

Article

Strengthening Tourism Identity through Institutional Identification of the Traditional Bima Weaving Industry

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Abstract: As with the strength of tourism in other regions that utilize the value and wealth of culture, the traditional Bima weaving as a cultural heritage and local wisdom have great potential to become a strengthener of tourism identity. Unfortunately, the weak bargaining power of the traditional Bima weaving industry has an impact on the difficulty of internalizing the cultural values and local wisdom embedded in the traditional Bima weaving into the strengthening of tourism identity. This is reflected not only from economic factors, but also from several institutional relationships. The novelty of this research is reflected in the use of the developed analysis method, namely the "Institutional Approach of, Analytic Hierarchy Process and Strengths, Weaknesses, Opportunities, Threats for Structure-Conduct-Performance (IA-AHP-SWOT-SCP)". Our research results show that the strengthening of Bima City's tourism identity through the Bima weaving industry requires a comprehensive institutional strategy. This includes the formation of a craftsmen association, optimization of local government regulations, strengthening of product promotion and marketing, protection of local products, and capacity building for craftsmen. Strategies for domestic and international market expansion are also important, supported by knowledge transfer, innovation, and guaranteed stock availability. Strengthening the certification and standardization system for Bima weaving products is necessary to increase competitiveness in the export market.

Keywords: : Tourism, Institutional, Weaving Industry

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1. Introduction

In the Indonesia Vision, tourism is one of the important sectors to realize Indonesia as a developed country by 2045 [1]. Indonesia has a wealth of culture and traditions that inspire and attract the interest of both domestic and international tourists. One of the distinctive cultural heritages is the traditional weaving industry found in various regions of Indonesia. One of the regions with unique traditional weaving industry is Bima. The distinctive Bima weaving is a cultural heritage used as "Rimpu", which is the tradition of dress for women of the Bima tribe in the form of a traditional Bima woven sarong or called "Tembe Nggoli" [2], [3]. This dress tradition has existed since the time of the Bima Sultanate. In the present era, the rimpu fashion from the distinctive Bima weaving has become a local wisdom and is even exhibited in the annual regional tourism events in the form of a rimpu parade, which is attended by hundreds of thousands of participants [4], [5].

As the strength of tourism in other regions that utilize the value and cultural wealth [4], the distinctive Bima weaving as a cultural heritage and local wisdom has great potential to become a strengthener of tourism identity through several factors. Firstly, the distinctive Bima weaving is a rich and authentic cultural heritage with unique motifs, colors, and weaving techniques. Secondly, the creative weaving industry in various empirical studies has proven to be able to have an impact on the growth of other sectors such as trade services, fashion, performing arts and culture that are directly connected to tourism

[6]–[8]. In addition, the distinctive Bima weaving industry has increased the intensity of empowering the craftsmen community, supporting the local economy, creating job opportunities, and initiating the establishment of the Technical Implementation Unit of the Weaving House under the Bima City (*Unit Pelaksana Teknis Rumah Tenun*) Trade and Industry Service, which is now operating as a gallery for Bima's distinctive handicrafts.

In the Bima City Tourism Development Master Plan (RIPPARKOT),¹ one of the tourism area development strategies to be carried out is to develop the distinctive Bima weaving craft industry activities in several sub-districts designated as tourism product craft areas. The distribution of the Bima weaving creative industry and its sub-industries is shown in Figure 1. The distribution of the Bima weaving creative industry and its sub-industries shown in Figure 1 indicates the great potential of the Bima weaving industry in supporting tourism development in Bima. The data reveals that the Bima weaving creative sub-industry contributes 74% of the total distribution of the creative industry in Bima City, which is divided into 17 sub-districts.

