



# Development of Innovative Bank Fabric Products as a Cultural Heritage Based on Local Wisdom

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**Abstract.** The development of bark fabric products, which is contained in the village service activities of the bark cloth center for this innovative product, aims to preserve the cultural heritage of the rampi community which is almost extinct because it is eroded by modernity in the midst of today's technological sophistication. Development of competitiveness in the bark fabric industry center, while utilizing the potential of local wisdom of Indonesian culture, especially in rampi district. The method or effort to achieve this goal is to empower the younger generation through product type design, and pattern design, product protection through IPR management, training and mentoring. The implementation of activities is designed with three stages, where each stage is based on the sequence of activities or based on the priority scale of a problem. The implementation of this activity starts from the preparation of environmentally friendly training, the implementation of activities by procuring equipment and equipment for product development and closing activities.

**Keywords:** Innovative Products, Bark Cloth, Cultural heritage and local wisdom.

## 1 Introduction

Indonesia is an archipelagic country that has abundant natural wealth, in addition to being rich in natural wealth Indonesia is also inhabited by various ethnicities, tribes and cultures. This wealth is what delivers Indonesia as a country with enormous natural power. From each region in Indonesia, Indonesia has its own potential and natural wealth which is also the advantage of the region itself.

Globally, Indonesia is known as a country that has diverse tourism potential. This is an attraction for tourists, both domestic and foreign tourists and of course this will be beneficial for the development and progress of Indonesia, especially in the tourism sector.

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Jika Jawa is known as a place of weaving craftsmen from Indonesia who succeed in marketing various types of woven fabrics owned with various patterns and images that tell the philosophy of the woven fabric, so as to increase the income of the region. (Nova Lia, 2022). So we can also encourage South Sulawesi to increase regional income through the development of innovative bark cloth products. One area that has bark cloth craftsmen is South Sulawesi, located in North Luwu Regency, Rampi District, which is remote, there is a bark craftsman area that is now known to foreign countries. But it is now threatened with extinction by modernity. Among the innovative products of bark fabric handicrafts produced are shirts, pants, hats, scarves, headbands.

It is far from urban areas and transportation access using planes through Rampi airport with the Masamba-Rampi route or can be passed by motorcycle taxi with the masamba-rampi route through steep roads and quite tiring because it travels long distances with road terrain that is not good. It is a challenge for bark craftsmen to market their innovative products to foreign countries. The bark craftsman himself is located in the capital of Rampi sub-district, namely the village of Onondowa. The journey from the district capital of Masamba to Rampi is about 86 km. The village of Onondowa, which has an area of 479.60 km<sup>2</sup>, borders Salukaiya, West Pamona.

Increasing regional revenues are indispensable in every country. As a tangible manifestation of economic growth, to improve the economy, the community needs to open job opportunities, including the people of Rampi sub-district as bark cloth craftsmen. Economic growth is needed by every country. Rampi Bark Cloth is one of the ancestral legacies that is still maintained by the people of Innodowa village. Rampi's signature bark cloth is a traditional garment made of bark. The bark cloth that has been processed into baju is used for traditional events and weddings and guest pick-up events. Therefore, this innovative product must still be preserved and developed.

Based on these problems, researchers are interested in conducting research on "Development of Innovative Bark Fabric Products as Cultural Heritage based on Local Wisdom"

## 1.1 Special Purpose of Research

In particular, this research aims to contribute a platform in the development of innovative products on bark fabric research by adopting the needs of the international market. Innovative product mapping by adopting market needs is key in product development to increase competitiveness. Innovative products that meet market needs are the right key so that innovative products of rampi bark fabric can be more accepted and competitive.

## 1.2 The Urgency of Research

*Indonesia Care/I Do Care* Program. The program was released in order to prepare the ability of the tourism sector and creative economy in applying the principles of cleanliness, health, safety, and environmental sustainability in every aspect of its activities, it needs to be supported from all potential aspects of the tourism sector, especially the tourism industry sector is expected to improve its service standards in order to gain the trust of both domestic and foreign tourists. One of these potentials is an innovative product of tana rampi bark fabric that has not been balanced with the ability to market

products optimally. It is hoped that the results of this research can provide a map of research and design of innovative product development as cultural heritage based on local wisdom, so that it can become a platform for long-term bark fabric product development.

