

Strengthening Rembitan Village MSMEs through Local Wisdom-Based City Branding: A Holistic Approach to Tourism Development "Weaving Village"

Triana Lidona Aprilani¹, Muhamad Sayuti², Hanugerah Kristono Liestiandre³, Melati Ayuning Pranasari⁴, Suci Emilia Fitri⁵, Herie Saksono⁶

Abstract

This study focuses on Rembitan Village as a "Weaving Village", which has unique cultural resources, intellectual property, and local context. By exploring the potential of tourism and MSMEs in Rembitan Village, this study provides valuable insights into how MSMEs development can act as a driving force for tourism in rural areas. This study aims to: (1) Identify the strengthening of MSMEs in Rembitan Village through the establishment of city branding based on local wisdom; (2) Exploring information on MSMEs in Rembitan Village regarding existing and current efforts; (3) Assessing the linkages and utilization of MSMEs in Rembitan Village; and (4) Formulate a strategy to strengthen MSMEs in Rembitan Village through the establishment of local wisdom-based city branding.

The strategy used is SOAR analysis using a matrix adapted to research needs. The results of this study are: (1) Creating a mapping flow for MSME innovation planning and development through the establishment of city branding, such as: creating promotional media both print and social media that are integrated with websites to attract local and foreign tourists and investors, (2) Organize rearranging and grouping tourism objects by making clear, persuasive, informative, and binding regulatory planning, (3) Packaging city branding through collaboration with government agencies, relevant stakeholders and the private sector, (4) Making ongoing mentoring, training and coaching activities to groups of pokdarwis, songket weavers or synergize with local communities in an effort to build awareness of the tourist area of Rembitan Village, (5) Provide facilities and infrastructure that support comprehensive tourism activities in Rembitan Village such as: a safe, communicative and integrated information service center, (6) Carry out coordination and mapping of areas according to the needs and expected numbers, and (7) Make regulations and provide guidance to tour agent owners, inn/hotel owners, or synergize with local communities so that accurate information is conveyed.

The novelty of this study lies in a comprehensive approach to overcoming classic problems that are always faced by Rural MSMEs, especially "Weaving Villages". In

¹ Lecturer in Economic and Business Department, Al-Azhar Islamic University of Mataram, Indonesia
Post Doctoral Fellow at the Research Center for Domestic Government, BRIN, Indonesia, trianalidona0204@gmail.com,
Orcid ID: 0000-0002-2560-1596

² Lecturer in Economic and Business Department, Al-Azhar Islamic University of Mataram, Indonesia,
Sayuti.say@gmail.com, Orcid ID: 0009-0004-3930-7373

³ Department of Tourism Destination, Bali Tourism Polytechnic, Indonesia, Andre.hanugrahkl@gmail.com, Orcid ID: 000-0003-2379-0378

⁴ Researcher of the National Research and Innovation Agency at the Research Center for Domestic, Government, BRIN, Indonesia, melatipranasari@gmail.com, Orcid ID: 0000-0003-2065-1452

⁵ Researcher of the National Research and Innovation Agency at the Research Center for Domestic Government, BRIN, Indonesia, suci018@brin.go.id, Orcid ID: 0000-0003-2670-7824

⁶ Researcher of the National Research and Innovation Agency at the Research Center for Domestic Government, BRIN, Indonesia, herie.saksono26@gmail.com, Orcid ID: 0000-0002-0464-5311

addition, it provides clear directions for practical actions that the Village Government can take with the community. This contributes to the formation of community understanding and culture of public literacy about sustainable tourism development at the village level and the importance of local community involvement in the process.

Keywords: *UMKM, Rembitan Weaving Village, local wisdom, city branding, Central Lombok-Indonesia.*

INTRODUCTION

In the intricate tapestry of national economic development, Micro, Small, and Medium Enterprises (MSMEs) emerge as indispensable threads, intricately woven into the fabric of progress. Beyond their roles in spurring economic growth and driving employment, these entities play a pivotal role in ensuring the equitable distribution of developmental benefits (Amalia et al., 2017). As the stalwart backbone of the Indonesian economy, MSMEs yield an influence that extends far and wide. Setting them apart from larger counterparts, MSMEs often operate with a measure of financial independence, which shields them from the vulnerabilities of precarious bank loans. By leveraging labor-intensive technologies and harnessing local resources, they orchestrate the creation of goods that carry a competitive edge, endowing them with a distinct market position (Bismala and Handayani, 2014). Distinguished by their inherent traits, each tier of MSMEs—micro, small, and medium-sized—boasts unique characteristics that mark them as distinctive players. A distinguishing feature lies in their workforce, where experience garnered through practical engagement outweighs formal education, thus shaping an industry-specific skill set that draws inspiration from historical paths (Sulistiyastuti, 2004).