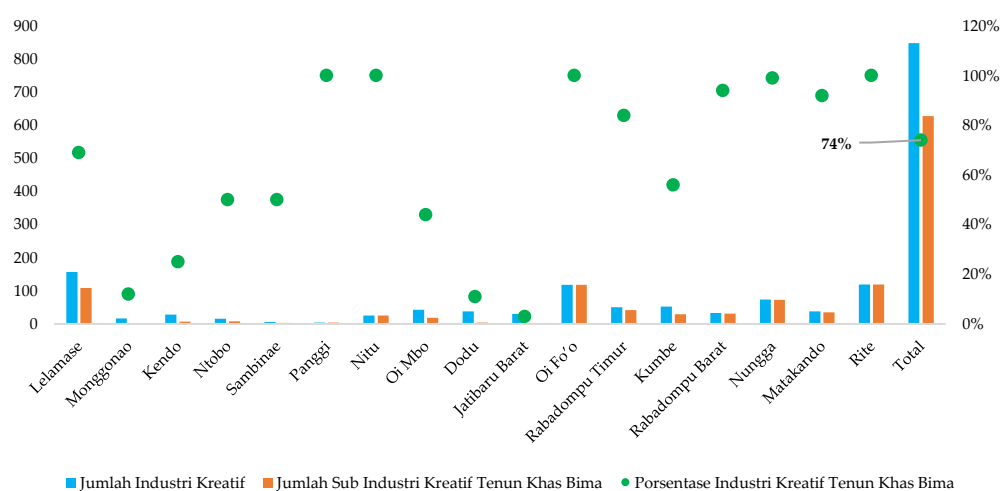


Figure 1. Distribution of Creative Industries per Sub-district in Bima City in 2022

Source: Data Ekonomi Kreatif Dinas Pariwisata Kota Bima 2022, diolah

Several empirical facts have proven that cities that successfully integrate cultural values and local wisdom into their tourism development strategies will be able to create new jobs, increase community income, and accelerate economic growth. Strengthening the tourism identity by utilizing the local cultural heritage and wisdom can attract tourists, attract innovative projects such as the development of galleries, art centers, creative workspaces and industrial complexes, and create a sense of pride for the community [9], [10].

Unfortunately, the weak bargaining power of the typical Bima weaving industry has had an impact on the difficulty of internalizing the cultural values and local wisdom inherent in the typical Bima weaving into the strengthening of the tourism identity. This is reflected not only from economic factors, but also from several institutional relationships [10], [11]. First, the current production method of the typical Bima woven fabric still relies on traditional methods, resulting in low production capacity. The use of this traditional method is ultimately unable to create product diversification and tends to target consumers with certain segmentation due to the relatively high selling price. Second, most of the weavers carry out weaving activities not as a routine job for business needs, but only as a secondary activity carried out while waiting for farming time or to fill leisure time. Third, due to the low production capacity, outlets that accommodate Bima local products are

¹ Rencana Pembangunan Pariwisata Kota (RIPPARKOT) Bima Tahun 2023 (Bima City Tourism Development Master Plan). Unpublished document

forced to buy replicas of the typical Bima weaving from other regions to meet market demand. This indicates the weak bargaining power of the typical Bima weavers, which also impacts their ability to gain access to capital from financial institutions, skills improvement, and access to production inputs. Fourth, most weavers rely on production capital from resellers. Weavers are only given production capital by resellers with a profit margin ranging from Rp. 50,000 to Rp. 100,000 for one fabric production with a total production time of 7 to 14 working days. In this case, the reseller provides capital assistance to the weavers for production. Furthermore, the production results will be resold by the resellers to the end consumers at a much higher price. Fifth, sales of typical Bima woven fabrics are only high at certain events. This indicates that the typical Bima woven fabrics have not become an identity strengthener, but are only a seasonal commodity.

The weak bargaining power of the Bima traditional weaving industry can hinder the process of internalizing cultural values into strengthening tourism identity. In the Bima City Tourism Development Master Plan (RIPPARKOT), tourism development prioritizes physical tourism development, and places the strengthening of cultural values and local wisdom of Bima's traditional weaving as a non-priority factor. The weak tourism identity, as the uniqueness value of Bima's tourism, has ultimately only been able to make Bima's tourism industry a buffer area for tourism in the Mandalika Region in East Lombok and Labuan Bajo, East Nusa Tenggara.