## 2 Literature Review

Indonesia with its diversity is very varied, has 300 tribes with 742 dialects, 8 world heritage sites and endemic animals native to Indonesia, and many more. Indonesia has such great potential, so the Government makes development priority sectors which include the tourism sector. (Gabriel Joseph Ivan Winata, IHTB 2014).

Indonesia obtained the country's tourism ranking by occupying the 50th position in the world tourism sector. In Asia, Indonesia's ranking rose from 12th to 11th. As for the scope of ASEAN, Indonesia remains in the 4th position since 2013-2015.

The Indonesian government in this case, the North Luwu Kaabupaten government has introduced its superior product, namely rampi clothes as a typical traditional clothing of tana rampi at the multi-product exhibition. Although rampi clothes are rather difficult to wear as daily clothing, it is optimized that rampi clothes will still be worn for cultural events and other traditional events. This rampi clothing made of bark cloth has been certified by the Ministry of Law and Human Rights as indigenous traditional knowledge of North Luwu (Abdul Kadir, 2023)

Pacaine from bark is not the first time it has appeared in this century. Several centuries ago Indonesian people have known and worn clothes from bark until now, although today many clothing materials are made of textile fabric, but the manufacture of clothes from bark is still maintained as an ancestral / cultural wisdom that is specifically used in cultural events or activities in Indonesia. Including typical tana rampi bark clothing. (Richards R, Richards PJ, Matthews PJ. 2021)

To add an impression of beauty to clothes from bark, accents are usually given a kind of image that is designed in such a way. Accents are symbols and motifs that describe something or meaning that can be traced in ancient times. Although there have been many modifications and changes in motifs, it still retains some of the characteristics of bark cloth (Larsen AW, 2011). Likewise, the typical rampi bark clothing still maintains its characteristics that use natural character.

The intelligence of the population in ancient times was by utilizing plants that contain high fiber so that making cloth from bark could last up to hundreds of years. And then this became a tradition, the use of bark clothing was carried out all over the world. This knowledge is certainly obtained after repeated trials and trials. (Moncada, X, 2013).

There are several regions producing bark fabric products in Indonesia such as Java, Madura, Sumatra and Sulawesi. Some types of trees that can be used to make bark-based clothing are Umayo (*Trema ambionensis*), Unbo (*Broussonetia papyrifera*) Tea (*Artocarpus blumei*), Inpo (*Antiaris turicuria*), Bunta (*Sloetia minahassae*), Leboni (*Ficus leucantatoma*), Kampendo (*Ficus* sp), Nunu (*Urostigma* sp). (Kennedy.R, 2023) Meanwhile, the types of trees used to make rampi bark cloth are wood trees that contain sap, such as white banyan, kalo wood, ivo wood, and bea wood.

## 2.1 Theory of Competitiveness

Competitiveness in tourism is the ability of tourism business actors to attract domestic and foreign tourists to certain tourist destinations, meaning increasing competitiveness by utilizing existing resources and improving management capabilities. Based on data from the World Trade Organization (WTO 2004), domestic and foreign tourist arrivals contribute more than 15% to GDP, and this figure is even higher for countries that declare themselves as tourist destinations. One of them is Malaysia with its log "Malaysia, True Asia".

In 2000 Indonesia had launched Visit Indonesian Year which made tourism as the backbone of the country's economy and at that time, the tourism sector could contribute 19.84% to the country's GDP in 2001 (Central Bureau of Statistics 2002). In 2000 Indonesia launched Visit "Indonesian Year" as the backbone of the economy at that time the tourism sector could contribute 19.84% of the country's GDP per year 2001 (Central Bureau of Statistics 2002). In the development of innovative products, typical rampi bark fabric requires marketing strategies in international trade, namely strategies developed over time through the process of "learning and practice" in order to adapt more quickly in operating and more effectively (Porter, 2008).

