



Contents lists available at [Journal IICET](#)

JPPi (Jurnal Penelitian Pendidikan Indonesia)

ISSN: 2502-8103 (Print) ISSN: 2477-8524 (Electronic)

Journal homepage: <https://jurnal.iicet.org/index.php/jppi>



Empowering traditional weaving artisans through development communication structures in TTS regency

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Article Info

Article history:

Received May 09th, 2023

Revised Nov 13th, 2023

Accepted Jul 15th, 2024

Keyword:

Development communication,
Empowerment,
People's weaving

ABSTRACT

This research was conducted referring to the theoretical elements of development communication, while the practical techniques used were not considered. The purpose of this study is to describe the conditions and problems faced by the community in Timor Tengah Selatan Regency (TTS), especially those who carry out people's weaving business and analyze the development communication that occurs in the TTS Regency community. Qualitative methods are used to interpret real-world social problems, including people's behavior, perceptions, and experiences. This study used secondary data. Researchers use dissertations, scientific journals, the internet, and data from related agencies to gather this data. Furthermore, the authors conducted direct interviews with a group of people's weaving craftsmen under the guidance of the Department of Trade, Industry, Cooperatives, and SMEs in the TTS Regency. This study found that development communication in an area has not yet led to empowerment. On the other hand, the dynamics of power between the elderly and the younger generation will continue to be a hallmark of society. Therefore, development communication must be carried out to facilitate the communication structure of different local cultures, and to encourage empowerment not only for parents but also for the younger generation.



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Introduction

The people's weaving business has become one of the businesses that have become hereditary in South Central Timor Regency (TTS). This district is famous for its beautiful woven fabrics and various woven motifs from various sub-districts and villages. The advantages of woven fabrics from TTS Regency are found in the use of natural materials (TTS Cooperatives, Industry, and Trade Office, 2016). The woven fabric material used is taken directly from the cotton tree, then processed into yarn made using traditional tools. Furthermore, motifs and patterns that distinguish from other types of weaving are in coloring techniques. There are several color variations obtained from natural materials cultivated by weavers so there is no need to take them deep into the forest (Kartikawati & Wulandari, 2019), for example, for blue leaves are used tantrum Nitti et al. (2021), yellow using noni tree bark (Sisillia & Eni, 2019) and turmeric (Seran et al., 2022), and the white color is obtained from corn grits (Seran et al., 2022).

Along with the development of times and technology that affects culture, new types of motifs emerge. In addition, there are also changes in the quality of woven fabric types. Currently, the types of woven fabrics circulating in various stores have decreased in quality, although the prices offered are increasingly affordable.

This is due to the large use of easily available materials such as gold thread and factory yarn that are commonly found in textile shops and chemical dyes, besides that the lack of cotton raw materials is also an inhibiting factor in meeting market demand for quality woven fabrics with natural materials (TTS Cooperatives, Industry, and Trade Office, 2016). The TTS Regency Trade, Industry, Cooperatives, and MSMEs Office (20 22) explained that a piece of woven cloth with a high level of complexity completed for three months can be sold for Rp 1.2 million to Rp 2 million, according to size. Weaving using the Sotis method was completed in two months and sold for Rp 750 thousand to Rp 1 million. Meanwhile, what is done by the fetus is completed within 30 days and sold for IDR 750 thousand. Based on this, it can be seen that one of the revenues of TTS Regency comes from the sale of woven fabrics.

To increase the income of TTS District and support the success in development to be achieved, the development is inseparable from the needs of the local community. Therefore, communication is needed between the government as a party that wants to develop and the community as the target of the development. The development carried out can be as expected, of course, it cannot be separated from the existence of development communication. Communication is defined as the process of delivering messages that have meaning from one or more people to others to influence each other or create mutual understanding between the two parties (Cangara, 2016). Furthermore, Carl Hovland defined communication as the process by which an individual who becomes a communicator sends verbal symbols to modify the behavior of other individuals (communicate). Meanwhile, the word development comes from English development which means an action towards development, progress, and growth.

