
COMMUNITY EMPOWERMENT STRATEGY THROUGH WOVEN CLOTH BUSINESS TO IMPROVE THE ECONOMY IN SAMARINDA WEAVING VILLAGE

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Abstract

This study aims to analyze community empowerment strategies through the woven fabric industry in improving the economic welfare of the community in Kampung Tenun Samarinda. The research method employed is a descriptive qualitative approach with data collection techniques that include observation, interviews, and documentation. The results show that community empowerment strategies in Kampung Tenun Samarinda are carried out through three main approaches: creating a supportive climate, strengthening capacity, and providing protection. The strategy of creating a supportive climate is implemented by fostering a participatory social environment through training and mentoring. The strategy of strengthening capacity focuses on enhancing community skills in weaving, business management, and adapting digital technology for marketing. Meanwhile, the protection strategy is realized through continuous coaching, legal protection, and institutional strengthening. This study emphasizes that community empowerment based on local culture can improve economic welfare while preserving the cultural identity of Samarinda.

Keywords: Community Empowerment, Woven Fabric, Creative Economy, Samarinda Weaving Village

Abstrak

Penelitian ini bertujuan untuk menganalisis strategi pemberdayaan masyarakat melalui usaha kain tenun dalam meningkatkan perekonomian masyarakat di Kampung Tenun Samarinda. Metode penelitian yang digunakan adalah deskriptif kualitatif dengan teknik pengumpulan data melalui observasi, wawancara, dan dokumentasi. Hasil penelitian menunjukkan bahwa strategi pemberdayaan masyarakat di Kampung Tenun Samarinda dilakukan melalui tiga pendekatan utama, yaitu menciptakan iklim, memperkuat daya, dan memberikan perlindungan. Strategi menciptakan iklim dilakukan dengan membangun suasana sosial yang partisipatif melalui pelatihan dan pendampingan. Strategi memperkuat daya dilaksanakan dengan meningkatkan kapasitas masyarakat melalui keterampilan menenun, manajemen usaha, dan adaptasi teknologi digital untuk pemasaran. Sedangkan strategi memberikan perlindungan diwujudkan melalui pembinaan berkelanjutan, perlindungan hukum, serta penguatan kelembagaan. Penelitian ini menegaskan bahwa pemberdayaan masyarakat berbasis budaya lokal mampu meningkatkan kesejahteraan ekonomi sekaligus menjaga identitas budaya Samarinda.

Kata kunci: pemberdayaan masyarakat, kain tenun, ekonomi kreatif, Kampung Tenun Samarinda

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INTRODUCTION

Samarinda Weaving Village is a cultural area that has developed into a center of creative economic activity for the community in Tenun Village, Samarinda Seberang District, Samarinda City, East Kalimantan. The community in this area relies largely on weaving traditional sarongs, widely known as "Sarung Tenun Samarinda" for their livelihood. Based on field observations in 2024, most of the artisans are women of productive age who consider weaving a side job, rather than a primary business. Low entrepreneurial literacy, limited capital, and limited market access are major obstacles to the development of the weaving business. Furthermore, despite support from the local government through the Probebaya program and MSME training, implementation has not reached all levels of society equally. This situation indicates that the vast potential of Kampung Tenun has not been optimally utilized as an instrument for community empowerment and improving local economic welfare.

Several previous studies have shown that community empowerment based on local potential can contribute significantly to economic growth and cultural preservation. Habib (2021) in the *Journal of Social Empowerment* emphasized that the success of empowerment is determined by the level of active community participation and sustainable institutional support. Hendri and Agustin (2022) in the *Journal of Nusantara Culture* found that community-based traditional craft development can increase household income while preserving local cultural identity. Meanwhile, Wibowo (2023) in the *Journal of Inclusive Development* highlighted the importance of digital transformation for local wisdom-based MSMEs to survive amidst global competition. Furthermore, research by Dewi and Mahendra (2020) in the *Journal of Indonesian Creative Economy* showed that empowerment strategies emphasizing entrepreneurship training and business management mentoring can significantly increase community economic capacity. Similar findings were also presented by Putri and Santoso (2024) in the *Journal of Social Innovation and Entrepreneurship*, stating that collaboration between the community, government, and the private sector is key to successful local culture-based economic development.

While these studies highlight the success of empowerment based on local potential, there is a significant gap in the context of Samarinda Weaving Village. Most studies still focus on improving technical skills and preserving culture, but few explain how community empowerment strategies can be systematically implemented to create a supportive climate, strengthen the power, and provide protection for weaving entrepreneurs. Furthermore, there is limited research directly examining the link between empowerment strategies and improving the economic well-being of communities in East Kalimantan, which has its own unique social and cultural characteristics. This gap underscores the importance of conducting this study, which aims to enrich the literature on weaving-based community empowerment models in urban areas.