Strengthening tourism identity through the internalization of cultural values and local wisdom contained in Bima's traditional weaving can be utilized to 1) generate authentic and meaningful tourist experiences. The tendency of the creative industry, which is a cultural heritage, has only become hereditary knowledge, a homogeneous network without strong connections to external parties [12–14]. Tourism should be a bridge so that the cultural heritage that evolves into local wisdom can provide more benefits to the community. Tourists are increasingly seeking authentic and different experiences from their daily routines. By strengthening cultural identity through the internalization of cultural values and local wisdom into tourism, rich and memorable tourism experiences can be created. 2) It can provide significant economic benefits for the local community. By developing tourism based on local wisdom values, local communities can earn multiple incomes from the sale of products, traditional foods, or tourism services. 3) Strengthen awareness and appreciation for cultural diversity at the global level. The lack of internal awareness and appreciation for cultural heritage is a consequence of the weak institutional social protection of the status of craftsmen as a decent occupation [15]. This includes access to capital, assistance for craftsmen to improve soft skills in market expansion, product diversification, and production management [16–18].

This research has a clear novelty (state of the art) compared to previous research. Based on Table 1, it can be seen that most of the previous studies only focus on one level of analysis. For example, the research conducted by [5] only focused on strengthening tourism through the Quadruple Helix model, but neglected the economic and institutional aspects that are also important in tourism development. Some other studies, such as [15] and [19], have integrated the context of cultural heritage with tourism. Meanwhile, [20] and [21] have integrated the analysis of institutional factors with tourism. However, these studies have not yet integrated the three aspects comprehensively. Unlike previous studies, the current research being conducted by the author integrates the context of cultural heritage, institutional factors, and tourism holistically. The approach used in this research is more comprehensive, not only involving economic factors in strengthening tourism, but also paying attention to the relationships between related institutions/agencies, rules, policies and values living in society, individual and group behavior, asymmetric information in the market, as well as the distribution and access to production input sources.

The novelty of this research is also reflected in the use of the developed analysis method, namely the "Institutional Approach of Strengths, Analytic Hierarchy Process and Weaknesses, Opportunities, Threats for Structure-Conduct-Performance (IA-AHP-SWOT-SCP)". This method is a contextual elaboration developed to answer the research questions more comprehensively.

2. Materials and Methods

2.1. Data Collected

This research uses a descriptive quantitative approach. The data used are primary and secondary data. Secondary data was obtained from documentation, and primary data was obtained from the interview process. The documentation process involved collecting documents related to the research, namely the Creative Economy Data of Bima City and the Bima City Tourism Master Plan (RIPPARKOT) Document. Meanwhile, interviews were conducted with 10 key persons, including the Bima City Tourism Office, the Bima City Cooperatives, Industry and Trade Office (KOPERINDAG), the Bima City Weaving House Technical Implementation Unit (UPT), Mutmainnah Souvenir, resellers of typical Bima woven fabrics, academic groups (lecturers), and researchers.

2.2. Analysis Tools

We developed an analytical tool to help answer the contextual research questions, namely the Institutional Approach of, Analytic Hierarchy Process and Strengths, Weaknesses, Opportunities, Threats for Structure-Conduct-Performance (IA-AHP-SWOT-SCP). This approach focuses on institutional analysis in order to analyze the industry structure, industry conduct, and industry performance of the typical Bima weaving industry.

In our effort to strengthen the tourism identity of Bima City, we divided the institutional issues into three categories for AHP, and institutional SWOT analysis of industry structure, institutional SWOT analysis of industry conduct, and institutional SWOT analysis of industry performance. With this approach, we hope to deeply explore the institutional factors that influence the typical Bima weaving industry and contribute to the strengthening of the tourism identity.

