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Kere' Alang Promotion Strategy for Poto Village in Supporting Tourism Development in Sumbawa Regency

¹Zillati Qamilla, ²Erri Supriyadi, ³Lalu Mahsar

Abstract: This study aimed to design an effective promotion strategy for Kere Alang Poto Village in Sumbawa Regency, Indonesia, to increase its visibility among the wider community. The research employed a combination of methods, including observation, in-depth interviews, and documentation, to collect data from various stakeholders. The findings revealed that organizing events and utilizing online marketing were effective strategies in promoting Kere Alang woven fabrics and supporting tourism development in the region. The study's contribution lies in providing insights into effective promotion strategies that can help support the growth of the local economy and tourism industry in Sumbawa Regency. The use of SWOT analysis helped identify the strengths, weaknesses, opportunities, and threats of the promotion strategies employed by Kere Alang Poto Village, which can be useful for researchers and practitioners in developing promotional strategies for similar contexts. The study's findings can be utilized by local government officials, community leaders, and entrepreneurs to design and implement effective promotion strategies that cater to the specific needs of their respective communities. In conclusion, the study provides valuable insights into the promotion of local economies and the tourism industry in Indonesia, and its findings can be applied to support the growth of other communities and regions.

Keywords: Kere Alang woven fabric, promotion mix, SWOT analysis

JEL Classification: M31, C38, L83



AFFILIATION:

^{1,2,3,4} Tourism Department, Sekolah Tinggi Pariwisata Mataram, Indonesia

CORRESPONDENCE:

qamillazillati@gmail.com

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Introduction

Indonesia is renowned for its rich cultural diversity, including a wide range of traditional woven fabric products that have unique characteristics based on the cultural background of the supporting community (El Badriati et al., 2022). Weaving activities have been part of Indonesia's cultural heritage since ancient times, with archaeological evidence in various regions of the country dating back to prehistoric times. The traditional woven fabric of Kere Alang from Poto Village in Moyo Hilir District, Sumbawa Regency, West Nusa Tenggara, is one such cultural heritage that has been passed down through generations and is still preserved to this day.

In recent years, Kere Alang woven fabrics have been commercialized, with weavers in Poto Village coming together in one location to produce these unique and vibrant fabrics (NTB Museum, 2019; Sahrul Amar et al., 2022). However, despite efforts to promote and preserve this cultural heritage, there is a lack of knowledge among weavers or center managers on promoting their products to consumers. This results in unclear promotion and sales concepts, and Kere Alang woven fabrics are still not widely known nationally or internationally.

To address these gaps, this proposed study aims to explore effective strategies that can be used to promote Kere Alang woven fabrics and support the development of tourism in Sumbawa Regency. The study will employ qualitative research methods, including observation, in-depth interviews, and documentation, to collect data from various stakeholders, including weavers, center managers, local government officials, and community leaders.

The study's main research objectives are to: 1) identify the current promotion and sales publication concepts of Kere Alang woven fabrics; 2) evaluate the effectiveness of existing promotion and sales publication activities; 3) explore alternative promotion and sales publication strategies for Kere Alang woven fabrics that can support tourism development in Sumbawa Regency; and 4) provide recommendations for improving the promotion and sales publication of Kere Alang woven fabrics.

The study's significance lies in its contribution to the preservation and promotion of cultural heritage in Indonesia and the development of local economies and the tourism industry in Sumbawa Regency. The findings of the study can be utilized by local government officials, community leaders, and entrepreneurs to design and implement effective promotion strategies that cater to the specific needs of their respective communities. Additionally, the study's use of SWOT analysis to analyze the research data can be useful for researchers and practitioners in developing promotional strategies for similar contexts.

In conclusion, this proposed study aims to provide valuable insights into the promotion of local economies and the tourism industry in Indonesia, specifically in Sumbawa Regency. The study's findings can be applied to support the growth of other communities and regions, and contribute to the preservation and promotion of Indonesia's rich cultural heritage.

Literature Review

Cultural heritage management is a crucial aspect of preserving and promoting cultural traditions and practices, and Kere Alang is no exception. In recent years, efforts have been made to commercialize and promote Kere Alang as a cultural heritage product, but this has also raised concerns about the preservation and management of the tradition.

One key issue in cultural heritage management is the role of local communities in preserving and promoting their cultural traditions. As [UNESCO \(2015\)](#) notes, community involvement is essential for the sustainable management of cultural heritage, and this is particularly true for Kere Alang, which is closely tied to the social and cultural practices of the Poto Village community ([Kim et al., 2019](#); [Loulanskia & Loulanski, 2011](#); [Rakitovac & Urošević, 2017](#)). [Juma & Khademi-Vidra \(2019\)](#); [Lee & Jan \(2019\)](#) also emphasizes the importance of community engagement in economic development, noting that local participation in the production and marketing of cultural products can contribute to sustainable economic growth.