Fotis and Korre (2023) draw attention to the growing interest in exploring the connection between tourism and sustainable development. A key aspect of this relationship is the substantial link between energy consumption, climate change, and carbon emissions. To mitigate the impact of tourism-related energy consumption on a global scale, there's a pressing need for appropriate policies. Policymakers are urged to implement measures that incentivize firms in the tourism industry to transition towards cleaner energies, carbon-neutral transportation, and hybrid energy systems in line with the desired 2050 roadmap.

The landscape of Indonesia's MSMEs is one of perpetual growth, as revealed by data from the Ministry of Cooperatives and MSMEs. In 2019, the nation's canvas was adorned with 65.47 million MSMEs, and by 2022, this vibrant tapestry had grown to encompass 8.71 million units. The Ministry's projection casts a future where 20.76 million MSMEs meld into the economic fabric by 2022—an astonishing 26.6 percent upswing from the preceding year's 16.4 million. A symphony of initiatives by the Central Government underscores its commitment to the cause of MSME development, with internal aid and financing channels like the National Economic Recovery (PEN) program and the People's Business Credit (KUR), alongside the resounding call of the National Proudly Made in Indonesia Movement (Gemaspada BBI). In harmony with these measures, the government orchestrates a varied suite of strategies, encompassing the digitization of MSME marketing, fortification of entrepreneurs via the Pre-Employment Card Program and KUR financing, and the architecture of long-term pathways through the prism of the Job Creation Law. Herein lies the fulcrum of local involvement, where regional governments wield their influence to nurture MSME resilience—pledging 40 percent of the APBD for MSME products, while nurturing a culture of certification and training within their jurisdiction.

In the realm of economic catalysts, tourism emerges as a guiding constellation, illuminating the trajectory of MSME growth. The NTB Province stands as an exemplar, a Super Priority Destination radiating the potential to illuminate and propel MSMEs forward. Among NTB's microcosm, 2,643 MSMEs flourish—spearheaded by songket artisans, predominantly women, adult women, and adolescents. However, the path for MSMEs in Rembitan Village is woven with challenges. Weavers grapple with capacity constraints, ownership disputes loom over equipment and raw materials, intellectual property concerns cast a shadow, financing hurdles persist, and the enigma of product marketing remains unsolved. Amidst this intricate weave, the concept of city branding, rooted in local wisdom, struggles to manifest its potential, thwarted by resistance that hampers its transformative power within Rembitan Village. This impediment restrains the fortification of MSMEs, hampers the augmentation of income, and confines contributions to the village's burgeoning creative economy. Yet, the creative economy, with its unique essence, stands poised to ignite regional competitiveness, dissolve the specter of unemployment, alleviate poverty, and reinforce the edifice of regional economic growth (Saksono; 2012: 93).

In this intricate choreography, this research ascends the stage, demanding swift and concerted attention. Empowering MSMEs through a tapestry of city branding interwoven with local wisdom unfurls a new chapter—an alliance between industrial stakeholders and the Rembitan Village community. This alliance becomes a crucible of transformation, where services thrive, enriched by value-added production, heightened quality, and burgeoning sales—an alchemy that sustains growth. The promise of triumph looms large, characterized by heightened MSME income, a robust workforce, and a deluge of visitors to Rembitan's "Weaving Village." Yet, the key to unlocking this promise rests in precision—city branding meticulously woven from the tapestry of local wisdom, carried forth by the harmonious symphony of multi-stakeholder collaboration. Within this symphony, governments—both central and local—embrace the role of conductors, orchestrating harmonious efforts to bolster MSME growth in Rembitan Weaving Village. The resounding notes of affirmative programs resonate, echoing public aspirations, and honing in on traditional weavers through training, financing, skill development, and modern marketing strategies—preparing these MSMEs for a resolute stand against corporate giants. This strategic composition is more than a symphony; it's a lifeline. The echoes of MSMEs fortified by local wisdom-based city branding resound as a chorus of collaboration between industry players and the community—a harmony that uplifts services, amplifies sales, and cements the future of Rembitan Village's "Weaving Village" MSMEs. Within this symphony, the needs and cognizance of economic actors and the community become the conductor's baton, guiding the orchestration of a strategy that fortifies business sustainability (Yudi, 2019).