Thus, the definition of development is a change towards a pattern of life and values that lead to the better. Development means improving people's living conditions accompanied by improvement, progress, independence, and self-awareness. The development also aims to make changes and describes a process of transformation between social, economic, and political in a country. So the importance of communication in development is a communication process that contains development messages to improve the welfare, knowledge, and freedom of an individual to live more sustainably until old age. When viewed from the development side, the existence of people of TTS Regency has a poverty problem. If studied more deeply, especially in TTS District, the number of poor people in 2017 was 134,040 people (28.92 percent) with an increase in the poverty line which increased from 276,727 rupiah/per capita / per month in 2016 to 291,203 rupiah / per capita/month in 2017. This poverty line is seen based on the expenditure of basic food needs equivalent to 2,100 kcal/day and non-food staples (BPS, 2021:1).

The problem of poverty in the TTS District is caused by the ability of human resources that have not been maximized and traditional life patterns so in this case the role of communication becomes important, both communication between communities in the village and with the government as a policy maker. Sumardjo in Verawaty (2019) explained that the problem of poverty can be minimized by increasing the ability and development of community independence. Community awareness needs to be grown from the beginning in recognizing potential problems and being able to plan independently to realize what is expected. Furthermore, Sulistiani (2020) and Soetomo in Rahmawati et al. (2021) stated that the integration between linear communication and participatory communication in rural empowerment programs can support the achievement of predetermined goals.

However, the problem faced today is that development communication processes have not taken place simultaneously, and community weaving business actors are still faced with recurring problems such as declining woven fabric sales, limited access to capital and markets, and extension programs from the government that have not run as expected. In addition, the Covid-19 pandemic condition also affects the economy of people's weaving business actors. Economic needs make everyone different in treating weaving, which originally had a very high social role until finally entering a role in the commercial economy. Woven cloth is eventually traded to earn money. The role of weaving is also then forced to follow economic theory, which must meet market needs. The market needs strong materials, lightweight fabrics, and motifs that are following the times and of course at a cheaper price.

Studies of the problems faced by community weaving business actors, the causes of problems, and alternative solutions to problems are also needed to design relevant development communication strategies. Without a suitable development communication strategy, people's weaving business actors will be left behind. There are several mainstay government programs in the context of development communication, but they have not had a real impact on improving the quality of life of community-weaving business actors. Therefore, this study focuses on the condition of the community of community weaving business actors and the role of development communication in community empowerment with case research in TTS Regency. This research seeks to provide a theoretical context so that the contributions made are clear. The scope is limited to narrow aspects of two areas of consideration, the recent shift in public sector communication and development communication, as these are

considered most relevant for the study. The study also draws on the theoretical elements of development communication, while the practical techniques used are not considered.

The purpose of this study is to describe the conditions and problems faced by the community in TTS Regency, especially those who carry out community weaving business, and analyze development communication that occurs in the TTS Regency community. This research is useful for policymakers in the field of community business development (MSMEs) and is expected to contribute as a reference in developing development communication in the community in TTS District.

Method

This research uses qualitative methods with an interpretive approach, namely to interpret and understand social problems in the real world including understanding people's behavior, perceptions, and experiences. This study applies an approach developed by David Cooperrider (Bushe, 2013; Cooperrider et al. in Savin-Baden & Major, 2023) and also adopted methods from Ratriyana research (Ratriyana et al., 2022). This research was conducted in South Central Timor Regency which was devoted to groups of artisanal weaving craftsmen under the guidance of the Department of Trade, Industry, Cooperatives, and MSMEs (Micro, Small and Medium Enterprises) of TTS Regency. The research was conducted for three months starting from October-December 2022 with the following stages: initial survey, data collection, data processing, and reporting.

The data used in this study are secondary. This data is obtained by conducting literature research on dissertations, scientific journals, and the internet, and using information produced by agencies related to the object of research. The choice of this research object is because the community of artisans of folk woven fabrics is considered to have a homogeneous nature with close relationships, low social mobility, and common habits, values, and norms, and most residents in TTS Regency have businesses as artisanal weaving craftsmen. Furthermore, to deepen the data, documents from written reports available at the TTS Regency Trade, Industry, Cooperatives, and MSMEs Office were used. To complement other important information, researchers also conducted an in-depth interview with one of the weaving group leaders and related service staff in TTS District.

