INCOME JOURNAL OF ECONOMICS DEVELOPMENT
e-ISSN: 3025-3225
Volume 6 Number 2| July 2026

The Role of Woven Fabric MSMEs in Strengthening Economic Resilience and National Cultural Resilience in the Fast Fashion Era

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Article Info

Keywords :
Cultural Resilience, Economic Resilience, Fast Fashion, MSMEs, Woven Fabrics.

Abstract

MSMEs have an important role as the foundation of the community's economy as well as the guardian of cultural heritage. This study aims to analyze the role of Ms. Hana's Ikat Ikat Ngorek MSMEs in strengthening national economic and cultural resilience amid the dominance of the fast fashion industry. However, the weaving business faces various challenges, such as the declining interest of the younger generation in woven products and the increasingly fierce market competition. This research uses a qualitative approach with a descriptive-analytical method. Data were obtained through direct observation, in-depth interviews, and literature studies. The collected data were analyzed qualitatively through data reduction, data presentation, conclusion drawing, and triangulation. The results of the study show that Kodok Ngorek Weaving MSMEs contribute to economic resilience through the provision of jobs and increased community income. In addition, this business plays a role in preserving and introducing local cultural identity to the wider community. In facing the challenges of fast fashion, business owners apply various adaptation strategies, such as more modern design innovations, as well as digital marketing optimization through social media. Therefore, the ability to adapt and innovate is an important factor for the sustainability of MSMEs in maintaining economic competitiveness while preserving traditional cultural values in the midst of rapidly changing market trends.

1. Introduction

Micro, Small, and Medium Enterprises (MSMEs) are one of the business sectors that have an important role in increasing economic growth and community welfare. The existence of MSMEs is able to create jobs, increase people's income, and encourage economic equity. In addition, MSMEs also have strong resilience in facing various economic conditions. This was proven when there was a monetary crisis in 1998, where many large companies went bankrupt, while MSMEs were able to survive and even the number continued to grow. Therefore, MSMEs are one of the important pillars in supporting the national economy and improving people's welfare (Kadeni, 2020; Coordinating Ministry for Economic Affairs of the Republic of Indonesia, 2025).

One example of MSMEs that still survive today is Mrs. Hana's Kodok Ngorek Weaving MSMEs which have been established since 2012. This business has economic value as well as cultural value because it produces traditional woven fabrics as part of local heritage. However, the development of the fast fashion industry has led to changes in people's consumption patterns, including the tendency to choose fashion products that change faster, are easy to obtain, and follow market trends. This condition has an impact on the reduced interest of the public, especially the younger generation, in the use of traditional woven fabrics in daily life (Mukaromah et al., 2025; Suzianti et al., 2023).

Another problem faced by Kodok Ngorek Ikat Weaving MSMEs is obstacles in the distribution process and instability in the price of imported raw materials. These obstacles can affect the sustainability of production, the stability of selling prices, and the ability of businesses to meet consumer demand.

Therefore, an adaptive strategy is needed so that MSMEs are able to survive, both through product innovation, strengthening the supply chain, and utilizing digital technology in marketing and distribution. Digital transformation, innovation, and adaptability are considered important in strengthening the resilience of MSME businesses when facing market changes and external pressures (Juniansyah et al., 2025).

Based on these conditions, this research is important to find out the strategies applied by Mrs. Hana in maintaining Ngorek Ikat Weaving MSMEs in the midst of the development of the fast fashion industry and existing economic challenges. The purpose of this research is to analyze Ms. Hana's efforts in maintaining the sustainability of her business through product innovation, supply chain management, and digital transformation. The problem-solving plan in this study is carried out by identifying the main business problems, analyzing the adaptation strategies that have been carried out, and formulating development steps that can support the sustainability of weaving MSMEs.

The results of this study are expected to provide an overview of the resilience of local MSMEs in the face of changing market trends, economic instability, and cultural preservation challenges. In addition, this research is also expected to provide insight into the importance of adaptability and innovation for MSMEs to remain able to compete while preserving the local cultural values contained in woven fabric products. Thus, the sustainability of weaving MSMEs is not only important for the community's economy, but also plays a role in strengthening national resilience through economic resilience and cultural resilience in the midst of the development of the fast fashion industry (Parung et al., 2024; Suzianti et al., 2023).

