

Creative Economic Development Through Weaving Umkm As An Effort To Increase Community Income In Sangiang Village, Wera District

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Article History

Received:05-05-2026

Revised: 14-05-2026

Published:30-05-2026

ABSTRACT

The development of a creative economy based on Micro, Small, and Medium Enterprises (MSMEs) weaving in Sangiang Village, Wera District, plays a strategic role in increasing local community income. However, the problems faced lie in suboptimal business management, limited product innovation, and weak marketing access, which impacts the low competitiveness of woven products. This study aims to examine in-depth efforts to develop a creative economy through MSMEs weaving as a strategy to increase community income. The research method used is qualitative with a descriptive approach, through data collection techniques such as observation, interviews with MSMEs and the community, and documentation. Data analysis was carried out systematically through the stages of data reduction, data presentation, and drawing conclusions. The results of the study indicate that the development of the creative economy through MSMEs weaving has been ongoing, but is not yet optimal and sustainable. The main weaknesses lie in aspects of design innovation, the use of digital marketing technology, and increasing human resource capacity. Therefore, the necessary strategies include strengthening product creativity based on local wisdom, improving business actors' skills, expanding marketing networks, and government support in the form of training and facilitating market access. In conclusion, the development of the creative economy through targeted and sustainable weaving MSMEs can increase community income while strengthening the local cultural identity of Sangiang Village.

Creative Economy, Weaving MSMEs, Income Improvement, Community Empowerment, Sangiang Village.

INTRODUCTION

Creative economy development is a strategic approach to regional economic development that focuses on leveraging creativity, skills, and local cultural potential as sources of added economic value (Siagian & Putri, 2025) . Studies show that the creative economy's contribution to local economic development surpasses traditional sectors because it is able to encourage innovation, create added product value, and strengthen the local economic base through increased involvement of creative communities (Rahmawati & Sucitra, 2024) .

In Indonesia, key subsectors of the creative economy, such as culinary, fashion, and crafts, play a strategic role in increasing the economic value of local products, expanding employment opportunities, and strengthening the cultural identity of the community (Arifin, 2025) . These three subsectors not only contribute directly to economic growth but also support sustainable development by strengthening innovation, promoting culture, and increasing the competitiveness of local products in national and global markets. This is in line with Pratomo's research, which states that the local culture-based creative economy plays an important role in encouraging regional economic development and improving community welfare in a sustainable manner , (Imansyah et al., 2025) .

Micro, small, and medium enterprises (MSMEs) hold a strategic position in the regional economy because they absorb a large workforce and provide a livelihood for a large portion of the population. In rural and sub-district areas, MSMEs generally develop based on local potential and cultural wisdom, thus developing unique and creative characteristics (Idayu et al., 2021) . One type of MSME with high economic and cultural value is traditional weaving. Weaving activities not only producing textile products, but also representing cultural identity and ancestral heritage that contain historical and philosophical values. This is in line with research which states that traditional weaving crafts have a dual role, namely as a source of income for the community as well as a medium for preserving local culture , (Sofa et al., 2026) .

Bima traditional weaving, especially Tembe Nggoli, is a cultural heritage that has historical, social, and economic value for the Bima people . Tembe Nggoli not only functions as traditional clothing, but also contains local wisdom values such as hard work, perseverance, patience, and social solidarity that are reflected in the process of making it. These values are passed down from generation to generation and become an important part of the social life of the community. In addition to functioning as a symbol of cultural identity, weaving activities also play a role in supporting the community's economy through the production and sale of weaving activities that contribute to family income and open up job opportunities, especially for women , (Esti & Purwanto, 2025) . This is in line with Anggriani's research. which states that local wisdom processed through creative economic activities has significant economic potential in improving community welfare. However, in the midst of modern developments, the existence of traditional weaving faces various challenges such as changing market tastes and competition with modern products, so that understanding the values of local wisdom in Tembe Nggoli is important as a basis for cultural preservation as well as strengthening its role in community economic development , (Anggriani et al., 2026) .

Improvement income public is one of the objective main in development economy village Because related direct with improvement welfare and quality life society , (Tulusan

& Londa, 2014) . explains that the empowerment program public own role important in push independence economy as well as increase welfare inhabitant village through strengthening ability and participation community empowerment program No only focused on giving help material , but also emphasizes on improving capacity source Power human , strengthening participation active society , as well as development business sustainable productivity . This is in line with Ardian's view states that success empowerment society is very much determined by involvement active public as subject development , support institutional government village , as well as targeted and sustainable program management , (Ardian et al., 2026) .