Results and Discussions

The influence of individual characteristics of artisanal weaving craftsmen, stakeholder support, and communication interventions on development communication patterns in South Central Timor District

Development requires parties who always push toward change (modernization). According to Lerner's *Propensity of Change Theory* (Nasution in Sabri, 2019), the modernization of a nation is marked by urbanization. Urbanization will increase literacy, then increase media participation, and will increase political *participation*. In this case, the characteristics of people who have the potential to become agents of change in their environment can be seen from aspects of urbanization, education, media access, and participation in socio-political organizations. The following is an analysis of respondents' descriptions by category with indicators of individual characteristics of artisanal weaving craftsmen in South Central Timor Regency as stated in table 1.

The survival of a small industrial business is related to the characteristics of individual craftsmen, because each individual has different characteristics for the continuity of his business. According to Amir (2016) individual characteristics are characteristics that show differences in a person in motivation, initiative, the ability to remain decisive in achieving tasks to completion or solving problems, or how to adjust changes that are closely related to the environment that affects individual performance. Nanditha et al. (2018) also stated that the factors that simultaneously affect the sustainability of MSMEs are age, type of business, number of employees, government support, level of education, length of business and entrepreneurial marketing and factors that partially affect the sustainability of MSMEs are MSME marketing, type of business and government support.

In this case, the higher the entrepreneurial characteristics owned, the more it will support its success. This is following the theory presented by Widia & Asriningtias (2021) which states that entrepreneurial failure or success is strongly influenced by one's nature and personality. Therefore, the individual characteristics of craftsmen will affect the quality of each individual in their business activities. The results of the percentage of respondents based on the category of indicators of individual characteristics of artisans of artisanal weaving in South Central Timor Regency above show that the total age indicator percentage is 57.3 percent, which means that most weaving craftsmen are still in productive age. In the formal education indicator, it can be seen that most craftsmen only take up to elementary school or elementary school/equivalent.

Table 1. Descriptive Respondents Based on Categories of Indicators of Individual Characteristics Artisans Weaving Folk (in percent)

Indicators of individual characteristics of Folk Weaving Craftsmen	Category	Total (n=288)		
		Total (n)	Persentase (%)	Cumulative Percentage (%)
Age	11-28 years	13	4,5	4,5
	29-46 years old	165	57,3	61,8
	47-64 years old	102	35,4	97,2
	65-82 years old	8	2,8	100
Average score		2,19		
Formal Education	No School	8	2,8	2,8
	SD	153	53,1	55,9
	SMP	54	18,8	74,7
	SMA	69	24	98,6
	Diploma/Strata 1	4	1,4	100
Average score		2,68		
Non-Formal Education	Course	6	2,1	2,1
	Training	208	72,2	74,3
	Family Education	59	20,5	94,8
	Seminar	15	5,2	100
Average score		2,29		
Business Experience	< 1 Year	6	2,1	2,1
	1-2 Years	22	7,6	9,7
	3-4 Years	66	22,9	32,6
	5-6 Years	49	17	49,7
	> 7 Years	145	50,3	100
1-2 Years		4,06		
Business Motivation	Life is Better	93	32,3	32,3
	More Advanced	19	6,6	38,9
	Beneficial For Yourself & Others	102	35,4	74,3
	Materil	72	25	99,3
	Imateril	2	0,7	100
Average score		2,55		
Ownership of business premises	Own	238	82,6	82,6
	Lease/contract	28	9,7	92,4
	Belonging to an old man/brother	22	7,6	100
Average score		1,25		
Cosmopolitan Level	Social Media	28	9,7	9,7
	Conventional Media	38	13,2	22,9
	Exhibition	189	65,6	88,5
	Direct sales/ other	33	11,5	100
Average score		2,79		
Business scale	Small	230	79,9	79,9
	Keep	57	19,8	99,7
	Big	1	0,3	100
Average score		1,2		