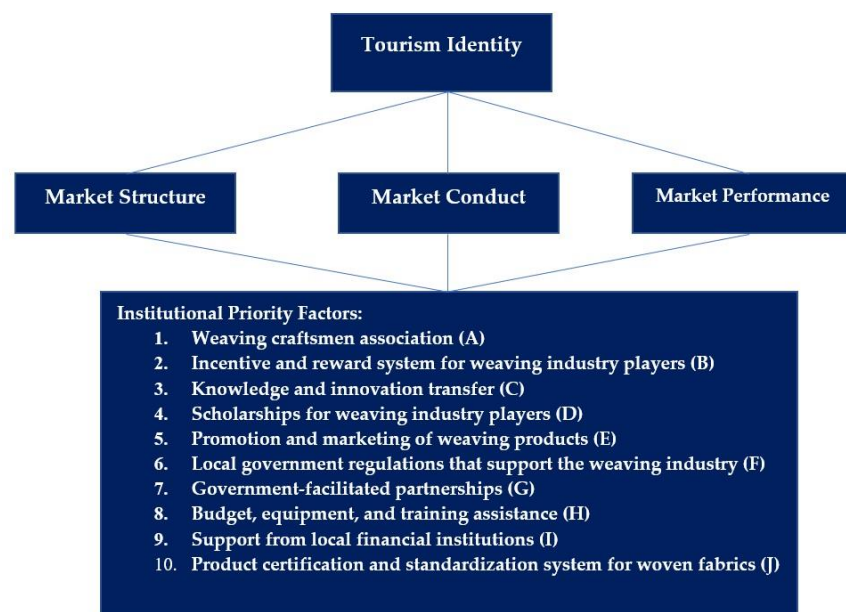


Figure 2. Hierarchy of Priorities for the Institutional Aspects of the Typical Bima Weaving Industry

To analyze the internal factors of the industry, we used the Internal Factors Analysis Summary (IFAS) method. Through IFAS, we evaluated the internal institutional factors that influence the structure, conduct, and performance of the industry. By using a numerical scale from 1 to 5, where 1 represents the lowest value and 5 represents the highest value, we can provide a detailed assessment of these factors [12], [18]. This allows us to identify the internal strengths and weaknesses of the typical Bima weaving industry,

which can serve as a basis for strengthening the tourism identity strategy. The formula for the IFAS calculation is as follows:

$$IFAS = \sum_n w_i \cdot \sum_n r_i \quad (1)$$

Where $w_i = w_i$ is the weight for the to-i internal factor, $r_i = r_i$ is the rating for the to-i internal factor, $n =$ the number of indicators used and have been accumulated against the number of key persons, and Σ is representing the sum of all internal factors. Next, to analyze the external factors of the industry, we used the Internal Factors Analysis Summary (EFAS) method. Using EFAS, we evaluated the external institutional factors that can contribute to strengthening the tourism identity of Bima City. Similar to IFAS, we used a numerical scale from 1 to 5 to rate these factors. Through this analysis, we can identify the opportunities that can be leveraged and the threats that must be addressed in an effort to strengthen the tourism identity. The formula for the EFAS calculation is as follows:

$$EFAS = \sum_n w_j \cdot \sum_n r_j \quad (2)$$

Where $w_j = w_j$ is the weight for the to-j internal factor, $r_j = r_j$ is the rating for the to-j internal factor, $n =$ the number of indicators used and have been accumulated against the number of key persons, and Σ is representing the sum of all External factors. By combining the analysis results from IFAS and EFAS, we can summarize the relevant institutional strengths, weaknesses, opportunities, and threats in the typical Bima weaving industry. The results of this IA-SWOT-SCP analysis will provide valuable insights to develop the appropriate and effective strategies in strengthening the tourism identity of Bima City.

3. Results

The weak bargaining power of the typical Bima weaving industry has impacted the difficulty of internalizing the cultural values and local wisdom contained in Bima's weaving into strengthening the tourism identity in the region. This is reflected in several factors, including: traditional production methods that result in low production capacity, most of the weavers who do not make weaving a routine job, and the weavers' low ability to access capital, skills development, and production inputs. This condition was then exacerbated by the tourism development policy in Bima, which prioritized physical development rather than strengthening cultural values and local wisdom. Whereas, strengthening tourism identity through the internalization of cultural values and local wisdom of typical Bima weaving has great potential, namely generating authentic and meaningful tourism experiences for tourists, can provide significant economic benefits for local communities through product sales, traditional foods, or tourism services, and can strengthen awareness and appreciation for cultural diversity at the global level. To realize this potential, strategic efforts are needed, such as increasing weavers' access to capital, mentoring to improve soft skills and market expansion, as well as product diversification and better production management. From the results of interviews with ten key persons, this study grouped ten key institutional factors in the typical Bima weaving industry, namely 1) Weaving craftsmen association (code A), 2) incentive and reward system for weaving industry players (code B), 3) knowledge transfer and innovation (code C), 4) scholarships for weaving industry players (code D), 5) promotion and marketing of weaving products (code E), 6) local government regulations that support the weaving industry (code F), 7) partnerships facilitated by the government (code G), 8) budgetary assistance, equipment and training (code H), 9) support from regional financial institutions (code I), 10) certification and standardization system for weaving products (code J).