## 2.2 InovProduct Concept atif Based on Market Orientation

Products are very important objects that affect the success of a company in generating profit levels that maintain business operations and the company's financial health. Broadly speaking, a product is everything that can be offered to the market to satisfy a need or desire. Manufacturers can satisfy consumers through their products. This is because we can learn from the product itself how much satisfaction and need there is for the product in the consumer's life. (Agus Herawan, 2012). While Innovative is introducing something new (KBBI).

It can be concluded that innovative products are introducing new products that can meet consumer needs and desires so that consumer buying interest in these products arises, which is expected to be realized through purchasing decisions. (Nugroho setiadi, 2003). Innovative products must be able to create a sustainable competitive advantage for the global market in a rapidly changing environment. Successful innovative products require alignment between processes and their supporting environments. In addition, the success of every innovative product introduced must be continuous and not happen randomly. (Lena Elitan and Lina Anatan, 2009)

A market-oriented innovative product can be defined as "an idea, product idea, or practice that is considered new by its adopters and creates new possibilities in the market" (Rogers, 2003: 36). Practices, Products and Ideas. Everything is interconnected. Adoption of a new product related to existing practices and ideas among members of the adopting group. The combination of practices, products, ideas (PPIs) etc. can also be described as PPI conventions that are also necessary to support the structure of the industry and its environment (Salais and Storper, 1992).

### **3 Research Methods**

This research uses a literature study method adopted from several models and outlined in a descriptive form. This research is intended to provide an approach to development factors by providing direction to product development that should be developed in the future. In the object of further research that becomes an independent variable or independent variable is an innovative product, which is based on theory (Rogers, 2003) consists of relative advantages, compatibility, complexity, visibility, and communicability. In addition, this research also uses the variables Five Competitive Forces (Porter, 2008) and the concept of 4P by (Kotler, 2007). These theories are then described in a research design and also a roadmap as a basis for research by the researcher himself. Descriptive research is research that aims to provide a more complete and clear picture. According to Kotler (2007) research at the stages of development through: (a) Training / Mentoring (b) solution stages (c) active participation (d) program evaluation (e ) product design.

### **4 Results and Discussion**

In this research, efforts will be made on how the development of innovative products as cultural heritage based on local wisdom can improve the economy of the onondowa village community. As one of the cultural heritage that is still maintained by the people of Onondowa Village, Rampi District, where the manufacture of cloth or bark clothes is carried out by women and the manufacturing process is also still very traditional. While the manufacturing time is also carried out after planting rice to wait for harvest time. The process of making bark clothing also requires patience, skill and ability to know the types of trees whose bark can be used as raw material for bark clothing.

Although previous research on Rongkong's distinctive woven fabric products showed improved results on cultural values, in the development of innovative products, it has not found a strategy for innovative product development. In this research, efforts will be made on how the development of innovative products as cultural heritage based on local wisdom can improve the economy of the onondowa village community.

There are still few barkcloth craftsmen in Onondowa village, which is a challenge for us in our efforts to develop this innovative product. In addition, craftsmen also still use manual or traditional production tools. The lack of knowledge about the benefits of branding a product and the importance of brand legality and brand image or brand image produced does not give an impression to consumers. is also one of the reasons for the late development of this innovative product. In addition, the concept of product marketing is still conventional and has not mastered a good marketing strategy, so this innovative product cannot be developed optimally.

#### **4.1 Processes Innovative Product Development**

To produce innovative products from this bark fabric, it is not easy. Innovative products can be produced from quality materials and to produce Bark which is the basic material for making traditional clothes is obtained from bark containing sap. The types used are wood trees that contain sap, such as white banyan, kalo wood, ivo wood, bea wood and

others that contain sap. After getting the right tree, for example from the stalk of a young banyan tree will be taken bark. After that, it is separated between rough skin and smooth skin, then boiled for two hours. After boiling, the bark is wrapped using liwonu leaves in the Rampi version. The purpose of boiling is so that the bark material becomes soft and can be processed into clothes, scarves, hats, and small bags.