Description: Low: < 2. 33; medium: 2. 34-3. 66; Height: > 3. 67

Indikator of non-formal education has the results of the role of the government and related agencies are very influential when making training where many respondents get knowledge and experience from these results which are seen with a total percentage of 72.2 percent. In the business place ownership indicator, 82.6 percent of respondents are owned, with a small business scale also seen in Table 1 having a percentage of 79.9 percent, and business experience in some respondents already have more than seven years of experience in the weaving business industry with a total percentage of 50.3 percent. Furthermore, the analysis of the description of stakeholder support is everything provided by the change agent to help the development of weaving craftsmen. This variable has 2 indicators, namely: society and government. Which is contained in the following table 2:

Table 2. Descriptive respondents based on stakeholder support indicator categories with percentage (%)

Stakeholder support indicators	Category	Total (n=288)		
		Total (n)	Persentase (%)	Cumulative Percentage (%)
Community	Low	1	0,3	0,3
	Keep	3	1	1,4
	Tall	160	55,6	56,9
	Very High	124	43,1	100
Average score		4,19		
Government	Low	15	5,2	5,2
	Keep	16	5,6	10,8
	Tall	151	52,4	63,2
	Very High	106	36,8	100
Average score		4,02		

Description: Low: < 2.6; medium: 2.61-3.40; height: 3.41-4.20; Very high: > 3.67

The percentage results of the respondents based on stakeholder support showed community indicators of 55.69 percent and the government 52.4 percent in Central Timor District Celler in the high category so community support was influential in the level of availability and ease of access to information, cost assistance, and training to run a community weaving business. Then the government indicator shows the medium category, meaning that most respondents think government support affects communication patterns in the level of availability and ease of access to information and training to run a people's weaving business. Furthermore, descriptive analysis of communication intervention is a communication medium that develops among weaving scholars with three indicators, namely: interpersonal media, conventional media, and digital media.

Table 3. Descriptive Respondents Based on Communication Intervention Indicator Categories with Percentage (%)

Communication intervention indicators	Category	Total (n=288)		
		Total (n)	Persentase (%)	Cumulative Percentage (%)
Interpersonal Communication	Low	16	5,6	5,6
	Keep	5	1,7	7,3
	Tall	165	57,3	64,6
	Very High	102	35,4	100
Average score		4,08		
Digital Communication	Low	54	18,8	18,8
	Keep	39	13,5	32,3
	Tall	130	45,1	77,4
	Very High	65	22,6	100
Average score		3,53		
Group Communication	Low	1	0,3	0,3
	Keep	2	0,7	1
	Tall	161	55,9	56,9
	Very High	124	43,1	100
Average score		4,26		

Description: Low: < 2.6; medium: 2.61-3.40; height: 3.41-4.20; Very high: > 3.67

The percentage results of the respondents regarding communication interventions show that indicators of interpersonal communication are in the high category, which means that the channel of exchanging messages of personal communication (personal) used both directly face-to-face and through personal media such as telephone and WhatsApp has an effective effect. The digital communication indicator has a medium average score which means the use of computer and internet-based communication technology, combining the functional richness of mass media and communication based on the new types of communication media used to influence the development of communication patterns, but it needs to be underlined that in the low category, there is 32.3 percent of respondents who do not understand and utilize further digital communication media.

Next, inferential statistics were analyzed with a simple linear regression test with a coefficient of β regarding the influence of individual characteristics of artisanal weaving craftsmen, stakeholder support, and

communication interventions on the development of communication patterns in South Central Timor District contained in Table 4 below.

Table 4. The value of the coefficient β the influence of individual characteristics of artisanal weaving craftsmen, stakeholder support, and communication interventions on the development of communication patterns in South Central Timor District

Indicator	Development communication pattern (β coefficient)		
	Linear Patterns	By the International	Transactional Patterns
Individual characteristics of folk weaving craftsmen	.141	.438	.189
Stakeholder support	.054	.035*	.023*
Communication intervention	.000*	.000*	.000*

Description: *significant at $\alpha \leq 0.05$

β = simple linear regression coefficient

Development communication involves development stakeholders, namely all individuals, groups, or organizations that have interests and are involved or influenced (positively or negatively) by a development activity or program (Kadir & Amalia, 2016). Development stakeholders at the village level include village government, communities, and civil society. These three components are development communication actors at the village level and becoming partners of local governments in the implementation of rural infrastructure development. The development efforts of a society are always marked by the presence of several people who pioneer, mobilize and disseminate the process of change. These people are known as change agents.