RESEARCH METHODS

This research is included in the category of qualitative assessment with field studies (Abdurrahman, 1998), namely data searches conducted at the Central Lombok Regency Tourism Office and the private sector, namely ITDC. This research was conducted by searching, gathering and interviewing 105 respondents, representatives from 21 hamlets consisting of: community leaders, traditional leaders, pokdarwis and songket weavers in an effort to strengthen MSMEs in Rembitan Village through the establishment of city branding based on local wisdom.

This research is descriptive qualitative using a literature study approach, namely research by collecting data that describes an event and all related matters based on facts and phenomena found in decisions (Sudrajat, 2011) and using SOAR analysis. SOAR analysis is used to formulate alternative strategies for strengthening MSMEs in Rembitan Village through the establishment of local wisdom-based city branding.

Interviews are the key to obtaining more detailed and in-depth information about the characteristics, uniqueness, cultural integrity and customs that exist in the Rembitan Village community. This is because not all village community members have obedience, love for wholeness, or details in explaining the culture of songket weavers and customs. Therefore, it still needs to be further explored and verified so that between one hamlet and another hamlet there are similarities and consistency so that it can be aligned for more in-depth study and further development in relation to the development of the tourist attraction of Rembitan Village.

To use this technique, researchers will be assisted by interview guidelines in the form of open questions so that the data collection process is more directed and structured and researchers can obtain in-depth and meaningful answers because the informants have the freedom to provide answers. This technique can also be said to be a technique that takes time because the expression of local knowledge in the ancestral tradition of songket weaving needs to be generated and stimulated so that transmissions that were interrupted between hamlets or incomplete can be completed and traced with the help of researchers. This cannot be said to be easy because not all the people of Rembitan Village consider that what is obtained from their ancestors is important to remember or pass on to their descendants. Nonetheless, generating local knowledge of the local community actually makes this research interesting, challenging, and important to do.

To complete the required data, researchers will also utilize observation techniques or direct observations at research locations to identify existing conditions or verify the information found. All situations or events witnessed by the next researcher will be documented and recorded to become material in enriching the analysis that will be carried out in this study.

Recording and transcription are data collection techniques that are carried out when obtaining primary data in the field. The results of these activities will be the basis for the inventory used as data in this study. Data collection techniques like this not only help researchers, but can also be material for various parties who wish to use them for data processing and analysis purposes so that research results can be accounted for. In addition, the recording and transcription of this primary data can also be an audio-visual output that can be utilized by the community, academics, and stakeholders as documentation of the wealth of Rembitan Village, especially the culture of songket weavers.

The strategy to be applied in this study is a case study which according to Creswell (2010) is a research strategy in which the researcher carefully investigates a program, event, activity, process or group of individuals or organizations. Cases are limited by time and activity, and researchers collect complete information using various data collection procedures based on a predetermined time. The data collection method is carried out through:

- a) Literature Study. Literature studies are carried out by collecting and analyzing books, analyzing business balances, economics and business journals and e-commerce websites that provide input or support research.
- b) Field Study. This field study was carried out using the following two techniques: (1) Document study to obtain information in the form of activity reports for the previous period. In determining the object to be sampled, this study uses a non-probability sampling method with a purposive sampling technique, namely taking or selecting samples that are carried out only on the basis of research considerations that assume the desired elements already exist in the members of the sample taken. This method aims to build a detailed understanding in order to build useful understanding, help researchers understand phenomena and uncover hidden secrets, and (2) Conducting analysis of documents, the author also conducts interviews with community leaders, traditional leaders, Pokdarwis and songket weavers. In this interview, it was conducted using the

guided free interview model, namely an interview with a list of questions used as a guide, but the variations of the questions were adjusted to the situation at the time the interview was conducted, with the aim of making it easier to obtain in-depth data.

The data analysis technique used in this research is SOAR (Strength, Opportunity, Aspiration, Result) analysis. SOAR analysis is a combination of strengths and opportunities owned by the company to achieve the desired aspirations and results. The SOAR concept was developed by Kelly (2003) as an alternative to SWOT analysis, by adopting an Appreciative Inquiry (AI) approach. This approach focuses on the positive things that the business already has and tries to develop them into major advantages. SOAR analysis involves identifying the company's internal strengths (S) and existing external opportunities (O), which are then used as a basis for formulating aspirations and goals (A) to be achieved. Furthermore, the SOAR analysis explores strategies and concrete steps that can be taken to achieve the expected results (R).