After wrapping using liwonu leaves, then let stand for 4-5 days. After everything is done, the main process is mo haha or hitting the bark to become one to be formed into clothes, salendang, hats (siga) typical of Rampi. The tool used to hit in the local language is called pe haha stone and in the archaeological world it is called ike stone. The bark beating tool is a square stone block clamped with wood that serves as a handle. Each stone has a line with different distance intervals, the tighter the distance interval, the smoother the bark will be.

As for the color, it retains the original color of the original bark, it does not use dyes that have been mixed with chemicals. The coloring material is from tree sap, leaf sap, and flower sap. The dark red color is produced from the sap of already large trees and the green color from the sap of leaves and flowers. Bark cloth is usually made for some type of traditional clothing for traditional ceremonies. Bark cloth also has various types of motifs such as horns, star moons, flowers, bamboo and rhombuses. These various types of motifs contain the meaning of courage, nobility, hospitality, and unity that instill the value of local wisdom.

### 4.2 Development of Bark Fabric

From the results of the research, through sources of information and in-depth questions and answers with the speakers, the identification of problems that occur causally caused in this research are product development problems, price development problems, promotional development problems, to innovative product marketing development problems. After the root of the problem that can affect the existence of bark fabric products can be recognized, then the next is to distinguish other problems that arise from the main problem, so that the results and Fishbone diagram can be described as follows:

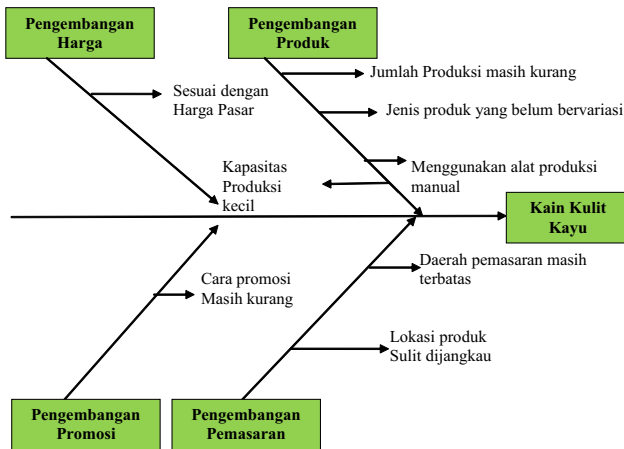


Fig. 1. Fishbone Diagram on Bark Fabric Products

**Table 1.** Findings of Causal Problems

<b>Factor Observed</b>	<b>Problems That Occur</b>
1. Product Development	<ul style="list-style-type: none"> <li>➤ Product capacity is still lacking</li> <li>➤ Types of products that still do not vary</li> <li>➤ Still using manual/simple tools</li> </ul>
2. Price Development	<ul style="list-style-type: none"> <li>➤ Adjusting raw material prices</li> </ul>
3. Promotion Development	<ul style="list-style-type: none"> <li>➤ Promotion methods are still lacking</li> </ul>
4. Marketing Development	<ul style="list-style-type: none"> <li>➤ The location of the production site is difficult to reach</li> <li>➤ Marketing of bark cloth is limited, to order only.</li> </ul>

The results of the analysis above can be described as follows:

1. **Product Development.** In innovative products, bark cloth is still constrained by; Production capacity is still small, limited only to adjust to consumer orders, types of products are still limited to their use only for traditional events, weddings, and guest pick-up. Not yet can be used as daily clothing, the production process still uses traditional / simple tools. And the capacity is still small due to capital problems.
2. **Price Development.** Prices on innovative bark fabric products adjust market prices and raw material prices and the level of difficulty of the manufacturing process and manufacturing time which requires a long time.
3. **Promotion Development.** Bark cloth craftsmen have not been able to carry out large-scale promotions considering that the manufacturing process takes a long time, so promotion can only be done on a limited basis.
4. **Marketing Development.** The location of the bark cloth production site is far from urban areas, and access to production sites that are difficult to reach thus hampering the product marketing development process.