Sangiang Village Wera District has the potential for creative economic development through weaving MSMEs . (Based on the results of an interview conducted on March 12 , 2026 by the author with the head of the weaving MSME (Mrs. Dra. Nurlailah H. Ahmad) in Sangiang Village, Wera District, information was obtained that the number of people involved as weaving craftsmen in the village was 40 people and received wages per tembe ngoli around (300,000) . These craftsmen actively carry out weaving activities as an economic endeavor to meet their daily needs. Chairman of the UMKM Weaving also explains that weaving activities are not only aimed at preserving local culture that has been passed down from generation to generation, but are also part of the development of the creative economy of the people of Sangiang Village. subdistrict Wera . Through weaving activities, the community is able to utilize their skills and creativity to produce woven fabrics that have economic value. This demonstrates the development of weaving MSMEs in Sangiang Village. subdistrict Wera plays an important role in increasing community income and is a form of utilizing the potential of a creative economy based on local culture in village Sangiang Wera District plays a vital role in the social and economic life of the community. According to research (Farhan et al., 2025) , this activity not only supports household economic needs but also maintains cultural values passed down through generations. Furthermore, (Wahyudin & Rafiuddin, 2020) emphasized that the development of a creative economy based on local potential, including traditional crafts, has a significant contribution to local economic development through the creation of added value, increased product competitiveness, and expanded employment opportunities. Thus, weaving MSMEs in Sangiang Village , Wera District, not only plays a role in preserving local culture, but also becomes a strategic instrument in encouraging regional economic growth and increased income public .

The development of the creative economy through weaving MSMEs is an important strategic step to take as an effort to increase community income while preserving local culture (Latifah et al., 2025) . With proper management and support from various stakeholders, weaving MSMEs have the potential to become a leading regional sector that is able to make a real contribution to local economic development and improving community welfare , (Sumar'in et al., 2017) . Although research on the creative economy and MSMEs has been widely conducted, there is still a gap in studies that specifically discuss the development of a creative economy based on local wisdom, especially in weaving MSMEs at the village level. Previous research generally focuses more on economic aspects such as increasing income and employment, without examining in depth the relationship with the preservation of local culture, (RINJANI, nd)

Furthermore, studies directly examining field conditions, including development strategies, constraints, and the role of weaving MSMEs in increasing community income in Sangiang Village, Wera District, are still limited. Therefore, this study was conducted to fill this gap by examining more specifically the role of weaving MSMEs in developing a creative economy based on local potential. Based on this description, this study is important to conduct in-depth studies on how the development of the creative economy through weaving MSMEs can contribute to increasing community income in Sangiang Village , Wera District. The results of this study are expected to provide strategic recommendations for local governments and MSME actors in formulating policies and programs for developing a creative economy based on local culture and sustainability.

RESEARCH METHODS

This study uses a qualitative approach with a descriptive approach, aiming to deeply understand the development of the creative economy through weaving MSMEs as an effort to increase community income in Sangiang Village, Wera District. This approach was chosen because it is able to describe phenomena contextually, particularly related to weaving production activities, the creativity of business actors, and the dynamics of community economic empowerment that cannot be measured quantitatively alone. The research was conducted in Sangiang Village, considering that this area has the potential for weaving crafts as part of the local creative economy. The research time was adjusted to the conditions of MSME actors' activities and the availability of informants. Data sources consist of primary and secondary data. Primary data were obtained through in-depth interviews with weaving MSME actors, the community, and related parties, as well as direct observation of the production and marketing processes. Secondary data were obtained from documents, reports, and literature relevant to the creative economy and MSMEs. Data collection techniques included interviews, observation, and documentation. Data analysis used the interactive model of Miles and Huberman (Nasution & Junaidi, 2024) , which includes data reduction, data presentation, and drawing conclusions. To ensure the validity of the data, triangulation techniques of sources, techniques, and time were used. The research began with the identification of problems related to the development of weaving MSMEs and increasing community income, followed by literature studies, determining locations and informants, simultaneous data collection, cyclical data analysis, and formulating research findings that focused on strategies for developing a creative economy based on weaving MSMEs.

RESULTS AND DISCUSSION

Research result

Research result This obtained through observation direct to activity production and marketing of woven SMEs as well as interview with Craftsmen and the community in Sangiang Village , Wera District . Research results show that business weaving has grow and become one of the source economy community . However , its management Still not optimal and not yet done in a way systematic .

From the side production , craftsmen own good skills in produce cloth weaving with a distinctive motif area . This is become strength main Because own mark culture and power pull itself . However , innovation product Still limited so that variation design Not yet develop in a way significant .

From the side marketing , part big MSME actors still use method traditional , such as sale direct or based on orders . Utilization of digital media for marketing still very limited , so that market reach is not yet area . Condition This impact on unearned income maximum .

In addition , limited capital and lack of training also becomes constraint in development business . Capacity production become limited and management business Not yet walk in a way professional . Support from government of course Already there is , but Not yet evenly felt by all perpetrator business .

In a way general , development economy creative through weaving MSMEs in Sangiang Village has walking , but not optimal and not yet sustainable . As for the summary findings study served in table following :

Table 1. Conditions of Weaving MSMEs and Their Impacts to Community Income

Aspect	Condition Current	Impact	Obstacle
Production	Skills Good	Guard quality	Lack of innovation
Product	distinctive motif local	Attractiveness There is	Variation limited
Marketing	Still traditional	Narrow market	Minimal digital
HR	Enough experienced	Production walk	Lack of training
Capital	Limited	Production limited	Access to funds

Findings This show that the weaving MSMEs own potential big , but Not yet managed in a way maximum so that improvement income public not optimal.