4. Discussion

4.1. Institutional Priority Hierarchy of the Typical Bima Weaving Industry

In the context of the typical Bima weaving industry, the SCP model can be used as a theoretical framework to understand the institutional dynamics that influence the structure, conduct, and performance of the industry. This theory generally states that the market structure will influence the behavior of industry players, which will ultimately impact the overall industry performance [8], [9], [16], [22]. In the case of the typical Bima weaving industry, the industry structure can be seen from aspects such as the number and scale of typical Bima weaving craftsmen, concentration of ownership, and product differentiation. Concentrated industry structure conditions, with high barriers to entry and vertical integration, can encourage the behavior of craftsmen who tend to avoid competition, maintain prices, and strive to maintain their dominant position in the market. The behavior of the typical Bima weaving industry players, such as pricing strategies, product innovation, investment, and marketing practices, will be influenced by the existing industry structure [23]. In conditions of a less competitive industry structure, weavers tend to choose behavioral strategies that avoid price competition and focus more on product differentiation and quality improvement. Meanwhile, the performance of the typical Bima weaving industry, which can be measured from aspects such as profitability, efficiency, growth, and competitiveness, will be influenced by the industry structure and the behavior of industry players. A less competitive industry structure, for example, can encourage the behavior of weavers who tend to maintain prices, reduce the incentive for innovation, and ultimately have an impact on suboptimal industry performance [8], [11], [24].

In the institutional context, factors such as the existence of craftsmen associations, incentive systems, knowledge transfer, and government support can influence the structure, conduct, and performance of the typical Bima weaving industry. The priority hierarchy of institutions in this research emphasizes that there are at least four institutional factors that need to be prioritized. First, strengthening the association of weavers (A) is a very important institutional priority. The association plays a crucial role in facilitating cooperation, coordination, and representation of the interests of the typical Bima weaving industry players. Through the association, weavers can have a stronger bargaining position in negotiations, both with suppliers, buyers, and the government. In addition, the association can also play a role in maintaining product quality standards, developing innovations, and encouraging production efficiency. Thus, strengthening the weaver's association will provide a solid foundation for the typical Bima weaving industry to grow and compete.

Second, strengthening local government regulations to support and protect weaving industry players (F). Clear regulations and adequate incentives from local governments can create a more conducive environment for the typical Bima weaving industry. Regulations can cover aspects such as business licensing, access to capital, intellectual property protection, tax/non-tax incentives, and zoning regulations. Regulatory support from local governments can encourage the growth and competitiveness of the typical Bima weaving industry by providing legal certainty and the necessary facilities needed by business actors.

Table 1. Hierarchy of Priority Values for the Institutional Aspect of the Weaving Industry for the SCP Model

Institution Factors	Structure		Conduct		Performance	
	Value	Rank	Value	Rank	Value	Rank
A	0.1246%	1	0.1066%	2	0.0546%	8
B	0.0676%	6	0.0652%	5	0.0603%	7
C	0.0828%	3	0.0508%	7	0.0341%	10
D	0.0651%	7	0.0715%	4	0.0543%	9

E	0.0809%	5	0.0876%	3	0.1538%	1
F	0.0967%	2	0.1172%	1	0.1397%	2
G	0.0813%	4	0.0740%	3	0.0813%	5
H	0.0446%	8	0.0355%	9	0.0735%	6
I	0.0431%	9	0.0484%	8	0.1341%	3
J	0.0390%	10	0.0564%	6	0.0977%	4

Note: The consistency ratio value for the Structure variable is $0.73\% < 10\%$, the conduct variable is $0.86\% < 10\%$, and the performance variable is $\log 0.132\% < 10\%$, indicating that the answers from each respondent for each variable have been consistent.

Third, knowledge transfer and innovation (C). The typical Bima weaving industry requires improved capabilities and the adoption of the latest technologies to increase competitiveness. Knowledge transfer, both from educational institutions, research centers, and experienced practitioners, will help improve the skills and creativity of weavers. In addition, product and production process innovations are also needed to respond to the constantly changing market dynamics. Through knowledge transfer and innovation, the typical Bima weaving industry can continue to improve quality, design, and efficiency, allowing it to compete competitively.