The results of the coefficient value β the influence of individual characteristics of artisanal weaving craftsmen, stakeholder support, and communication interventions on development communication patterns in South Central Timor District showed an effect with a simple linear regression test. In the support indicator, stakeholders explain that community and government support have a significant effect. Development communication patterns have a significant influence on communication interventions both directly face-to-face and indirectly by utilizing the development of information technology and media.

The influence of development communication patterns on the independence of people's weaving businesses in South Central Timor Regency.

Based on literature studies and the results of several studies related to the concept of independence including Sumardjo (2014), Covey (2013), and Setiawan (2015), in this study independence is defined as the ability of individuals, groups, and communities to choose, decide, plan and carry out activities and types of businesses that suit their needs, the ability to produce quality or quality products efficient and effective, and the ability to manage social capital, build networks and partnerships with various parties in an equal manner and need each other or interdependence to realize a better quality of life. Self-reliance is the pinnacle of empowerment. Self-reliance is also the pinnacle of one's empowerment. A person's independence is characterized by high filtering, competitiveness, and competitiveness in their life behavior (Sumardjo, 2014; Sumardjo, 2016). The development of this level of empowerment can occur even from the most *dependent*, to empowered (*independent*) and finally to independent (*interdependent*).

The pattern of development communication is a form of exchange and delivery of information, attitudes, thoughts, or feelings through language, speech, hearing, gestures, or expressions of emotions that individuals make with their environment. Of the three indicators of development communication patterns above, namely linear, interactional, and transactional communication patterns. From the indicator of linear communication patterns (one way), a total percentage of 57.3 percent has an effective influence in delivering messages from communicators to communicants directly or indirectly and occurs only in one direction without reciprocity. Then in the transactional pattern, there is 55.2 percent have a high category were sending and receiving messages cooperatively, continuously and can provide meaning. This model allows people to establish common meanings, what people say is greatly influenced by their knowledge and experience.

There is a real influence of the development communication pattern factor, calculated the average score of each development communication pattern indicator using the total score formula or the number of respondents, based on this reference to the linear pattern indicator average medium score worth 4.12, in the interactional pattern indicator r or medium score worth 3.94 and on the high score average transactional pattern indicator worth 3.99. Sumardjo (2016), updated the concept of measuring predictors of independence of individuals, groups, and communities from modern, efficient, and competitive to individual behavior and collectivity of individuals and communities that have filtering, competitiveness, and sanding power. The following is an

analysis of the description of the category of independence of the people's weaving business with indicators namely competitiveness, filtering power, and sanding power contained in Table 6.

Table 5. Descriptive respondents based on the category of indicators of development communication patterns with percentage (%)

Communication intervention indicators	Category	Total (n=288)		
		Total (n)	(%)	Cumulative Percentage (%)
Linear pattern	Low	10	3,5	3,5
	Keep	9	3,1	6,6
	Tall	146	50,7	57,3
	Very High	123	42,7	100
Average score		4,12		
International pole	Low	2	0,7	0,7
	Keep	36	12,5	13,2
	Tall	160	55,6	68,8
	Very High	90	31,3	100
Average score		3,94		
Transactional patterns	Low	15	5,2	5,2
	Keep	17	5,9	11,1
	Tall	159	55,2	66,3
	Very High	97	33,7	100
Average score		3,99		

Description: Low: < 2.6; medium: 2.61-3.40; height: 3.41-4.20; Very high: > 3.67

Table 6. Descriptive respondents based on the category of indicators of independence of people's weaving business with percentage (%)

Communication intervention indicators	Category	Total (n=288)		
		Total (n)	(%)	Cumulative Percentage (%)
Competitiveness	Low	0	0	0
	Keep	8	2,8	2,8
	Tall	164	56,9	59,7
	Very High	116	40,3	100
Average score		4,13		
Filtering power	Low	3	1	1
	Keep	169	58,7	59,7
	Tall	169	58,7	118,4
	Very High	116	40,3	158,7
Average score		4,23		
Competitiveness	Low	6	2,1	2,1
	Keep	20	6,9	9
	Tall	152	52,8	61,8
	Very High	110	38,2	100
Average score		4,07		

