

The Role of MSMEs Galeri Jawet Niang Palangka Raya as An Economic Driver for Rattan Artisan

Yefta¹, Mersi Faot², Rika Rahayu³, Dwi Sartica^{4*}

^{1,2,3,4} Faculty of Christian Education Management, IAKN Palangka Raya, Indonesia

*Corresponding Author: dwisartica02@gmail.com

ABSTRACT

Galeri Jawet Niang is one of the well-known MSMEs based on local wisdom in Palangka Raya that has been operating for almost 10 years. It successfully produces all products made from *uwe* or rattan and *jawet* or woven by local Dayak people. This research aims to analyze the role of MSMEs Galeri Jawet Niang in preserving local culture and increasing the income of the local community. This study uses a descriptive qualitative approach with data collection methods through direct observation, semi-structured interviews with the owner and gallery staff, and documentation studies. Data analysis was carried out thematically to identify key themes such as the role of MSMEs, challenges, economic impacts, and empowerment strategies. This study finds that (i) the gallery combines the local wisdom of rattan weaving Dayak Ngaju culture with modern designs that follow current market trends, digital design and marketing technology; (ii) the gallery creates jobs for local artisans that can increase their income and also has sent some products to abroad; and (iii) the gallery promotes Dayak Ngaju culture, through its handicraft products and also develops human resources in the field of handicrafts. From the results, this research concludes Galeri Jawet Niang has a big roles for preserving local culture and supporting the increase in the income of local people. This study contributes to the understanding of how MSMEs based on local wisdom can compete in the global market through innovation and effective marketing strategies. These findings can be a reference for other MSMEs actors in developing culture-based businesses as well as for the government in designing supporting policies.

Keywords: Economic Driver, Galeri Jawet Niang, MSMEs, Rattan Artisan, Role

INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) play a very significant role in a nation's economy. MSMEs are businesses managed by individuals or small groups that have fewer than 250 employees. In Indonesia, there are around 65.4 million MSMEs that absorb around 56% of the total workforce and contribute more than 60% to the country's Gross Domestic Product (GDP). However, during the pandemic, the contribution of MSMEs to GDP fell to 37.3%. To survive in increasingly fierce competition, especially since the pandemic, as many as 83.8% of MSME actors have switched to digitalization or use technology in running their business activities. In addition, MSMEs have great potential to develop, especially by utilizing natural resources in Indonesia (Firdausya, 2023).

MSMEs are productive businesses owned by individuals and/or individual business entities that meet the criteria for Micro Enterprises as regulated in the Law (Hasri, 2014). Indonesia has vast forests and various types of natural resources that can be used to meet the needs of the humans (Indahsari, 2024). All of this can be used as a creative economy, where people have their own habits in managing nature and the environment. These habits form local wisdom that has an influence on economic and social life for generations. The creative economy has a positive impact on society, such as improving the quality of life and equitable distribution of welfare, as a concrete example is the use of natural resources for handicrafts (Eriawaty, 2024).

Seeing how important this natural potential is, especially in terms of preserving culture and improving the local economy, a number of regions in Indonesia have created a creative economy rooted in local wisdom. One example is rattan processing. The people of Kalimantan also use rattan to produce handicrafts, especially soft rattan weaving. The webbing is used to produce bags, mats, hats, and various other tools that are useful in daily life (Berliani, 2020).

Almost most people in Indonesia are familiar with rattan plants, which are easy to find along the Kalimantan River (Indahsari, 2024). One example is in Palangka Raya, the capital city of Central Kalimantan, where there are a variety of products from small and medium-sized businesses run by local residents, usually using materials of natural origin. For example, rattan crafts that can be processed into fashion items such as bags, shoes, wallets, and belts. This craft not only reflects local wisdom but also has the ability to improve the economy of the people in the area. Therefore, micro, small, and medium enterprises that focus on the creative economy like this can make a great contribution to regional economic growth (Peridawaty, 2020).

In Dayak culture, rattan or *uwe* is not only used for functional needs, but also has symbolic value in social and customary life (Lastaria, 2018). Weaving or *jawet* reflects traditional skills that have been passed down from generation to generation. The weaving process itself is often carried out collectively in the community, so that it contains strong social values and mutual cooperation.

Galeri Jawet Niang which is located on RTA. Milono Street, Kilometers 8, Perum Kereng Indah Permai 2 Number 26, Sabaru, Sabangau District, Palangka Raya City, Central Kalimantan, is an example of a micro, small and medium business in Central Kalimantan that has succeeded in introducing local wisdom through fashion products made of rattan or *uwe*. The term *uwe* comes from Dayak Ngaju language which means rattan. The name *jawet*, which means weaving in Dayak Ngaju language, along with the name Niang, which refers to the owner of the gallery, reflects a skill that has been passed down from generation to generation to her since childhood era. In 2015, Mrs. Niang started a business in the field of weaving from *uwe* raw materials. With a small team committed, Galeri Jawet Niang innovates in creating new designs that follow current trends, making *uwe* one of the hallmarks of Central Kalimantan.