Fourth, the promotion and marketing of Tenun products (E). Tenun Bima requires more extensive promotion through government and private sector networks. This strategy has proven effective, as seen in the promotion of batik in Yogyakarta, which gained international recognition through collaboration between the government, private sector, and local communities. In the context of Tenun Bima, partnerships with the government, retailers, and souvenir centers can expand the market, with data from the Ministry of Industry showing a 40% increase in local product exposure through such collaborations [11]. Partnerships with souvenir centers, the management of sales websites, and integration with tourism services are also crucial. Research shows that e-commerce increases MSME revenue by up to 35%, especially when integrated with tourism. Data from the Central Statistics Agency (BPS) confirms that tourist visits correlate positively with the sales of local products, which are often purchased as souvenirs. Similar concepts in Lombok and Toraja have successfully driven local economic growth, and if Tenun Bima is integrated into tourism packages, the economic growth potential through this sector could reach over 20% per year [24].

Finally, support from local financial institutions (I). The government, through local financial institutions such as Bank NTB Syariah, a Regional-Owned Enterprise, should provide low-interest credit facilities to Tenun Bima artisans. Studies show that access to low-interest credit can increase MSME productivity by up to 30% [8]. By providing capital and investment-based loans, Tenun Bima artisans can enhance production scale and product quality. This can also reduce their dependence on intermediaries, who often offer low prices and disadvantage the artisans. Data from the Financial Services Authority (OJK) shows that affordable microcredit programs have successfully reduced MSME dependence on informal funding sources by up to 25% [6].

4.2. SWOT Analysis of the Institutional Framework of the Bima Weaving Industry

The results of the IFAS and EFAS matrix analysis on the Bima weaving industry indicate that the structural aspects of the Bima weaving industry are in quadrants II and III. This indicates that the industry has internal weaknesses, but there are external opportunities that can be utilized. Therefore, the Bima weaving industry needs to consider strategies to overcome the existing internal weaknesses and take advantage of the emerging external opportunities. Additionally, the Bima weaving industry is also faced with external threats

that must be addressed by maintaining its internal strengths. In terms of industry behavior, its position is in the same quadrants as the structural aspects, namely quadrants II and III. This shows that internal weaknesses and external opportunities are also present in the behavioral aspects of the Bima weaving industry.



Figure 3. SWOT Diagram of the Institutional Framework of the Weaving Industry from the Aspect of Industry Structure



Figure 4. SWOT Diagram of the Institutional Framework of the Weaving Industry from the Aspect of Industry Conduct



Figure 5. SWOT Diagram of the Institutional Framework of the Weaving Industry from the Aspect of Industry Performance

Therefore, the Bima weaving industry needs to develop the right strategy to overcome internal weaknesses and capitalize on external opportunities in terms of industry behavior. Meanwhile, in terms of the performance aspect of the Bima weaving industry, its position is in quadrants I and II. This means that the performance aspect of the Bima weaving industry is considered favorable and becomes the focus for leveraging internal strengths to seize the available opportunities. However, there are also weaknesses that need to be addressed by maximizing the existing opportunities. Based on the above analysis, it can be concluded that the Bima weaving industry has internal weaknesses that need to be addressed, but it also has external opportunities that can be exploited. The Bima weaving industry must implement the right strategy to overcome internal weaknesses, maintain internal strengths, and capitalize on the existing external opportunities. Additionally, the Bima weaving industry must also pay attention to the external threats it faces and find ways to address them.

