaving community does not receive enough training and development in weaving. Therefore, the actions of weavers and employees in the Integrated Service Unit are not uniform."

According to Sriatun, "In our business as a weaving community, there is still a lack of training due to the inappropriate provision of time for carrying out their work due to the large number of people served, namely 35 weavers, so the

business does not run as determined."

Based on observations regarding the role of local government in empowering the weaving community in Sukarara Village, it can be said to be effective and efficient. We use natural colors according to the needs of weavers with the aim of making our weaving business effective, efficient and competitive in both domestic and international markets. In collaboration with the Ministry of Industry, the Ministry of Cooperatives and Micro, Small and Medium Enterprises, as well as the Ministry of Tourism and Creative Industries, we will shape the role of local governments in increasing textile productivity and train trainers in the general services sector to increase textile productivity. increase textile productivity including Weaver of woven cloth. Enables BUMDEs to increase woven fabric productivity. This will help it function smoothly and the business will grow. The Ministry of Tourism and Creative Industries has established a public service department to provide government incentive support (GDP) for textile business development, including training and development of motif production according to customer needs and orders, community development opportunities, and mentoring.

Apart from that, the development of the weaving community is also supported by Bank Mandiri and Bank Indonesia. Support from Bank Indonesia, especially for Bunmudrak Hamlet

Village. Support from Bank Indonesia, especially direct support to craftsmen. Meanwhile, Bank Mandiri provides KUR support to herders and farmers in Sukarara Village.

b. Business Management Through Capital Management

Based on the results of interviews with all informants, weavers in Sukarara Village have difficulty getting business funds from the government, so they use their own business funds. We produce our textiles using traditional, home-made equipment. For them, weaving is a family tradition and all the tools they use are handmade. Natural materials such as various trees, bamboo, fruit and leaves are used as dyes. Yarn is purchased from previous weaving results.

Based on in-depth interviews with all informants, local governments are committed to improving the standard of living of their citizens through strengthening the community and improving the economy, because their activities are production activities and not long-term consumption activities. Communities become producers of local raw materials and are forced to have their own capacity to meet (consumer) demand.

According to Sitah, "We received assistance from the Department of Tourism and Creative Economy which provided promotional assistance capital to the weavers. "We use this capital to produce woven cloth, then we sell it again, depending on orders from buyers or tourists who come

to our house to see the production of woven cloth."

According to Nurasiah, "Business capital assistance for weaving craftsmen from Sharia Bank is provided in the form of financing to us. We only submit a photocopy of KTP and KK and then register it for business capital in the form of weaving financing."

This is based on observations regarding the business capital needed to start a business. Therefore, financial evaluation of business activities requires a certain level of financing. Sources of company capital include equity, government support, financial institutions, banks and non-banks. Meanwhile, project funding provided by the government will be obtained through collaboration with the Ministry of Tourism and Creative Industries. Financial support is provided to weavers to increase textile production and as a form of product promotion through events in Kuta Mandalika. The Ministry of Tourism and Creative Industries provides financial support for the promotion of textile products. Through the Village Office, village communities are ready to receive financial assistance to advance, fulfill requirements and complete applications for aid recipients.

Weavers in Sukarara Village also have access to support from banks and non-banks, in this case sharia banks. Financial support is also available from banks and financial institutions, and weavers can easily receive support as they can receive support from banks

and financial institutions. Capital distribution is carried out through grants to handloom weavers who need capital support for their businesses and the management is handled directly by sharia banks which collaborate with handloom weavers. The obstacle in receiving business capital assistance from sharia banks is that the Sukarara village community does not fully understand how to socialize sharia banks to receive business capital support, and this support requires complete data to obtain it.

c. Business Management Through Labor

The results of interviews with all informants, especially weavers in Sukarara Village, show that the highest level of education achieved is still relatively low, considering the large number of working age residents, and the majority of weavers are craftsmen and all of them work as craftsmen with advanced degrees in education. I graduated from elementary school education. As part of the cultural preservation of Scalara Village, we strive to improve the quality of human resource development where high school students and school children acquire special skills and knowledge in the field of culture, thereby improving the quality of the workforce in Scalara Fiber Mending Village.