Therefore, through this research, the authors analyze the role of Galeri Jawet Niang in the development of a creative economy based on local wisdom. The focus of this study includes how this business is able to combine elements of culture, creativity, and innovation strategies in increasing the competitiveness of local products, while making a real contribution to the economic empowerment of the surrounding community in the current digital era. This research also highlights how Galeri Jawet Niang is not only a producer of rattan crafts, but also an economic driver for local *uwe* artisans in Palangka Raya. Through the empowerment of the artisan community, training, and the creation of a wider market, the gallery plays a strategic role in supporting the sustainability of the local culture-based economy.

METHODS

Approaches and Types of Research

This study uses a descriptive qualitative approach to analyze and explain in detail the role of MSMEs of Galeri Jawet Niang Palangka Raya as economic driver of *uwe* artisans. This approach was chosen because it aims to describe social phenomena in a systematic, factual, and accurate manner (Sugiyono, 2019). This method allows researchers to capture the meaning, views, and experiences of the subject directly in its social and economic context (Moleong, 2018).

Research Location

This research was carried out directly at Galeri Jawet Niang located on RTA. Milono Street Kilometers 8, Perum Kereng Indah Permai 2 Number 26, Sabaru, Sabangau District, Palangka Raya City, Central Kalimantan.

Data Source

The data sources for this study include primary and secondary data, which were obtained through direct observation of the activities and circumstances of the gallery, telephone interviews with business owner (Mrs. Niang), interaction with two gallery staff, documentation in the form of photos to strengthen the explanation and obtain data from scientific journal articles, MSME profiles, and other supporting documents.

Data Collection Techniques

The data was collected by doing direct observation, visiting the gallery to meet and interview the owner, staff and also take photo of the products in detail. The interviews were conducted with a semi-structured approach to obtain in-depth information about the gallery's background, marketing strategies, interactions with *uwe* artisans, and its role to local economy. The semi-structured interview technique

was chosen because it provides flexibility in digging into in-depth information, and allows researchers to adjust the direction of the questions according to the informant's response (Moleong, 2018).

Data Analysis

Data analysis was carried out with a thematic approach as explained by Rozali (2022), namely through the process of grouping data based on the main themes that emerged repeatedly from the results interviews and observations. Then the existing information will be classified into main themes such as the role of MSMEs, existing challenges, economic impact on artisans, and empowerment strategies implemented.

RESULTS AND DISCUSSION

Based on the interview with the owner of Jawet Niang, the interviewee revealed that Galeri Jawet Niang is a handicraft business pioneered by Mrs. Niang, started in 2015. Starting from a home scale with her husband, now Galeri Jawet Niang has grown rapidly, with artisans from various regions in Central Kalimantan. Complex production processes, from raw material processing to final finishing, require specialized expertise at every stage. The selection of raw materials is a key factor in success, because mistakes in this process can cause problems such as color fading or materials that break easily.



Figure 1. Jawet Niang Gallery



Figure 2. Researchers doing visitation

Despite these challenges, Galeri Jawet Niang has managed to meet the increasing market demand, both from within and outside the country. Superior products such as bags, shoes, suitcases, hats, traditional clothing, accessories, and rattan woven handbags, with prices starting from IDR 150,000, have successfully penetrated the global market. The price of this product varies, depending on the difficulty of manufacturing and the materials used.



Figure 3. Galery Jawet Niang's Bag Products

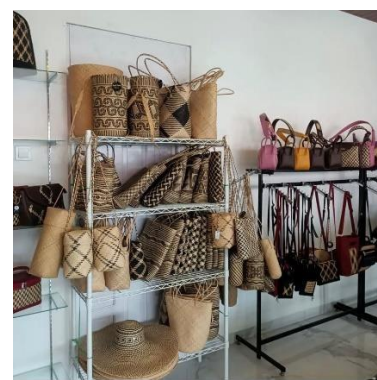


Figure 4. Galery Jawet Niang's Bag Products

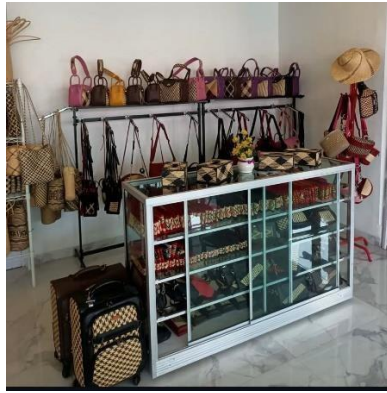


Figure 5. Bags Products

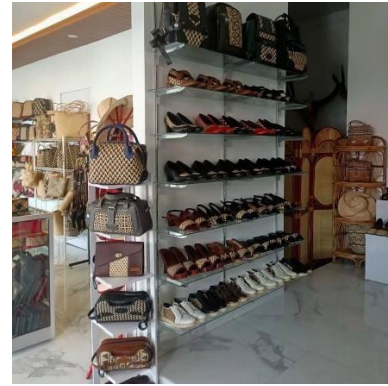


Figure 6. Shoes Products

Here are some roles of Micro, Small, and Medium Enterprises (MSMEs) Galeri Jawet Niang as a driver of the creative economy.

