

## V. CONCLUSION AND IMPLICATIONS

### A. Conclusion

Based on the results of the analysis using the ANP (Analytical Network Process) method in the previous chapters, a conclusion can be drawn that can answer the research question that:

1. Aspects that influence the development strategy of the weaving industry in Pekuncen Village consist of several aspects, including (1) human resource aspects, (2) marketing aspects, (3) institutional aspects and (4) product aspects. The aspects that are the main priority are human resources, the second priority is marketing, the third priority is product and the fourth priority is institutional.
2. The aspects of the problems that affect the development of the weaving industry in Pekuncen Village are (1) Lack of motivation and loyalty of human resources to the weaving industry. (2) The community has not been educated about weaving development. (3) Existing human resources are still general school graduates. (4) There is no institution that declares weaving as the identity of Pekuncen Village. (5) Not yet able to create the right organization to develop the weaving industry. (6) The regulation of the weaving industry has not gone well. (7) There is no event to promote weaving in Pekuncen Village. (8) There is no offline or online market for Pekuncen Village weaving products. (9) There is no cooperation between business actors and business partners. (10) There is no innovation in Pekuncen Village weaving products. (11) There is no label/trademark for woven products. (12) Product quality is

not up to market standards. The priority problems in the development of the weaving industry in Pekuncen Village in the human resources aspect are the Lack of motivation and loyalty of human resources to the weaving industry. The priority problems in the institutional aspect are Not yet able to create the right organization to develop the weaving industry. The priority problems in the marketing aspect are There is no cooperation between business actors and business partners. The priority of the problem in the product aspect is that There is no innovation in Pekuncen Village weaving products.

3. Aspects of the solution that influence the development of the weaving industry in Pekuncen Village are (1) Incorporate the concept of weaving into the scientific concept of weaving. (2) Bringing in experts and conducting certified training. (3) Bringing in mentors to be able to guide business actors periodically. (4) Cooperation between institutions to campaign for weaving as the identity of Pekuncen Village. (5) Establish an institution in Pekuncen Village that has the function of housing weavers. (6) Evaluate regulations on the weaving industry. (7) Conduct branding on social media & create weaving product exhibitions. (8) Conduct promotions by involving public figures or influencers through various media. (9) Make a cooperation agreement between business actors and business partners. (10) Conduct product development in terms of colors and motifs. (11) Create labels/trademarks for Pekuncen Village woven products. (12) Conduct quality control of products to be marketed. The solution that is a priority in the development of the

weaving industry in Pekuncen Village in terms of human resources is Bringing in experts and conducting certified training. The priority solution in the institutional aspect is to Establish an institution in Pekuncen Village that has the function of housing weavers. The priority solution in the marketing aspect is to Make a cooperation agreement between business actors and business partners. The priority solution in the product aspect is Conduct product development in terms of colors and motifs.

4. The strategy that is the main priority in the development of the weaving industry in Pekuncen Village is Human resource capacity & capability development. Second, Marketing optimization through various media. Third, Pekuncen Village weaving product development. Fourth, Develop a master plan for weaving industry development. Strategies with implication which influence the development of the weaving industry in Pekuncen Village, namely :

- (1) Human resource capacity & capability development.

The implication for business actors is to always learn to increase capacity and capability, the implication for the government is to bring in experts for business actors, the implication for academics is to include weaving in scientific concepts.

- (2) Develop a master plan for weaving industry development.

Implications for business actors include compiling important matters related to the development of the weaving industry, implications for the government include creating a roadmap for the

development of the weaving industry, implications for academics include providing ideas for the master plan for the development of the weaving industry.

(3) Marketing optimization through various media

The implications for business actors are creating and developing marketing media for products, the implications for the government are providing tools for business actors, the implications for academics are providing learning materials about marketing in various media.

(4) Pekuncen Village weaving product development.

The implications for business actors are developing products in the form of colors and motifs, the implications for the government are providing tools for business actors, the implications for academics are providing research contributions in the form of developing the latest products

## **B. Implications**

### **1. Theoretically**

The results of the research on the development strategy of the weaving industry in Pekuncen Village are influenced by four aspects that are interrelated with each other. These aspects include the human resources aspect, the institutional aspect, the marketing aspect and the product aspect. The results of this study are expected to add to the literature on the development strategy of the weaving industry in Indonesia.

## 2. In Practical Terms

The results of this study provide implications for strategy:

### a. Human resource capacity & capability development

The implication for business actors is to always learn to increase capacity and capability, the implication for the government is to bring in experts for business actors, the implication for academics is to include weaving in scientific concepts.

### b. Developing a master plan for the development of the weaving industry

Implications for business actors include compiling important matters related to the development of the weaving industry, implications for the government include creating a roadmap for the development of the weaving industry, implications for academics include providing ideas for the master plan for the development of the weaving industry.

### c. Optimizing marketing through various media

The implications for business actors are creating and developing marketing media for products, the implications for the government are providing tools for business actors, the implications for academics are providing learning materials about marketing in various media.

#### **d. Development of woven products in Pekuncen Village**

The implications for business actors are developing products in the form of colors and motifs, the implications for the government are providing tools for business actors, the implications for academics are providing research contributions in the form of developing the latest products.

#### **C. Research Limitations**

During the decomposition process in this study to process qualitative data does not use special processing analysis tools such as NVIVO. NVIVO as a qualitative research data software has several function schemes such as storing and organizing data, categorizing and analyzing data and visualizing data. Therefore, suggestions for further research to be able to use the NVIVO qualitative data analysis technique.