This is based on in-depth interviews with all web informants in Skarala Village who contribute to human resource development. Enables handloom weavers in Sukarala Village to contribute to their family's economy. Mothers

and housewives in Sukarala Village can support their family's economy by becoming weavers, and through this work they can support their family's economy. This shows that the people of Sukarala Village are average weavers and most of the weavers are over 45 years old. This means that the highest percentage of weavers are over 45 years old. This shows that the Sukarara village handloom weavers are given maximum authority by the Sukarara village officials. Empowering people, especially those aged over 45 years, with weaving skills and expertise to create works of art that are useful and profitable for society.

d. Business Management Through Promotion

Based on the results of interviews with all informants, especially the weavers of Sukarara village, marketing is an important activity carried out by companies, whether product, goods or service companies, to maintain the sustainability of their business. In fact, marketing is one of the company's activities aimed directly at consumers. Therefore, market activities can be defined as human activities carried out in a market context.

According to the observations of all informants, Webergummy could not take root in the market. They are busy arranging the textiles and taking them to art warehouses/collectors before selling them for Rp. 500,000,- depending on the model. Art shops/collectors promote textiles in more important markets

at a price of IDR 500,000.- Pengpuler is a song that accompanies a package containing a boss tree, and this Pengpuler then requires the weaver to look after the package. Collectors also sell equipment in the form of woven mattresses which are no longer on the market, before selling cloth and looms which are no longer on the market and do not have special packaging for consumers.

According to Rainim, "The price of woven fabric products is not commensurate with the effort and time spent. It is better if orders are made directly to the weavers and not through intermediaries, so that the price obtained is not commensurate with the effort expended to meet the family's daily needs."

According to Ririn, "From ancient times until now, cloth marketing has not been managed well so it cannot have a big impact on the economy of the weavers themselves. Collectors here make bigger profits because they find markets and can manipulate prices."

Based on observations by handloom weavers, it shows that the materials are valuable and affordable. The price of woven cloth in Sukarara Village, Jonggat District, Central Lombok Regency, shows that the written meaning is based on material value and the importance of product quality. Apart from that, the theme, especially the shadow and the decline of the theme, is another factor that determines the meaning of woven fabric. Based on the results of research and interviews

regarding the current status of songket weaving in Sukarara Village, the craftsmen distribute their products to art shops, where they sell or distribute their products to customers and consumers. Nonetheless, it can be said that in addition to promoting their products to art stores and collectors, they are also trying to cater to new customers and consumers, with art stores being the most popular. This is because art stores are the base for many of the fabric stores sell.

Apart from marketing, digital marketing also aims to expand fabric production. This digital marketing is expected to increase trade in woven fabrics through more effective marketing strategies and also increase profits obtained by expanding marketing reach (Riduan, M.Ag, 2023).

### **Implications of the Success of Efforts to Empower the Sukarara Weaver Community in Improving the Family Economy Through Management of Business Capital, Labor and Promotion**

Based on the findings and interviews with informants in this research, from the perspective of managers, village officials, Porkdarwis, art shop entrepreneurs, and weavers who regularly hold training courses, appear to be known to carry out their duties very well. Through an integrated service unit that collaborates with the relevant Department, it provides skills training to the weaving community to be able to manage the results of the woven cloth business so that the village community's economy improves.

There are obstacles, including not being able to coordinate the weavers who take part in the training more effectively because the majority of the participants being trained are aged 50 years and over.

The research findings above are in line with research conducted in 2017 by Alfi Rochmawati, Minto Hadi, and Suwondo. The findings of the study conducted show the important role of the government in strengthening non-machine woven fabric MSMEs through non-impact investment, education and vocational training (Rochmawati et al., 2017).

Research conducted in 2019 by Hidayatul Fitri, Nasuwan Suharsono and Wayan Swendra found that craftsmen and employees at the Songket weaving art shop were very fluent in Indonesian and English, and management and executives were very fluent in Indonesian and English in communicating with producers. Marketing is possible. Fabric production generates income for domestic and international tourists (Fitri, Suharsono, and. 2019). Therefore, the results of this research utilize economic empowerment theory to explain the analysis of the success of weaving community empowerment efforts in terms of household economics in Sukarara Village. According to (Sudarmanto et al. 2020), indicators of the success of community economic empowerment initiatives, in this case the Sukarara weaving community, include:

#### **a. Reducing the Number of Poor People**

Based on the results of interviews and observations, researchers concluded that the weavers' income was Rp.

500,000,- for two months to produce one piece of cloth – Rp. 1,500,000/-. The results obtained through weaving are used to meet daily needs. Through this weaving activity, weavers can help their husbands who work as farmers. Through this weaving activity, craftsmen can earn money to support their families and meet the needs of their children. At least this weaving activity frees craftsmen from having to borrow money from neighbors to meet their needs.

b. Developing Citizens' Aspirations to Increase Income Using Available Resources.