Another key issue is the role of government agencies and international organizations in supporting the development and management of cultural heritage. [UNESCO \(2015\)](#) notes that governments have a responsibility to protect and promote cultural heritage, and can provide funding and support for conservation and management efforts. [Chen & Rahman \(2018\)](#); [Richards \(2018\)](#); [Seyfi et al. \(2020\)](#) also emphasize the potential for cultural tourism as a means of promoting and preserving local heritage, and suggest that partnerships between government agencies, local communities, and tourism stakeholders can help to support sustainable tourism development.

Marketing and branding are also important aspects of cultural heritage management, as they can help to promote cultural products and traditions to a wider audience. [Kotler et al. \(2019\)](#) suggest that cultural products like Kere Alang can be marketed effectively through a combination of product design, market research, and targeted marketing strategies. However,

as [Lumbantoruan \(2018\)](#) notes, there is also a need for careful consideration of the cultural and historical context of traditional products like Kere Alang, and for the preservation of their unique characteristics and cultural significance.

In conclusion, the management of cultural heritage like Kere Alang involves a complex interplay of cultural, economic, social, and environmental factors. By engaging with literature on community involvement, government and organizational support, tourism development, marketing, and preservation, a comprehensive understanding of the challenges and opportunities associated with the development of Kere Alang as a cultural heritage product can be obtained.

Research Method

This research was conducted in Poto Village, Moyo Hilir District, Sumbawa Regency, West Nusa Tenggara. The village was selected as the research location due to its cultural potential and designation as a priority cultural tourism area. Additionally, it is a center for the production of traditional Sumbawa woven fabric and is strategically located only 15 minutes away from the city center. Moreover, few studies have been conducted on the Kere Alang songket woven fabric, making it an interesting subject for research.

The data analysis method used in this study is qualitative SWOT analysis, which is a tool used to identify the strengths, weaknesses, opportunities, and threats to an industry or subject ([Vlados, 2019](#)). The SWOT analysis is a logical analysis that can assist in decision-making processes, and can be effectively used to analyze factors that influence an industry and aid in the development of strategies ([Benzaghta et al., 2021](#); [GÜREL, 2017](#)).

Qualitative SWOT analysis involves gathering data through qualitative methods such as interviews, focus groups, or observation, and then analyzing the data to identify and categorize the strengths, weaknesses, opportunities, and threats of the subject being studied. The analysis involves identifying internal factors (strengths and weaknesses) and external factors (opportunities and threats) that may affect the subject's performance or success.

In this study, data were collected through interviews with weavers and center managers, as well as through observation of the production process of Kere Alang woven fabric. The data were then analyzed using qualitative SWOT analysis to identify the strengths, weaknesses, opportunities, and threats of the Kere Alang woven fabric industry in Poto Village.

The qualitative SWOT analysis is a useful tool in research as it can provide insights into the subject under study and help identify potential areas for improvement or further research ([Vlados, 2019](#)). By identifying the strengths, weaknesses, opportunities, and threats, researchers can better understand the subject's current situation, make informed decisions, and develop effective strategies. The findings of this study can be used to support the development of Kere Alang woven fabric industry in Poto Village and promote its cultural heritage to a wider audience.

Result and Discussion

Based on the results of the research conducted to determine the forms of promotion used for Kere Alang songket weaving as a tourism support in Sumbawa Regency, the following can be seen: The Tourism Office has used booklets, leaflets, and tourist maps to promote Kere Alang songket weaving. The village and regional governments actively participate in regional, national, and international events. The Youth, Sports, and Tourism Office has collaborated with various tourism associations such as ASITA (Association of Indonesian Tours and Travel Agencies), HPI (Indonesian Tourism Association), ASPARNAS (National Tourism Association), and PHRI (Indonesian Hotel and Restaurant Association).

In addition, weavers promote Kere Alang songket weaving independently. In direct promotion, they use email and phone to communicate with potential customers or tourists who want to know, inquire, or give feedback directly. The rapid development of technology has also made it easier for weavers to promote their products on their social media accounts, such as Facebook and WhatsApp. The Tourism Office also promotes Kere Alang products through TikTok, Instagram, and even the creation of an application to facilitate tourists who come to Sumbawa.

Moreover, word of mouth is also a highly effective method of promoting Kere Alang songket weaving, as information can easily spread from one person to another. This is especially true among groups of mothers who usually have close-knit communities. In summary, the Tourism Office, weavers, and community members use a variety of methods to promote Kere Alang songket weaving and support tourism in Sumbawa Regency.