The Role of Galeri Jawet Niang in Advancing Cultural Aspects Related to Technology

Galeri Jawet Niang combines the local wisdom of rattan weaving Dayak Ngaju culture with modern designs that follow current market trends, digital design and marketing technology as well as testimonials of satisfied customers that also strengthen word-of-mouth marketing. This combination of strategies has succeeded in bringing Jawet Niang's products to be widely known. Galeri Jawet Niang not only preserves traditional culture but also adapts it to be relevant to the tastes of modern consumers. The use of social media such as Instagram, Facebook, TikTok, and YouTube for promotion is a concrete example of how technology is used to advance economic and cultural aspects simultaneously. This strategy is always done by Galeri Jawet Niang to reach a wider market, including the younger generation who are more interested in products with a modern touch.



Figure 7. Tik Tok Account

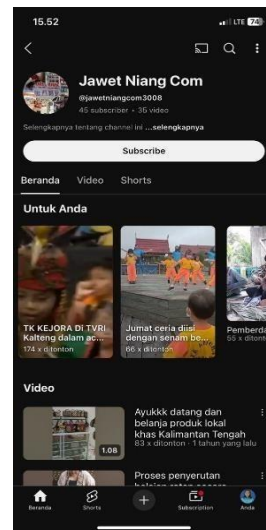


Figure 8. YouTube Account



Figure 9. IG Account



Figure 10. FB Account

The Role of Galeri Jawet Niang in Creating Jobs and Exporting Income

Galeri Jawet Niang has 21 employees and local artisans from various regions in Central Kalimantan. By involving local craftsmen in the production process, the gallery has 19 permanent employees with various specialties. They have different roles, including roles in production such as weaving, marketing and promotion, as well as other support roles. In addition, there are 2 permanent employees who are on duty at the gallery and non-permanent employees who are employed as needed, bringing the total number of employees to 21 people. So, Galeri Jawet Niang has succeeded in creating jobs and increasing the income of the surrounding community. Its products have also been exported to Australia and Malaysia. The success of exports shows that local handicraft products have competitiveness in the global market. Participation in international exhibitions also opens up opportunities to expand marketing networks and increase exports. This proves that the creative economy can be a driver of regional economic growth through increasing export income and job creation.



Figure 11. The employees



Figure 12. The employees



Figure 13. The employees



Figure 14. The employees

The Role of Galeri Jawet Niang in Promoting Cultural Diversity and Human Resource Development

Galeri Jawet Niang introduces rattan weaving or *uwe* crafts as a characteristic of Central Kalimantan. Galeri Jawet Niang plays an active role in promoting Indonesian culture, especially Dayak Ngaju culture, through its handicraft products. Galeri Jawet Niang also provides training to craftsmen. The training provided to the artisans not only improves their skills but also ensures the sustainability of the tradition of rattan weaving from generation to generation. Thus, Galeri Jawet Niang not only develops the creative economy but also preserves cultural heritage and develops human resources in the field of handicrafts.



Figure 15. The employees in training class



Figure 16. The employees in training class

Overall, Galeri Jawet Niang is a successful example of how MSMEs based on local wisdom can play an important role in advancing the creative economy, creating jobs, increasing export income, promoting cultural diversity, and developing human resources. The business model implemented by Galeri Jawet Niang can be an inspiration for other MSMEs in Indonesia to develop culture-based businesses by utilizing technology and effective marketing strategies.

CONCLUSION

Galeri Jawet Niang, as an MSMEs in Palangka Raya, plays a significant role in preserving local culture and increasing the income of the local community. Through innovation and effective marketing strategies, this gallery has successfully developed rattan weaving products that not only preserve the cultural values of Dayak Ngaju people, but also adapt to market trends. Marketing strategies that combine traditional and digital approaches, as well as participation in international exhibitions, have opened up export opportunities to Australia and Malaysia. In addition, the gallery also empowers local employees

and artisans, contributing to the economic improvement of the community. This study demonstrates how MSMEs based on local wisdom can compete in the global market through innovation and effective marketing strategies.

Galeri Jawet Niang has successfully advanced cultural aspects related to technology by combining local rattan weaving wisdom with modern design and digital marketing technology. The gallery also plays a role in creating jobs and increasing export revenues by employing local workers and craftsmen and participating in international exhibitions. In addition, Galeri Jawet Niang promotes cultural diversity and human resource development through training for artisans and the preservation of rattan weaving traditions. The business model implemented by the Jawet Niang Gallery can inspire other MSMEs to develop culture-based businesses by utilizing technology and effective marketing strategies.

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