Of course, the government's authority includes, among other things, providing guidance and supervision of weavers through the formation of weaving communities/groups such as the MEKAR Group and the KOMIDA Group which were formed from MSMEs. This group will collaborate with the Ministry of Tourism, cooperatives and MSMEs to train weavers through training and workshops. The training courses offered include natural color training and design training.

Based on the results of interviews and observations, researchers concluded that the training was carried out by the Ministry of Industry and Trade, the Ministry of Cooperatives and MSMEs, and the Ministry of Tourism and Creative Industries. The training course covers natural dyeing, design and natural fiber dyeing. This training proves that the government provides skills to

weavers. Therefore, weavers can start their own woven cloth manufacturing business by setting up their own art gallery. The study also involved the village and Porkdarwis who coordinated and directed the craftsmen to take part in training. Like a weaver who understands weaving and has skills.

c. Increase public awareness of efforts to improve the welfare of poor families in their environment.

Of course, this community is an initiative of the local government and Sukarara to improve family welfare through the Sukarara Village Housewife Empowerment Program, where women not only do household work such as cooking, caring for children and cleaning the house, but also take care of the household, husband and children. -their children too. I know that the duties and responsibilities of housewives in ensuring household income show that the value of a mother does not only lie in caring for her husband and children, but also guaranteeing household income. This shows that further respect and preservation of the cultural heritage of the Sukarara people's ancestors must receive maximum support.

d. Increasing the Independence of Productive Commercial Groups and Strengthening Capital.

Which is shown by the development of activities in Sukarara Village.

Based on the results of interviews and surveys, it was concluded that a number of art shops had been successfully

established with the aim of strengthening the Sukarara weaving community and the local economy. The existence of an art movement shows group independence as a means of developing productive efforts in the art movement. The arts movement also has good labor management which can provide community empowerment in the volunteer weaving community and equal distribution of income which is characterized by an increase in income that meets the needs of the community and its base.

Based on the results of interviews and surveys, it was concluded that this could be achieved by weavers by participating in the Sukarara Regency government's annual event program. This event brings a party. The annual event of Sukarara village is Begawe Jelo Nyensek which still retains local wisdom and will become an annual program and promotional event for typical Sukarara weaving. Together with these activities, there can be more tourist visits to the island. Apart from that, the mega Moto GP event also provides opportunities. This proves that income is evenly distributed among all people in Sukarara, especially in the woven fabric industry. Woven fabric entrepreneurs hold events at GP motorbike events and produce woven products to sell and popularize Lombok knitted products overseas.

- e. Increasing Community Capacity and Equalizing Income, Characterized by Increased

Income to Meet Social and Basic Needs.

According to the results interviews and research observations concluded that weaving craftsmen can do this through participation in this year's event program implemented by the Sukarara District government. This event is an annual program and promotional event for typical Sukarara weaving which introduces the annual challenge of Sukarara village: Begawe Jelo Nyensek which continues to preserve its culture. Many tourists visit Lombok Island. This proves that income is distributed evenly across the Sukarara local community and its web activities. Apart from that, the Moto GP mega event will also provide opportunities for woven fabric entrepreneurs to set up businesses and produce woven fabrics.

Based on discussion on the recommendation of the regional council, organize regular training and weaving training to increase your creativity to produce quality products. Training is also needed in the use of marketing information technology for woven fabrics so that people can market their products.

## CONCLUSION

Based on the results of the research and discussion presented, the following conclusions can be drawn:

- a. The regional government is trying to improve the household economy of the Sukarara weaving community, Jongat District, Central Lombok Regency, by providing business capital, labor,

business capital management, training and human resource management. For example, natural dye training, design training, etc yarn dyeing training. Meanwhile, the form of capital management follows Bank Indonesia and Bank Mandiri guidelines which aim to provide direct capital assistance to weavers, providing the necessary training for good governance between village officials and Sukarara village craftsmen. Meanwhile, HR management has been managed well, where the art shop strengthens the weaving community in the form of direct business capital assistance to the weavers.

- b. Capital management as an effort to empower the Tenun Sukarara community through business capital management. They still don't have basic accounting skills to run their own business. Therefore, financial management in the implementation of financial administration is still weak and there is no knowledge about this.

### **Suggestion**

Based on the research results, researchers can provide the following suggestions:

- a. The Sukarara weaving community is empowered to improve the community's economy through the role of the regional government which collaborates with the government to provide business funding to craftsmen. Development of the woven fabric business and support from banks, financial institutions and art shops as well as training in the

application of technology in distributing materials.

- b. Improving household finances in the Sukarara Village community through capital management for craftsmen, direct capital assistance for developing woven cloth businesses, and accounting training so that entrepreneurs can run their businesses with good financial management.

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