

The Innovative Marketing Strategy to Introduce Traditional Woven Fabrics of Kubang as a Minangkabau Cultural Heritage

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ABSTRACT

Kubang Payakumbuh Weaving is a cottage industry that produces traditional woven fabric using the unique weaving techniques of the Minangkabau culture. The efforts of the Kubang Payakumbuh Weaving UMKM to maintain and modernize the weaving production are aimed at remaining relevant in an increasingly advanced era. They have adopted contemporary technology and designs to enhance the attractiveness of Minangkabau woven products, thus reaching a wider market. The marketing strategy employed by the Kubang Payakumbuh Weaving UMKM to promote their products involves the use of social media and e-commerce platforms to increase the visibility and accessibility of Minangkabau woven products globally. This research reveals the positive impact of innovation and marketing strategies by the Kubang Payakumbuh Weaving UMKM in introducing the cultural heritage of Minangkabau to both local and international communities. Not only do they preserve the weaving tradition, but they also create new economic opportunities for the local community. The research methodology includes observations and interviews with the owners of Kubang Payakumbuh Weaving UMKM as well as their customers. The collected data is qualitatively analyzed to understand the implementation of innovation and its impact on the introduction of Minangkabau cultural heritage. In conclusion, the innovation of the Kubang Payakumbuh Weaving UMKM in introducing the cultural heritage of Minangkabau has brought about positive changes to the traditional weaving industry. Through the use of technology and smart marketing strategies, they have been able to expand their market and introduce the richness of Minangkabau culture to the world.

KEYWORDS

UMKM
Homogenization
Innovation
Traditional
Entrepreneur

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INTRODUCTION

Cultural heritage is a valuable asset for a nation because through it, the identity and cultural values can be preserved and introduced to future generations. One rich and highly valuable cultural heritage is Kubang Payakumbuh weaving, which originates from the Minangkabau region in West Sumatra, Indonesia. Kubang Payakumbuh weaving possesses its own uniqueness, including its patterns, motifs, and weaving techniques, making it one of the most sought-after types of woven fabric. (Prima, Meuthia, and Surya, 2020).

In recent years, there has been remarkable innovation in the Kubang Payakumbuh weaving industry. This innovation aims to introduce and promote the Minangkabau cultural heritage to a higher level, both nationally and internationally, and also improve the overall outcomes. These innovations include the use of modern technology in the production process, creative design development, and efforts to market Kubang Payakumbuh woven products more widely. The author recognizes certain challenges faced by Kubang

Payakumbuh weaving *UMKM*, such as the lack of diversity in the motifs of woven fabric (Andika, 2021). This issue is attributed to the scarcity of young workforce with high creativity and problems in marketing strategies that can enhance sales for maximum results.

One of the latest innovations in the current era is the implementation of digital technology and digital-based marketing, which can help enhance marketing efforts (Friyatmi, Evanita, and Pebriyeni, 2022). Moreover, by utilizing modern weaving machines, the process of producing Kubang Payakumbuh woven fabric becomes more efficient and precise. Additionally, digital technology enables the creation of more complex and detailed designs that were previously challenging to achieve manually.

This opens up new opportunities for Kubang Payakumbuh weavers to craft more captivating and diverse works. Innovation also takes place in the development of Kubang Payakumbuh woven fabric designs. Fashion designers and textile artists collaborate with weavers to create new motifs that are modern and aligned with current fashion trends. This can also be seen as an innovative business strategy in the advancement of the Kubang weaving industry. As a result, Kubang Payakumbuh weaving not only holds traditional value but also appeals to a broader market.

Marketing strategy is one of the ways to gain a sustainable competitive advantage for companies that produce goods or services. Marketing strategy can be seen as one of the fundamental elements used in comprehensive business planning (Ulfah, 2021; Satria, 2022; Ridwan, 2020). Therefore, the innovation carried out by Kubang Payakumbuh weaving *UMKM* also includes the development of marketing through digital marketing. Additionally, the e-commerce industry has become one of the main drivers of the industrial revolution in Indonesia. The growth of internet penetration and the use of mobile devices have transformed the way people shop and conduct business in Indonesia. E-commerce platforms such as Tokopedia, Bukalapak, and Shopee have created ecosystems that enable business owners to sell products online and reach a wider market (Ameliah et al. 2021). Marketing efforts are also a focus of innovation in Kubang Payakumbuh weaving. Various marketing strategies are implemented, such as showcasing Kubang Payakumbuh weaving in international fashion exhibitions, establishing partnerships with local and international companies, and utilizing social media as a promotional tool. Through these efforts, Kubang Payakumbuh weaving successfully captures the attention of both domestic and international audiences as a product with high cultural and aesthetic value.