In this study, SOAR analysis was used to analyze the factors that support the strengthening of MSMEs through the establishment of city branding based on local wisdom in Rembitan Village. Through this positive approach, the strengths and opportunities of the UMKM of Rembitan Weaving Village will be identified and formulate the aspirations of the villagers and the desired results in the context of tourism development and the economic welfare of the people in Rembitan Village. SOAR analysis is also able to broaden horizons to become more holistic, empower MSMEs, and guide them through strategic steps to improve policies, especially in achieving strengthening MSMEs in Tenun Village through local wisdom-based city branding in Rural Districts of Central Lombok. The SOAR matrix is described in Table 2 below.

Tabel 2. Matriks SOAR

Internal Eksternal	Strength (S) (Internal Strength Factor)	Opportunity (O) (External Opportunity Factor)
Aspiration (A) (Expectation Factor From Internal)	SA Strategy (Creating a strategy that uses strengths to achieve aspirations)	OA Strategy (Creating an aspiration-oriented strategy that is expected to take advantage of opportunities)
Results (R) (Measurable Results to be Realized)	SR Strategy (Creating a strategy based on strengths to achieve measurable results)	OR Strategy (Creating an opportunity-oriented strategy to achieve measurable results)

Alternative strategies are the results of the SOAR analysis matrix which produces SA, OA, SR and OR strategies. At least 4 (four) alternative strategies are produced as follows:

- 1) SA Strategy, where this strategy is based on the mindset of utilizing all strengths in the strategy of establishing city branding based on local wisdom so that it can preserve the culture of Rembitan Village as an effort to strengthen the existence of MSMEs.
- 2) OA Strategy, where this strategy is a strategy in using the opportunities that are owned to create the aspirations of industry players and songket weaving business actors in Rembitan Village.
- 3) SR Strategy, where this strategy is implemented based on the utilization of results (results) in strengthening the existence of Pokdarwis through the establishment of local wisdom-based city branding in Rembitan Village.
- 4) OR strategy, where this strategy is based on business activities to minimize existing opportunities and bring the results closer to the existence of industry players and

songket weaving business actors in Rembitan Village.

RESULTS AND DISCUSSION

The product of the tourism industry is a service, there for the emphasis must be on the aspect of service that is tailored to the needs of tourists. In the tourism industry, service quality is the main indicator that shows the level of professionalism (Nandi, 2008). The tourism industry is a collection of tourism businesses that are interrelated in order to produce goods and/or services to meet the needs of tourists in the implementation of tourism (Tourism Law no.10 of 2009). The following is the number of respondents to the Rembitan Village research in Table 3.

Table 3. Rembitan Village Research Respondents

No	Respondent Category	Total
1	Public Figure	15
2	Traditional Figures	15
3	Pokdarwis Community	20
4	Songket Weaving Industry Players	55
	Total	105

Source: Researcher Data Processing, 2023

The following table presents the strengths and opportunities of Rembitan Village in strengthening MSMEs through city branding based on local wisdom.

Table 4. Strengths and Opportunities for Strengthening MSMEs in Rembitan Village

S	Strengths (S)	O	Opportunity (O)
1	The number of female songket weavers in one hamlet is approximately 150 people	1	The number of orders for songket cloth has increased with the event at KEK Mandalika, so it is very suitable if it further strengthens MSMEs
2	Sustainable development and capital for songket weavers	2	The cooperative and MSME offices support and facilitate capital for songket weaving MSMEs
3	Implementing marketing using digital marketing so that the results of Rembitan Village woven products can go international		The Department of Transportation collaborates with Telkomsel to support and facilitate digital marketing for MSMEs of songket weavers
3	The uniqueness of the culture that belongs to Rembitan Village is very diverse and has several traditional houses, historical heritage and historical graves, namely "Nyato Tomb".	3	The Central Lombok Regency Government has a REPATA (District Tourism Plan), which in this design has 3 main points, namely: attractiveness/attraction, accessibility, and convenience.
4	Realization of facilities and accommodation	4	The Central Lombok Regency Government is trying to improve facilities and infrastructure
5	The location of Rembitan Village is not far from the International Airport	5	The location of Rembitan Village is so that domestic and foreign visitors can directly access the existence of

			Rembitan Village through MAP
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Source: Data processed by Researchers, 2023

After evaluating the strengths and opportunities, the next step is to discuss expectations or follow-up actions that can be taken to improve city branding in terms of promotion, product innovation and so on, to become one of Rembitan Villages as a Tourism Hub. Efforts that will be made to turn the strengths into strong potentials and turn the threats, weak points of Rembitan Village into opportunities for strengthening MSMEs through the establishment of local wisdom-based city branding, are shown in Table 5 below.