Description: Low: < 2.6; medium: 2.61-3.40; height: 3.41-4.20; Very high: > 3.67

Furthermore, in the next table regarding the inferential statistical analysis of the coefficient β the influence of development communication patterns on the independence of people's weaving businesses in South Central Timor Regency with indicators of development communication patterns, namely linear patterns, interactional patterns, and transactional patterns on the independence of people's weaving businesses with indicators, namely competitiveness, filtering and competitiveness are set out in Table 7.

The communication behavior of a community group continues to change following changes caused by the change process so that the adaptation process also continues to follow changes both in linear patterns, interactional patterns, and transactional patterns for the independence of people's weaving businesses with indicators, namely competitiveness, filtering and sanding power affect each other with others. The results of the coefficient value β the influence of development communication patterns on the independence of people's weaving businesses in South Central Timor Regency using a simple linear regression test. In the linear pattern

indicator, it can be seen that development communication has a real effect on the independence of the people's weaving business in the South-Central Timor Regency, especially at the level of filtering power and sanding. As seen in the table the one-way pattern factor in the development of communication patterns has a real effect on the independence of the rakyat weaving business.

Table 7. The value of the coefficient β the influence of development communication patterns on the independence of people's weaving businesses in South Central Timor District

Development communication patterns	Independence of people's weaving business (coefficient β)		
	Competitiveness	Filtering Power	Sanding Power
Linear Patterns	.428	.019*	.000*
By the International	.582	.167	.197
Transactional Patterns	.000*	.001*	.000*

Description: *significant at $\alpha \leq 0.05$

β = simple linear regression coefficient

The transactional pattern indicator on competitiveness, filtering, and sanding with a sig value of < 0.05 shows a significant influence on the independence of the people's weaving business in the South-Central Timor Regency. In this indicator, weaving craftsmen are increasingly aware and understand the importance of delivering messages cooperatively, continuously and can give meaning to the independence of the weaving craft business in regulating themselves (weaving craftsmen) by behaving, efficiently and highly competitively so that they try to continue to progress in developing the business.

The influence of development communication patterns on the sustainability of people's weaving business in South Central Ti/mor Regency

Development is a useful change toward a social and economic system that is decided as the will of a country (Rogers in Vogelgesang et al., 2013). Development according to Todaro (2022) is defined as a process of change and growth (change and growth) in a better direction and is related to economic, institutional, and social transformation problems. The sustainable development mindset is essentially development to meet the needs of the present without having to hinder the fulfillment of the needs of future generations. Something that is meant by present needs, ways to be able to meet them, and ways to meet future needs is not disturbed, is a problem that can be different and varied for each place. The dimension of sustainability is inseparable from the definition of sustainable development, which is a process that aims to achieve a sustainable balance between economic, social, and environmental quality (Boersema & Reijnders in Euriga et al., 2021).

A high economy will not continue if the environment is degraded, nor will the pattern of consumption of environmental resources continue if it reduces people's welfare. Munurut (Amekudzi et al., 2015), to fulfill sustainable development not only involves human resources but also other resources or capital including environmental capital, economic capital, technology, politics, and social capital. Thus, in the context of capital, sustainable development can also be interpreted as the development of human resources and other capital, including the capacity of capital to support by being limited to the existing carrying capacity. The concept of sustainable development considers the quality and quantity aspects of human life or human welfare. Furthermore, the category of sustainability of people's weaving business is analyzed as stated in the description analysis table with indicators, namely economic factors, social factors, and environmental factors such as People Table 8.

From economic indicators with a total percentage of 59.7 percent for weaving craftsmen for economic factors, it shows that the need for business sustainability is so high, in a growing and profitable business this is indicated by lower business costs, increased productivity, higher product prices, and increased income. Social indicators in the high category received 54.5 percent in the high category and 45.1 percent in the very high category. Environmental indicators with a total of 68.8 percent have a high influence on the sustainability of people's weaving business.