**Table 2.** Solutions to Existing Problems.

<b>Observed Factors</b>	<b>Solutions to Problems That Occur</b>
1. Product Development	<ul style="list-style-type: none"> <li>➤ Designing innovative products from bark fabric</li> <li>➤ Increase production quantity by using modern equipment</li> <li>➤ Increase the number of human resources, to produce more and faster products</li> </ul>
2. Price Development	<ul style="list-style-type: none"> <li>➤ As per market price</li> </ul>
3. Promotion Development	<ul style="list-style-type: none"> <li>➤ Introducing products through online media and more often participating in cultural exhibitions both locally, nationally and internationally to be more widely known</li> </ul>
4. Marketing Development	<ul style="list-style-type: none"> <li>➤ Holding massive promotions through banners or billboards and Adding marketing networks</li> </ul>

Based on the table above, as a form of development evaluation that can be done to develop innovative bark fabric products are as follows:

1. **Product Development.** Pertma improves the quality of bark fabric by using quality raw materials, but does not reduce the authenticity of the distinctive characteristics of rampi bark fabric and motifs that reflect the value of local wisdom. The second makes even more innovative products that attract consumer interest and according to current consumer needs, such as Handphoon storage bags, top bags, masks and others. Third, increasing the resources owned in this case craftsmen, by continuing to educate through training and coaching and providing more modern production tools.
2. **Price Development.** The price offered is adjusted to the market price which adjusts to the level of difficulty of manufacture and the length of the manufacturing process.
3. **Promotion Development.** Increase promotion through social media, such as Facebook, Instagram, TIKTOK, watsApp Group and others
4. **Marketing Development.** Although road access to the production site is difficult to reach, consumers can still visit the production site while traveling to Onondowa Village through the distribution of brochures or banners.

### 4.3 The Value of Local Wisdom

Local wisdom is local wealth associated with a way of life that is in accordance with tradition-based policies applied to an area, so that local wisdom is not only in the form of cultural norms and values; in this sense it also includes all elements of ideas, including those that have an impact on technology, medicine, development, and aesthetics, in addition to proverbs and all other linguistic expressions, Different patterns of behavior and material consequences are included as explanations of local wisdom. (Hermanto Suaib, 2017)

Local wisdom is often reflected in people's long-standing lifestyle habits. The sustainability of local wisdom is reflected in the values that apply to certain community groups. External values become guidelines for a certain group of people and become a part of life that can usually be demonstrated through daily attitudes and actions. (Aprilia Theresia, et al. 2015).

Based on the above understanding, the value of local wisdom reflected in the motif of innovative products of khas rampi bark cloth which became the warisan of ancestral culture, is;

1. **Bamboo motifs.** Bamboo symbolizes the source of life needs of the rampi community that can be used in the needs of the rampi community, for example people use bambo as a fence and others.
2. **Owl motif.** Owls are symbolized as a source of information for the rampi community where, if you listen to the sound of an owl indicates a disaster, or someone commits a customary violation in rampi sub-district.
3. **Python/rice field motif.** The motif of pythons or sawa snakes, symbolizes that in rampi sub-district there are still many rice field snakes that often appear and must be wary of.
4. **Star Motif.** The star motif is a symbol to find out the conditions and conditions when the rice planting season can be carried out.



## 5 Conclusion

The development of innovative products in the bark fabric industry is needed to drive the results needed to answer problems that are closely related to innovation and market needs. The factors that can influence innovation and marketing are simulated by placing the key variables outlined in the Fishbon diagram of the study. The market direction in this study was sketched to make a major contribution to further research. The Fishbon diagram is divided into two parts: (1) product development needs and (2) target market adoption. In addition, innovative products that are in demand by the industry need to be clearly interpreted. In the end, in order for the research results themselves to make a concrete contribution, it is necessary to have a research and development direction supported by the needs of the industrial world.

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