The innovation of Kubang Payakumbuh weaving is one of the efforts undertaken to introduce and preserve the cultural heritage of Minangkabau (Lita, 2021). Kubang Payakumbuh weaving is a traditional art of weaving that originates from the Kubang region in Payakumbuh, West Sumatra, Indonesia. This weaving has a unique characteristic with patterns and colors that reflect the beauty of nature and the life of the Minangkabau community. The cultural heritage of Minangkabau holds remarkable historical and unique value, and one important aspect of this cultural heritage is the art of weaving, which has been passed down from generation to generation. However, with the development of time, the art of weaving has faced challenges in its efforts to maintain its existence. Therefore, the innovation of Kubang Payakumbuh weaving becomes crucial in preserving and introducing the cultural heritage of Minangkabau to the younger generation and the outside world (Lita, 2022).



Figure 1. Kubang Weaving Location

METHOD

This research will use a qualitative approach to explore an in-depth understanding of the businesses, craftsmen and workers of the Kubang Payakumbuh weaving industry. The method that will be used is in-depth interviews with business owners, craftsmen and weaving industry workers to get their perspectives and experiences directly. In addition, secondary data will be collected through literature study and analysis of related documents to support and complement the information obtained from interviews. Qualitative research is a research method that aims to understand the phenomena experienced by research subjects. This phenomenon can take the form of behavior, perception, action, and so on, as a whole. This research was carried out through descriptions using words and language, taking into account the specific natural context, and using various research methods (Moleong, Lexy J. 2017).

According to Lofland (1984), in qualitative research, the main data sources used are the words and actions observed from the research subjects. Additional data such as documents and other sources may also be used. In this case, the selection of words and actions as data sources is based on the level of knowledge that the researcher is believed to have. By combining these two data sources, this research will provide a comprehensive picture of the Kubang Payakumbuh weaving industry and the factors that influence the success of innovation and marketing of these products

RESULTS AND DISCUSSION

Tenun Kubang Payakumbuh

Over time, the traditional art of Tenun Kubang has experienced fluctuations in line with the changing times. At one point, this weaving reached its peak of glory, but at other times, the prominence of Tenun Kubang as a traditional art began to fade. This phenomenon is common in the world of art, as each era presents new challenges that need to be faced. The changing times and emerging challenges in the realm of art always require fresh and innovative representations to remain relevant, (Erdalina and Evanita 2015) Expressing that innovative marketing strategies also have a direct impact on developing business products. The weavers of Tenun Kubang need to find new ways to sustain the relevance and timeliness

of their creations. They must adapt to changing trends and societal preferences, as well as find ways to overcome obstacles and challenges that arise.

In facing the dynamics of time, innovation becomes the key. Through innovation, Tenun Kubang can acquire new appeal by blending traditional elements with contemporary ones, and presenting works that are captivating and relevant to the needs of the time. In doing so, Tenun Kubang can remain an effective medium in introducing the cultural heritage of Minangkabau to the younger generation and the outside world, while preserving the sustainability of this valuable traditional art. In the context of art, change and fluctuation are natural and necessary for art to thrive and evolve. With new challenges and issues emerging, artists and weavers of Tenun Kubang must continually seek creative and innovative solutions to ensure the continuity of this traditional art, while also presenting representations that align with the needs and demands of the time.



Figure 2. Kubang Woven Cloth

It is evident that human beings possess imagination and a desire to seek refreshing and enlightening experiences (Yanuarmi & Widdiyanti, 2016). Therefore, without novelty, creativity, relevance, and pleasant or even shocking surprises, art would become something dull and unworthy of being called art. The essence of art lies in creativity, as it is the driving force behind its existence.

Tenun Kubang has undergone a long journey as a traditional art within the cultural sphere of the Kubang community. As mentioned earlier, this weaving tradition has experienced ups and downs. During a specific period, particularly between 1961 and 1967, Tenun Kubang achieved remarkable popularity. The success of Tenun Kubang was not limited to the Indonesian archipelago but also reached the Malay Peninsula, including Malaysia. H.Ridwan By is one of the Kubang Weaving businesses which started in 1961 consisting of 3 craftsmen. The place used is under the *Gadang Kandang* house. The production results are Bugis Sarongs and Plaques with marketing areas in Bukittinggi, Padang and surrounding areas and some have also started to be sent abroad. In 1975, they started producing clothing materials with small plots of simple motifs in one color.