Table 5. Aspirations and Results of Strengthening MSMEs in Rembitan Village

A	Aspirations (A)	R	Results (R)
1	Increasing tourist visits to Rembitan Village	1	Carry out tourism development through the creation of promotional media both print media and social media
2	Creating a catalog for the promotion of woven fabric motifs	2	Organize coordination, patent the name of the motif, and design it as needed
3	Make natural dyes from plants, such as: alum, indigo and lime	3	Conduct training, mentoring and guidance to obtain quality and quality products according to standards
4	Conduct thorough weaving training	4	Community income and quality of songket woven fabric
5	Having facilities and infrastructure that support tourism activities	5	Provide adequate accommodation so that the benefits are felt when there are events in the Mandalika Special Economic Zone

SOAR analysis indicates that there are 3 (three) factors triggering the development of Smart City that can influence the development and even the existence of City Branding in Central Lombok Regency. First, strengthening MSMEs with a city branding approach based on local wisdom. The meaning is to build pride in city branding which is based on the local wisdom of Rembitan Village. The Rembitan Village community is increasingly aware of the importance of utilizing local cultural heritage, traditions and uniqueness as a basis for strengthening MSMEs and Tourism in Central Lombok Regency. This approach offers a new perspective in the development and strengthening of Rural MSMEs in the context of global tourism.

Second, the integration of strengthening Rural MSMEs through appropriate city branding, in which the concept of strengthening MSMEs is combined with a city branding strategy. The process is very easy and practical, namely: combining elements of image marketing, cultural attractions (predominantly weaving) as an attraction, a display of infrastructure for traditional Lombok looms, and the privileges of the weaving talents of the female population. Even though it is simple, this work method that has been carried out for generations shows concrete and solid ways to strengthen MSMEs in Rembitan Village through integrated and holistic city branding. This approach can be emulated by the Government in providing practical guidance for local and other regional governments in Indonesia and stakeholders in developing regional tourism potential through Rural MSMEs which can be referred to as "Weaving Villages".

Third, focus on real problems and concrete solutions. Referring to the aspirations of the community (Aspirations), concrete problems were identified that were faced by MSME actors in Rembitan Village, namely: the lack of concrete steps by the Government

and Regional Government in providing assistance, training and coaching, as well as a lack of follow-up from the Central Lombok Regency Government. The main needs as concrete solutions that should be carried out are: 1) registering intellectual property or Intellectual Property Rights (IPR) on behalf of cloth motifs; 2) facilitating training on natural dyes; 3) training and assistance in MSME accounting and digital marketing; and 4) facilitating access to capital. The introduction of the main problems will stimulate the emergence of concrete solutions that trigger productivity and changes in the lifestyle of rural communities. This is because it has succeeded in turning villagers into rural economic actors who interact with world markets. These conditions make rural economic growth stronger, of higher quality, and more stable (Manoby, et al. 2021: 9).

The implementation of these three matters requires intensive action and interaction between the Government, Business Entities, and the Community, especially the Weaver Community in Rembitan Village. A practical and simple work pattern is carried out comprehensively in a Hub, so that it can overcome the problems faced by Rural MSMEs in order to be able to boost the commercialization value of local wisdom-based intellectual property which has high economic value to drive the regional tourism sector (Manoby, et al. 2021: 9). The movement of the tourism sector "Weaving Village" has an impact on people's welfare. The welfare felt by the community has not contributed much in tourism activities, as well as the existence of the Mandalika Special Economic Zone. It is hoped that the development of the tourism industry in mediating the role of government and community participation in community welfare through the development of the tourism industry in the Mandalika Special Economic Zone can influence each other (TL Aprilani, et al. 2021).

In a field review, one of the facilitation factors, training and coaching for MSMEs as the driving wheels of tourism in Rembitan Village, no concrete steps were found to support and few references from invited sources. Inviting several stakeholders has been implemented, but it has not been implemented optimally due to lack of follow-up from the local government. This can be directed directly at strengthening MSMEs through the establishment of city branding, the results of which become a unified whole and cannot be separated. The solution that they are trying to run at this time, in addition to registering intellectual property rights for the names of cloth motifs, songket weavers are also facilitated by natural dyes, digital marketing, accounting and capital.