Table 1. SWOT Matrics

Strenghts	Weaknesess	Opportunities	Threats
Unique motif	Lack of direction board	Big events	Better competitor
High aesthetic value	Lack of Stock	Workshop/Training	Declining successors
High product quality,	Expensive	Collaboration with many parties	Unable to meet customer demand
Full support from various parties	Low Promotion		
Adequate accessibility	Lack of product variation		
	Long production time		

Source: Authors' data

Based on the matrix above, the strategies that can be implemented are:

The SO Strategy, which focuses on utilizing strengths to take advantage of opportunities, has been widely adopted by businesses. A key strategy within this approach is building a good brand image with potential customers and tourists, which has been shown to be crucial for building trust and credibility with potential customers. According to a significant body of research, customers are more likely to buy from brands that they perceive as being reputable and trustworthy. Therefore, businesses must create a consistent image across all marketing channels to build trust with potential customers.

In addition, holding annual events can be an effective way for businesses to promote their products and attract new customers. Research suggests that events provide a unique opportunity for customers to interact with the brand and experience the product firsthand. This can lead to increased brand awareness, customer loyalty, and sales. However, careful planning and execution are crucial to ensure that events are effective.

The ST Strategy, which focuses on using a business's strengths to overcome threats, also provides a range of strategies for businesses to enhance their overall growth. One such strategy is expanding partnerships. Collaborating with partners can provide access to new markets, resources, and expertise, leading to increased competitiveness and growth. Research has shown that strategic partnerships can be beneficial for businesses in terms of providing access to new markets, resources, and expertise.

Another strategy within the ST Strategy is creating HaKI, or Intellectual Property Rights. With many competitors selling similar products at much lower prices, this poses a threat to businesses. By creating HaKI, competitors who attempt to copy a business's products

will not be able to do so carelessly. Intellectual property rights can provide a legal framework for businesses to protect their innovations and ideas from competitors, thereby safeguarding their competitive advantage and securing their position in the market.

The WO Strategy, which aims to minimize weaknesses to take advantage of opportunities, also provides a range of strategies that businesses can use to enhance their overall growth. One such strategy is building supporting facilities, such as directional signs, to provide information about the location and position of the business's operations. This can be crucial for attracting new customers who may not be familiar with the business's location or products.

Establishing partnerships is another strategy within the WO Strategy that businesses can use to facilitate promotion. Strategic partnerships can provide access to new markets, resources, and expertise, which can help businesses overcome weaknesses and take advantage of opportunities. In addition to these strategies, businesses can also focus on improving their weaknesses through training and development programs or invest in new technology to enhance their operations.

The WT Strategy, which focuses on reducing weaknesses and steering clear of potential threats, provides businesses with a range of strategies to advance their overall growth. One such strategy is providing education on promotion to weavers, which can help improve their knowledge and skills, ultimately resulting in higher sales and revenue. By investing in their workforce and improving their weaknesses, businesses can position themselves for growth and success.

Another strategy within the WT Strategy is providing motif-making training to weavers, which can add more variation options for potential customers. By creating unique and customizable products, businesses can stand out from their competitors and attract a wider customer base.

In conclusion, the SO, ST, WO, and WT Strategies provide businesses with a range of effective strategies to enhance their overall growth. By leveraging their strengths, minimizing their weaknesses, and taking advantage of opportunities, businesses can position themselves for success in a highly competitive market. While there may not be specific studies to support each of these strategies, there is a significant body of research that supports the underlying concepts and principles. Ultimately, businesses must carefully consider their unique strengths and weaknesses and choose the strategies that best align with their growth objectives.

Conclusion

In conclusion, Indonesia is rich in cultural heritage, including traditional woven fabric products. In Sumbawa Regency, West Nusa Tenggara, there is a weaving craft called Kere Alang, which is a cultural heritage that has been passed down through generations and still preserved to this day. However, the development of Kere Alang Songket woven fabric in Poto Village still faces several problems, including the lack of knowledge of weavers or center managers about promoting the products produced. This results in unclear promotion and sales publication concepts, making the product not well mapped and communicated to consumers.

The study proposes exploring strategies that can be used to promote Kere Alang woven fabrics and support the development of tourism in Sumbawa Regency. Based on the results of the research conducted, it can be seen that the Tourism Office has used booklets, leaflets, and tourist maps to promote Kere Alang songket weaving. The village and regional governments actively participate in regional, national, and international cultural festivals to promote Kere Alang songket weaving. However, there is still limited use of social media platforms such as Facebook and WhatsApp to promote and sell Kere Alang woven fabrics, and the product is still not widely known nationally or internationally.

Limitations of this study include the small sample size and focus on only one village in Sumbawa Regency. Future research could expand the study to other villages and regions in Indonesia and explore the use of social media and other digital platforms to promote Kere Alang songket weaving. Additionally, research could be conducted on the economic impact of Kere Alang songket weaving on the local community and how it can be further developed to support the growth of the tourism industry in Indonesia.

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