Discussion

Creative Economy Development through Weaving MSMEs

Development of weaving MSMEs in Sangiang Village is part from effort build economy creative based potential local . Weaving No only functioning as product economy , but also as identity culture that has mark aesthetic and historical (Latifah et al., 2025) . This matter make weaving own superiority comparative that is not owned by the product industry mass .

However Thus , the potential the Not yet fully utilized optimally . In in practice , development of weaving MSMEs Still nature traditional and not yet based on planning mature business (Sumar'in et al., 2017) . Production done on a regular basis, but Not yet directed at dynamic market needs (Sumar'in et al., 2017) . As a result , the product produced tend stagnant and lacking own Power compete in a bigger market wide .

In perspective economy creative , creativity and innovation become factor main in increase mark plus something product (Rio, 2022) . Product woven fabric that has a distinctive motif Actually own opportunity big For developed through innovation design , combination color , and diversification product like bags , clothing , and accessories . However , conditions in the field show that innovation the Still limited . This is cause product weaving not enough growing and only rotating on a pattern same production .

Apart from innovation , other aspects marketing also becomes factor important in development economy creative . Currently , some big weaving MSME actors Still depend on marketing in a way direct (ALI, 2026) . This pattern of course effective in scale local , but not enough capable reach a wider market wide . In the digital era, marketing through social media and online platforms has become very important . The lack of utilization technology This cause product weaving Not yet known in a way wide , so that opportunity improvement income become limited .

The development of weaving MSMEs is also related with improvement capacity source Power man (Febrianto et al., 2022) . Craftsmen in general own skills good technical , but Not yet own ability adequate managerial , such as management finance , marketing strategy , and development business (Komariah, 2022) . Condition This cause business difficult develop in a way sustainable .

If seen from the impact to income society , business weaving of course give contribution , but Not yet capable become source income main . Earned income Still nature additional and not yet stable . This is show that development economy creative through weaving MSMEs Still is at the stage early and requires strengthening in various aspects .

Therefore that , development of weaving MSMEs need directed in a way more structured , not only on the aspect production , but also innovation , marketing , and management business . With a more approach integrated , weaving SMEs can become sector capable flagship increase welfare public in a way sustainable .

Obstacles and Challenges Development of Weaving MSMEs

Development of weaving MSMEs in Sangiang Village face various obstacles that come from from internal and external factors external . One of the obstacle main is limitations source Power man (Irwanto & Ningtias, 2025) . Although craftsmen own skills good weaving , ability in develop business Still low . Many perpetrators business Not yet understand importance innovation , marketing , and management good effort .

In addition , capital limitations become enough problems significant . Owned capital MSME actors in general originate from personal funds , so that the amount limited (Irwanto & Ningtias, 2025) . Conditions This limit ability perpetrator business For increase capacity production , purchasing material standard in amount big , or do innovation product . In term long , capital limitations can hinder growth business in a way overall .

Another obstacle that is quite stand out is limitations market access . Products weaving Actually own potential For marketed in a way wide , even until to the national market and international (Dinda, 2022) . However , the lack of network marketing and lack of utilization digital technology makes product the difficult known by a wider market extensive . MSME actors also have not have a clear marketing strategy , so that sale Still nature passive and waiting buyer come .

From the side institutional support government and parties related of course Already there is , but Not yet walk in a way maximum . Training and mentoring programs Not yet reach all over MSME actors and not yet done in a way sustainable (Rahmawati & Sucitra, 2024) . In addition , coordination between the parties also still less , so the existing program Not yet give significant impact to development business .

Environment business also becomes influencing factors MSME development . Competition with other products , especially product more manufacturers cheap and varied , to be challenge alone for weaving MSME actors (Siagian & Putri, 2025) . Without innovation and good marketing strategy , product weaving will difficult compete in the market.

Although Thus , the existing obstacles actually also opens opportunity For repair . Development of weaving MSMEs can done through steps simple , like improvement skills through training , utilization of digital media for marketing , as well as strengthening Work The same between perpetrator business (Idayu et al., 2021) . In addition , support government in form access financing and mentoring Effort is also very necessary .

With overcome various obstacle the in a way gradual and sustainable , weaving MSMEs own potential big For growing . If supported by a good system , the business weaving No only capable survive , but also can become sector contributing features significant in increase income community in Sangiang Village .

CONCLUSION

The development of the creative economy through weaving MSMEs in Sangiang Village, Wera District, has essentially been underway and holds significant potential for increasing community income. Its primary strength lies in the craftsmanship and the distinctive cultural value of woven products. However, this potential has not been optimally utilized due to traditional business management, limited product innovation, and limited marketing that has not utilized digital technology. Consequently, the contribution of weaving MSMEs to community income remains suboptimal and tends to be unstable. The main obstacles faced

include limited human resources, lack of capital, weak market access, and suboptimal support and mentoring. Therefore, increasing community income through weaving MSMEs can only be achieved through targeted and sustainable strengthening, particularly in aspects of product innovation, increasing the capacity of business actors, expanding digital-based marketing, and providing concrete support from the government. Without these improvements, weaving MSMEs will struggle to develop and will be unable to significantly become a major driver of the community's economy.

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