From the SOAR results above, strengthening MSMEs in Rembitan Village through the establishment of city branding based on local wisdom, can be formed from 4 (four) general strategies (Kotler, 2002), namely: (1) Image marketing. The uniqueness and goodness of the image, supported by the "Slogan", (2) Marketing of attractions/attraction (attraction marketing). Attractions or the natural beauty of historical buildings and places, parks and landscapes, convention and exhibition centers, as well as malls and supermarkets, (3) Infrastructure marketing. Infrastructure to support the attractiveness of the living environment and business environment, including roads, railways, airports, as well as communication networks and information technology, and (4) Marketing of the population (people marketing). Includes hospitality, local heroes or famous people, competent staff, entrepreneurial skills and positive comments or responses from residents who first moved to the marketed area. Here shown in the Figure below.



Figure 2. General Strategy for Strengthening MSMEs in Rembitan Village through the Establishment of Local Wisdom-Based City Branding

Specifically, 3 (three) main solutions were found to create MSME strengthening in Rembitan Village, namely: 1) focusing on MSME development as a driving force for tourism in the Rembitan "Weaving Village"; 2) the use of local wisdom as the basis for forming city branding, which provides identity and characteristics as the main differentiator of the Rembitan "Weaving Village" from other "Tourism Village" destinations in Central Lombok Regency and even on Lombok Island as a Super Priority Destination (DSP) for Indonesian Tourism ; 3) implementation of an integrated marketing strategy (image marketing, cultural attractions/attractions, infrastructure, and resident talents) to strengthen Rural MSMEs, particularly advancing the Rembitan "Weaving Village" tourism.

CONCLUSION

This study embarked on a journey to investigate the intricate interplay between Micro, Small, and Medium Enterprises (MSMEs), local wisdom-based city branding, and their collective impact on the growth of Rembitan Village's weaving MSMEs. Guided by a specific research question and objectives, the study delved into the unique realm of MSME development in the context of a local tourism-driven economy. The investigation sought to uncover the potential of leveraging local wisdom for city branding, thereby enhancing the economic prospects of MSMEs in the village.

The research question posed was whether the integration of local wisdom-based city branding could effectively strengthen MSMEs in Rembitan Village. The research objectives aimed to examine the strengths and opportunities that could be harnessed for this purpose, as well as to identify concrete aspirations and results that could drive the process forward.

Through a comprehensive analysis of the strengths and opportunities within Rembitan Village's economic landscape, it became evident that its rich cultural heritage, sustainable weaving practices, and proximity to tourism hubs could serve as pillars for MSME strengthening. The local wisdom rooted in the village's traditions offered a distinct identity that could be harnessed for city branding, setting it apart as a unique destination for tourists and investors alike.

The aspirations of the community, coupled with the practical solutions devised, outlined a clear path for enhancing MSMEs through local wisdom-based city branding. By focusing on image marketing, attraction promotion, infrastructure development, and showcasing the talents of the local population, a holistic strategy emerged. This strategy was poised to not only fortify the weaving MSMEs but also elevate Rembitan Village as a noteworthy tourist attraction, thereby contributing to the larger economic growth of the region.

However, it is important to acknowledge the limitations of this research. The study primarily relied on qualitative assessment with field studies, which might limit the generalizability of the findings. The sample size, although comprehensive, might not

capture all perspectives within the complex fabric of Rembitan Village. Additionally, the dynamic nature of the tourism industry and the evolving market trends could impact the long-term sustainability of the proposed strategies.

To address these limitations and pave the way for future research, several suggestions can be considered. Firstly, a more extensive quantitative study could be conducted to validate and quantify the impacts of local wisdom-based city branding on MSMEs. Secondly, an in-depth examination of the challenges faced by weavers and other stakeholders could provide nuanced insights for crafting effective solutions. Furthermore, a comparative analysis of similar initiatives in other regions could offer a broader understanding of the dynamics between local wisdom, city branding, and MSME development.

In conclusion, this study has shed light on the powerful synergy between local wisdom, city branding, and MSME growth. Rembitan Village's journey serves as an inspiring example of how heritage, culture, and economic advancement can be harmoniously interwoven. The strategic alliance of stakeholders, the commitment to preserving traditions, and the innovative use of local wisdom hold the potential to not only empower MSMEs but also shape a sustainable and inclusive future for local economies.

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