Figure 3. Generation 1 H. Ridwan BY



Figure 4. Generation 2 & 3

(From left to right - H.Syafruddin Agus and Hj.Risna Ridwan & H. Hukmawathan and Yulia Rahmi)

During that period, almost the entire community in the *Kenagarian* (traditional administrative unit) of Kubang was involved in the weaving activities as artisans and workers, producing woven products that became the pride of their region. The main products during that time were "sarung palakat" (a type of traditional sarong) and "sarung bugis" (another type of traditional sarong). The challenges faced during that period were overcome by the weavers by meeting the demands in accordance with the needs of the time, thus establishing the Kubang area as a renowned weaving center in the Indonesian archipelago. In facing these challenges, the weavers of Tenun Kubang during that period successfully found appropriate solutions and met the market demands of their time. This enabled them to sustain the production of woven fabrics and establish the Kubang area as a prominent hub for weaving in Indonesia.

The glorious era of Tenun Kubang, which was highly popular for its innovative ideas, concepts, and designs that met the demands of its time, experienced a decline. The factor that caused this decline during that period was the availability of raw materials (weaving threads). The unavailability of weaving threads in the market hindered the production process. During that time, the limited supply of weaving threads posed a significant challenge for the Tenun Kubang industry. It impeded the production process and had a

negative impact on the quality of the woven fabric.

The scarcity of raw materials made it difficult for weavers to meet market demands and maintain a consistent production of Tenun Kubang. The limited availability of raw materials also affected the innovation and diversity of designs in Tenun Kubang products. With a shortage of weaving threads, weavers faced limitations in creating new and captivating patterns and motifs. This hindered their ability to keep up with evolving trends and meet the changing needs of the market. As a result, the decline of Tenun Kubang during that period was primarily attributed to the lack of available weaving threads, which posed significant challenges to the production process. In the article (Prima et al, 2020), It is stated that after 1967, Tenun Kubang entered a bleak period due to the halt in thread imports. As a result, Tenun Kubang was unable to meet market demands, leading to the automatic halt of woven fabric production. The impact of this decline was significant, as almost all weavers and workers in the Tenun industry lost their jobs, forcing them to switch professions to sustain their livelihoods. However, the decline of Tenun Kubang was not long-lasting, as the community felt a strong obligation to preserve and develop the art of weaving to ensure the continued existence and sustainability of this traditional art form. In 1975, weaving production resumed with the emergence of new innovations in terms of motif designs and structural designs.

The development of motif designs and structural designs became a benchmark for competition in the domestic textile industry. Without changes and developments in the form and motif designs of Tenun Kubang that bring freshness and rejuvenation to its concept and appearance, traditional art would not be able to meet the needs of the time and would inevitably lose its meaning and be marginalized. The novelty and refreshment in the concept and appearance of Tenun Kubang are manifested through the creation of creative and innovative products such as garments (clothing, sarongs, and shawls) and interior household products (tablecloths, chair cushion covers, wall decorations). The decline of Tenun Kubang resurfaced in the 1990s, and during that time, the main issue faced was marketing. The woven fabric production was only absorbed by a single market, leading to intense competition among business owners. This competition resulted in price wars, which caused many business owners to withdraw from the industry as they couldn't maintain the quality of their products.

The decline of Tenun Kubang received attention from the local government, as there was a strong desire to revive weaving as a traditional art that needed to be preserved. The response from the community was positive, and as a result, Tenun Kubang has been able to maintain its integrity to this day. The success in preserving this traditional art form was achieved through hard work, perseverance, and taking risks. At every stage of their careers, individuals involved in the industry required diligence, commitment, and consistency.



Figure 6. Weaving innovations in bags



Figure 7. Weaving Innovations in Shoes

Innovation in Marketing Strategies

In the era of globalization and increasing competition, it is important for the Kubang Payakumbuh weaving industry to develop the right business strategies to overcome these challenges. A good business strategy can help improve competitiveness, expand market share, enhance operational efficiency, and strengthen product branding. There are several important aspects to consider in the context of the Kubang Payakumbuh weaving industry's business strategy. We will explore various factors that need to be considered, including changes in market trends, external challenges, consumer needs, and development opportunities (Hartati 2020).

The author also discusses the importance of effective marketing strategies in promoting Kubang Payakumbuh woven products, both in the local and international markets. We will discuss the utilization of digital platforms and information technology in expanding the reach and increasing product visibility. Furthermore, innovative product development strategies that are relevant to current consumer preferences will also be discussed. In facing changes

in consumer trends and preferences, the Kubang Payakumbuh weaving industry needs to pay attention to the development of designs, materials, and production techniques that can meet the evolving market demands. Efficient and sustainable supply chain management is crucial in ensuring the availability of raw materials, quality control, and timely distribution (Barata and Steven 2022). In this context, partnership strategies with local farmers, entrepreneurs, and suppliers will also be discussed to create synergy and mutual benefits for all parties involved. Emphasis will also be placed on sustainability and cultural preservation aspects within the business strategy of Kubang Payakumbuh weaving. The involvement of the local community, preservation of traditional techniques, and environmental protection will be crucial points of discussion. It is hoped that with a deep understanding of the right business strategies, the Kubang Payakumbuh weaving industry can continue to thrive and sustain in this modern era. The development of effective business strategies will bring economic, social, and cultural benefits to the Kubang Payakumbuh community, as well as elevate the image and uniqueness of the weaving industry in the eyes of the world.