A high economy will not continue if the environment is degraded, nor will the pattern of consumption of environmental resources continue if it reduces people's welfare. There is an influence of development communication patterns on the sustainability of people's weaving business in South Central Timor Regency. Then in the following table regarding inferential statistical analysis $n\beta$ coefficient with a simple value regression test, namely the independent variable of development communication patterns with linear pattern indicators, interactional patterns, and transactional patterns as stated in the following table 9.

[smb://192.168.1.27/](https://doi.org/10.11608/jppii.v10i3.192168127)

Table 8. Descriptive Respondents Based on The Category of Indicators of The Sustainability of People's Weaving Business with Percentage (%)

Communication intervention indicators	Category	Total (n=288)		
		Total (n)	Persentase (%)	Cumulative Percentage (%)
Economics	Low	0	0	0
	Keep	19	6,6	6,6
	Tall	172	59,7	66,3
	Very High	97	33,7	100
Average score		4,07		
Social	Low	0	0	0
	Keep	1	0,3	0,3
	Tall	157	54,5	54,9
	Very High	130	45,1	100
Average score		4,27		
Milieu	Low	2	0,7	0,7
	Keep	14	4,9	5,6
	Tall	198	68,8	74,3
	Very High	74	25,7	100
Average score		3,93		

Description: Low: < 2.6; medium: 2.61-3.40; height: 3.41-4.20; Very high: > 3.67

Table 9. The value of the coefficient β the influence of development communication patterns on the sustainability of people's weaving business in South Central Timor District

Development communication patterns	The sustainability of people's weaving business (coefficient β)		
	Economics	Social	Milieu
Linear Patterns	.145	.395	.000*
By the International	.768	.061	.034*
Transactional Patterns	.001*	.183	.000*

Description: *significant at $\alpha \leq 0.05$

β = simple linear regression coefficient

The sustainability of the People's Weaving business is all the result of industrial work from production facilities to marketing as an achievement to improve welfare and a better future in the development of the People's Weaving business. This dependent variable has three indicators, namely economic, social, and environmental, which affect the sustainability of people's weaving business in the South-Central Timor District. In the table indicators above, it can be seen that the pattern of development communication has a real effect on the sustainability of the people's weaving business. Indicators of transactional patterns affect mainly the economic factors of people's weaving which continues if they support weaving business actors and obtain adequate benefits.

Briefly, Jay et al. (2014) mention the variables of the small business environment include: economy and culture. Technology, demography, and political law. Entrepreneurs need to make contact with the environment, as argued by Zhao and Aram in Johannisson (2017), that personal contact between entrepreneurs and others can provide two benefits, namely: (1) increasing social support, safety nets that prevent entrepreneurs from violating social norms in the risk-taking process, (2) can be a tool to access environmental resources and as a place to realize the organization's mission. Indicators of development communication patterns, namely linear patterns, interactional patterns, and transactional patterns, are seen with a GIS value of less than < 0.05 or 95 percent, which means that it has a significant real influence on the environment on the sustainability of people's weaving business in South Central Timor Regency which. Based on the description above, environmental factors in the study are defined as other individuals, institutions, or systems that surround craftsmen and their businesses, which provide support to influence the mindset and actions of craftsmen. So that the people's weaving industry will continue if there is ecosystem control in these industrial activities so that natural resources can be sustainable.

Conclusions

Based on this research, it can be concluded that the conditions and problems faced by the community in South Central Timor Regency (TTS), especially those who are involved in traditional weaving business, still do not

show significant empowerment through development communication. However, this research shows that the existing power structure in TTS society still remains a characteristic feature that is inherent in the community, especially in the dynamics between the older and younger generations. Therefore, appropriate development communication needs to be carried out to facilitate different communication structures in the local culture and to promote empowerment not only for the older generation but also for the younger generation. This research uses a qualitative method with an interpretive approach and involves several data collection techniques, including direct interviews with a group of traditional weavers under the guidance of the Department of Trade, Industry, Cooperatives, and SMEs in TTS Regency. Although this research has not yet considered practical techniques used in development communication, the findings of this research can provide a more comprehensive picture of the conditions and problems faced by the TTS community and how development communication can be carried out more effectively to promote community empowerment..

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