The urgency of this research lies in the need to formulate effective and sustainable community empowerment strategies to support local economic development through woven fabric businesses. This approach is expected to make a tangible contribution to improving the community's standard of living while strengthening regional cultural identity. Therefore, the purpose of this study is to analyze community empowerment strategies through woven fabric businesses to improve the community's economy in Samarinda Weaving Village, focusing on three main pillars of the empowerment strategy: creating a climate, strengthening resources, and providing protection to the weaving artisan community.

METHODS

This research uses a qualitative descriptive approach, focusing on an in-depth understanding of social phenomena occurring in the community. The research location is in Samarinda Weaving Village, Samarinda Seberang District, East Kalimantan. Subjects included weavers, heads of weaving business groups, community leaders, and local government representatives involved in empowerment activities.

Data collection techniques included observation, in-depth interviews, and documentation. Observations were conducted to understand the socioeconomic conditions of the artisan community. Interviews were conducted with artisans and relevant parties to explore the empowerment strategies implemented. Documentation was used to supplement the data, including activity photos, program reports, and government archives.

Data analysis used the interactive model of Miles and Huberman (2014), which includes: (1) data reduction, (2) data presentation, and (3) drawing conclusions. Data validity was tested using source triangulation and method triangulation to ensure the validity of the research results.

RESULTS AND DISCUSSION

Results

This study uses a qualitative approach with a descriptive design to describe the community empowerment strategies implemented in Kampung Tenun Samarinda. Data were obtained through in-depth interviews with artisans, business group managers, and local government representatives; participatory observation of production and training activities; and documentation studies of program reports, group archives, and business legality documents. Data analysis was conducted through the stages of data reduction, data presentation, and continuous conclusion drawing and verification. The results of the study show that there are three main strategies in empowerment, namely climate creation, capacity building, and protection strategies.

Climate-Creating Strategy

The findings show that Kampung Tenun Samarinda has succeeded in creating a social climate conducive to community participation. Based on the interviews, informants stated that MSME training and mentoring activities have raised collective awareness of the economic potential of weaving as a local identity. Field observations show strong cooperation among group members, both in the production and marketing processes. The artisans collaboratively formed business groups, shared skills, and developed new motifs that retained the distinctive characteristics of the local culture.

In addition, empowerment activities also included hydroponics as a form of household business diversification. These activities ranged from sowing, maintenance, and harvesting to marketing the crops. From the observations, the community demonstrated their ability to manage plant nutrients, control water pH, and maintain the cleanliness of the hydroponic installations. Not only did their technical skills improve, but so did their group work skills, time management, and shared responsibility. Documentation of the activities showed that there was a clear routine schedule and division of tasks, which strengthened the creation of a productive and participatory social climate.

Strengthening Power Strategy

The strategy to strengthen capacity is reflected in the increased capacity of individual artisans and artisan groups. Interviews with artisans revealed that training in weaving techniques, motif innovation, and the use of digital technology for product promotion had a significant impact on their confidence and business independence. The local government played an active role by providing weaving tools, access to MSME capital, and business management guidance.

Observations show that several groups have utilized social media and online marketing platforms to expand their market reach. Sales documentation shows an increase in demand from outside the region, indicating the success of this strategy in expanding market access. This capacity building has not only had an economic impact, but has also strengthened the bargaining position of artisans in a wider business network.

Protection Strategy

The protection strategy is realized through efforts to maintain the sustainability of the business and the cultural heritage of weaving. Based on documentation studies, several weaving motifs have been registered as Intellectual Property Rights (IPR) in order to protect the authenticity of the products from claims by other parties. Interviews with cooperative managers show that the establishment of artisan cooperatives serves as a means of strengthening institutions, including in the management of capital and distribution of production results.

In addition, attention to the regeneration of young artisans is an important part of this strategy. Training programs for the younger generation are documented periodically and show a growing interest in the profession of weaving. Business capital assistance and ongoing mentoring also strengthen the economic sustainability of artisans while preserving the weaving tradition as a local cultural identity.

Overall, these three strategies complement each other and form a comprehensive empowerment pattern that is not only oriented towards increasing income but also towards capacity building, cultural protection, and the socio-economic sustainability of the community.