4.3. Strengthening the Identity of Bima City Tourism from the Aspect of the Institutional Framework of the Bima Weaving Industry

Referring to the SWOT diagram, the strategies that can be implemented to strengthen the identity of Bima City tourism from the aspect of the institutional framework of the Bima weaving industry are as follows:

Table 2. Industry Indicators and Strategies for Strengthening Bima City Tourism

Indikator Industri	Strategi Penguatan Pariwisata
Structure and Conduct	The strategy to strengthen the identity of Bima City tourism from the aspect of the institutional framework of the Bima weaving industry can be carried out through several steps. First, it is necessary to form an association of weaving craftsmen that can become a forum for Bima weaving industry players to coordinate, share knowledge, and strengthen their bargaining position. This association can become a strategic partner for the

	<p>Bima City local government in supporting the development of the weaving industry. Furthermore, the Bima City local government must maximize the role of existing regulations to support the growth of the Bima weaving industry. For example, by providing incentives, easy licensing, and capital assistance for weaving craftsmen. Additionally, the government can also encourage the use of Bima weaving products in the government environment and related agencies. However, these efforts need to be balanced with adequate promotion and marketing support for Bima weaving products. This can be done through strengthening socialization and campaigns about the cultural values and uniqueness of Bima weaving products, especially to the younger generation, to foster a sense of pride and appreciation for local products. In addition, the Bima weaving industry also needs to be protected from competition with similar products from outside the region. The local government can limit or provide special regulations for imported weaving products, so as to encourage an increase in the competitiveness of Bima weaving products in the local and national markets.</p> <p>On the other hand, efforts to strengthen the Bima weaving industry must also be accompanied by providing training and equipment assistance for the craftsmen. This aims to improve the quality, creativity, and diversification of Bima weaving products, so that they can respond to the increasingly dynamic market demands.</p> <p>With the synergy between the formation of associations, government regulations, increased promotion and marketing, product protection, as well as training and equipment support for craftsmen, it is hoped that the Bima weaving industry can become stronger and become one of the main pillars in the development of Bima City tourism.</p>
Performance	<p>First, there is a need to strengthen marketing training for Bima weaving craftsmen. This training can cover effective marketing techniques, both offline and online, in order to help improve the ability of craftsmen to market their products.</p> <p>In addition, the Bima weaving industry must also expand its market, not only limited to the local market, but also reaching the national and even international markets. For this purpose, export cooperation facilitated by the local government is required, as well as strengthening digital marketing to reach a</p>

	<p>wider audience. A product diversification strategy for Bima weaving, ranging from affordable to premium products, can help reach a more diverse market segmentation. To support these efforts, the Bima weaving industry needs to receive planned and measurable knowledge and innovation transfers. This can be done through partnerships with relevant parties, such as universities, research institutions, or even local governments. Furthermore, the guarantee of product availability is also an important aspect to maintain consumer trust.</p> <p>Another important effort is to strengthen the certification and standardization system for Bima weaving products. This aims to improve the quality and competitiveness of products in a wider export market. With clear certification and standardization, Bima weaving products can be more easily accepted in the international market.</p> <p>Through these strategies, it is expected that the Bima weaving industry can become stronger and become an important element in strengthening the identity of Bima City tourism. By combining aspects of marketing, innovation, partnerships, as well as certification and standardization, the Bima weaving industry can develop sustainably and make a significant contribution to the growth of tourism in Bima City.</p>
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5. Conclusion

Based on the previous discussion, it can be concluded that strengthening the identity of Bima City tourism through the institutional aspect of the Bima weaving industry requires a comprehensive and integrated strategy. Firstly, there is a need to establish a weaving craftsmen association that can serve as a coordination and advocacy platform for industry players. In addition, the Bima City local government must maximize the role of regulations to support the growth of the weaving industry, whether through incentives, ease of licensing, or policies on the use of Bima weaving products in the government environment. These efforts must also be accompanied by strengthening the promotion and marketing of Bima weaving products, especially through socialization to the younger generation to foster a sense of pride and appreciation for local products. On the other hand, the Bima weaving industry also needs to be protected from competition with similar products from outside the region, as well as receive training and equipment assistance for craftsmen to improve the quality, creativity, and diversification of products.

Furthermore, the strengthening strategy must also be directed at market expansion, both at the national and international levels, through export cooperation facilitated by the government. Digital marketing and product diversification are also key in reaching a wider market segmentation. To support this, it is necessary to have a transfer of knowledge, measurable innovation, as well as a guarantee of product availability. Equally important, the Bima weaving industry must also strengthen its product certification and standardization system, in order to improve quality and competitiveness in the export

market. Thus, through these strategies, the Bima weaving industry is expected to become stronger and become a key pillar in the sustainable development of tourism in Bima City.

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Notes:

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