Tenun Kubang Payakumbuh has taken several steps in innovating to advance the business of Tenun Kubang Payakumbuh, by implementing strategies:

- a. Improving quality and fostering creativity.
- b. Collaborating with local and central governments.
- c. Collaborating with the education sector.
- d. Collaborating with local and national designers.
- e. Establishing the Kubang Payakumbuh woven fabric business as an educational tourism destination.
- f. Digitizing marketing efforts

The author appreciates the steps taken by the owners of Tenun Kubang Payakumbuh in their efforts to revitalize the business. It is noteworthy that with the advent of the Fourth Industrial Revolution, it is appropriate to enhance the marketing process of Tenun Kubang Payakumbuh through digital platforms. Tenun Kubang Payakumbuh has implemented up-to-date market strategies by attracting the attention of buyers through social media promotion and collaborating with renowned influencers from both within and outside West Sumatra. The aim is to increase the widespread recognition of Tenun Kubang Payakumbuh among the public.

In several sources, the industrial revolution is described as a significant change in the way goods and services are produced, distributed, and consumed, resulting from the introduction of new technologies, changes in economic systems, and extensive social transformations. The industrial revolution involves the use of new technologies that alter the methods of production, distribution, and consumption of goods and services (Brende 2014). This is usually related to the adoption of modern technology that leads to increased productivity, process automation, and a paradigm shift in various economic sectors. The strategies implemented by Tenun Kubang Payakumbuh in coping with and even thriving in the era of the Fourth Industrial Revolution (Industry 4.0) are highly commendable. This is evidenced by the increasing annual revenue. Let's outline the revenue of Tenun Kubang in the past 4 years.



Figure 8. Kubang weaving marketing innovation

From the table above, we can conclude that the business undertaken by the owners of Tenun Kubang Payakumbuh has experienced growth. It is possible that in the future, the business of Tenun Kubang Payakumbuh will continue to thrive, accompanied by improved business management and keeping up with the times. Based on the data and interview results conducted by the author, it can be concluded that the innovative marketing strategies implemented by the Tenun Kubang entrepreneurs have had a positive impact on the sustainability of the Tenun Kubang business. This is significant considering that Tenun Kubang had previously experienced a stagnant period, and with these marketing strategies, the Tenun Kubang business can develop in line with the changing times.

Table 1. Outline The Revenue Of Tenun Kubang In The Past 4 Years

Tahun	Total Pendapatan
2019	Rp. 189.170.000
2020	Rp. 262.257.000
2021	Rp. 296.012.000
2022	Rp. 321.263.000



Figure 9. National and International Exhibitions as a Form of Marketing for Kubang Weaving

CONCLUSION

The innovation of Tenun Kubang Payakumbuh plays a significant role in introducing and preserving the cultural heritage of Minangkabau. This textile art has undergone development and transformation to remain relevant in the face of changing times. Through innovation, Tenun Kubang Payakumbuh has successfully maintained its existence while attracting the interest of the younger generation and the modern market. In the effort to preserve the cultural heritage of Minangkabau, the art of Tenun Kubang Payakumbuh has become a symbol of the cultural identity of the Minang community. The patterns and motifs in Tenun Kubang Payakumbuh carry messages of life and the cultural values of Minangkabau that have been passed down from generation to generation.

Innovation in the art of Tenun Kubang Payakumbuh includes the use of environmentally friendly materials and dyes, the development of more modern designs, and the application of digital technology in the production process. These innovations provide opportunities to create diverse products and attract a wider market. More importantly, innovation in the art of Tenun Kubang Payakumbuh plays a key role in introducing the cultural heritage of Minangkabau to the younger generation and the outside world. By combining traditional elements with contemporary designs, Tenun Kubang Payakumbuh has gained international recognition and opened up export opportunities.

Through these innovative efforts, Tenun Kubang Payakumbuh not only survives as a traditional art form but also becomes an effective medium for introducing and promoting the cultural richness of Minangkabau to the world. Thus, the innovation of Tenun Kubang Payakumbuh has become an important part of ensuring the sustainability and preservation of the valuable cultural heritage of Minangkabau.

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