Discussion

The results of the study show that the community empowerment strategy in Kampung Tenun Samarinda does not stand alone, but is integrated into three main dimensions, namely creating a conducive climate, strengthening capacity, and providing protection. These three strategies are interrelated and support the achievement of the research objective, which is to analyze the effectiveness of the empowerment approach in improving economic welfare and local cultural sustainability. These findings show that the empowerment carried out is not only oriented towards economic aspects, but also pays attention to social and legal dimensions as the foundation for sustainability.

First, the strategy of creating a climate proved to be important in encouraging active community participation. Based on the results of interviews and observations, an open and collaborative social atmosphere was created among the artisans. They did not only work individually but were also involved in business groups that facilitated discussion, skill exchange, and the development of new motifs. The strong culture of mutual cooperation is a major social asset in this process. This condition is in line with Habib's (2021) view, which emphasizes that a positive social climate will increase community involvement in productive

economic activities. In the context of this study, a conducive social climate strengthens the sense of ownership of joint ventures and encourages sustainable participation.

In addition, the creation of a supportive climate is also evident in the existence of a dialogue space between local governments, group managers, and artisans. This participatory approach shows that the community is not positioned as the object of the program, but as a subject that has a role in decision-making. This reinforces the argument that the success of empowerment is greatly influenced by the active involvement of the community in every stage of the activity. Thus, the strategy of creating a climate is not merely about building a harmonious social atmosphere, but also about forming a structure of interaction that supports mutual learning and local economic growth.

Second, the strategy of strengthening power focuses on increasing individual and institutional capacity. The results of the study show that training in weaving techniques, motif innovation, and the use of digital technology for product promotion have increased the adaptability of craftsmen to the dynamics of the modern market. Mastery of social media and online marketing platforms has enabled woven products to be marketed outside the region, even reaching national consumers. These findings are in line with Wibowo (2023), who states that the digitization of MSMEs is an important element in creative economic empowerment.

From an empowerment theory perspective, capacity building is central to the empowering process, as it provides access to resources, knowledge, and market opportunities. Based on sales documentation and informant statements, there has been an increase in product demand after the digitization strategy was implemented. This shows that empowerment not only improves technical skills, but also expands economic networks. Furthermore, the provision of weaving equipment and access to capital from the government strengthens the foundations of production, enabling artisans to improve the quality and quantity of their woven products. Thus, the empowerment strategy supports the achievement of economic independence for the community.

Third, the strategy of providing protection ensures the sustainability of the business and the preservation of culture. Legal protection through the registration of Intellectual Property Rights (IPR) for weaving motifs demonstrates an awareness of the importance of legality in maintaining product authenticity. This effort is relevant to the opinion of Hendri and Agustin (2022), who emphasize that the preservation of local culture must be accompanied by social and economic protection for cultural actors. In this study, protection is not only legal but also institutional through the formation of artisan cooperatives.

Cooperatives serve as a forum for capital management, raw material distribution, and collective marketing. Socially, the existence of cooperatives strengthens solidarity and provides a sense of security for members in the face of market competition. In addition, attention to the regeneration of young craftsmen shows an effort to maintain the continuity of the weaving tradition. Training for the younger generation is a strategic step to ensure that cultural heritage is not interrupted by changing times. With comprehensive protection, craftsmen have legal certainty, institutional support, and business sustainability guarantees.

Overall, this discussion shows that the empowerment strategy in Kampung Tenun Samarinda has fulfilled the principles of holistic empowerment. The integration of creating a conducive social climate, strengthening economic capacity, and legal and institutional protection has resulted in a sustainable community-based empowerment system. These findings reinforce the

theory that effective empowerment must simultaneously encompass social, economic, and legal dimensions. Thus, the research objective of analyzing the effectiveness of empowerment strategies in improving economic welfare and strengthening cultural identity can be declared achieved, as the results show an increase in welfare, strengthened social solidarity, and sustainable preservation of local culture.

CONCLUSION

This research shows that community empowerment strategies through woven cloth businesses in Samarinda's Weaving Village play a crucial role in boosting the economy and preserving local culture. Three main strategies implemented include: creating a conducive climate to foster community motivation and participation; strengthening empowerment by improving skills, access to capital, and digital marketing capabilities; and providing protection through legal protection, ongoing development, and the regeneration of young artisans. These three strategies mutually support each other in creating economic independence and strengthening social solidarity among artisan communities.

Suggestions suggest that ongoing collaboration between the government, educational institutions, and the community is needed to expand access to training, marketing, and innovation in woven products so that these businesses can survive and thrive amidst the challenges of the modern economy without abandoning local cultural values.

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