The study of weaving MSMEs is important because culture-based businesses not only face economic problems, but also challenges in maintaining the sustainability of traditional values in the midst of changes in people's lifestyles. Woven fabric products have a peculiarity in the motifs, production processes, and cultural values inherent in them, so their existence needs to be maintained so as not to be displaced by modern fashion products that are developing faster. In this context, weaving MSMEs need to be seen as part of a creative economy that is able to combine economic values, creativity, and the preservation of local culture (Suzianti et al., 2023).

In addition, this research has urgency because the development of fast fashion encourages traditional MSME actors to be more responsive to consumer needs. Today's consumers tend to choose products that are practical, have attractive designs, are easily accessible, and are in line with trends. Therefore, weaving MSME players need to update their strategies, both in terms of product design, product variety, distribution, and digital promotion in order to be able to reach a wider market, especially the younger generation (Mukaromah et al., 2025; Juniansyah et al., 2025).

This research also has practical and academic contributions. Practically, the results of the research can be an input for weaving MSME actors in formulating more adaptive and sustainable business development strategies. Academically, this research can enrich the study of the resilience of culture-based MSMEs, especially in dealing with the pressure of the fast fashion industry and changes in consumer behavior. Thus, this research is expected to provide a deeper understanding of the importance of innovation, strengthening supply chains, digital transformation, and preserving local culture in maintaining the sustainability of weaving MSMEs (Parung et al., 2024; Juniansyah et al., 2025).

2. Literature Review

Micro, Small, and Medium Enterprises (MSMEs) are business sectors that play an important role in supporting economic growth, job creation, increasing community income, and

economic equity. MSMEs are also known to have high flexibility in dealing with changes in economic conditions because their business structure is relatively simple and close to the needs of the community. Therefore, MSMEs are one of the important pillars in strengthening the national economy and improving people's welfare (Kadeni et al., 2020; Ministry of Finance of the Republic of Indonesia, 2024).

The resilience of MSMEs can be understood as the ability of business actors to survive, adapt, and continue to carry out business activities in the midst of changes in the business environment, market pressures, and economic uncertainty. Business resilience does not only depend on capital, but also on the ability of business actors to manage resources, build relationships with suppliers and consumers, read market opportunities, and innovate sustainably. From the perspective of dynamic capabilities, business actors need to be able to recognize changes, take advantage of opportunities, and adjust strategies to remain competitive (Teece et al., 1997).

Product innovation is one of the important strategies for traditional weaving MSMEs in the face of market competition and changing consumer tastes. Innovation can be carried out through the development of motifs, designs, functions, product variations, packaging, and product adjustments to the needs of modern society. In traditional weaving products, innovation needs to pay attention to cultural values so that the product not only has economic appeal, but also maintains local identity. This innovation strategy is important because the younger generation's interest in traditional fabrics still needs to be increased so that woven fabrics can be used not only at ceremonial events, but also in daily life (Suzianti et al., 2023).

Supply chain management is also an important aspect in the sustainability of weaving MSMEs. The supply chain includes the supply of raw materials, production processes, distribution, and products to consumers. In weaving MSMEs, disruptions to the availability of raw materials, increased prices of imported materials, or distribution barriers can affect smooth production and selling price stability. Therefore, MSME actors need to build a more resilient supply chain through inventory management, supplier diversification, selection of effective distribution channels, and cooperation with business partners (Nugroho et al., 2025).

Digital transformation is a strategy that can help MSMEs expand the market and increase competitiveness. The use of social media, marketplaces, digital catalogs, and digital payment systems can make it easier for MSMEs to reach a wider range of consumers, including the younger generation. Previous research has shown that digital transformation can increase operational efficiency, expand market access, and strengthen the business resilience of MSMEs when supported by organizational adaptability and the right digital marketing strategy (Purnomo et al., 2024; Juniansyah et al., 2025).

The development of the fast fashion industry is a challenge for traditional weaving MSMEs because modern fashion products are produced quickly, easily obtained, and follow market trends. This condition can reduce public interest in woven fabrics if traditional products are considered less practical, expensive, or only suitable for certain activities. Therefore, woven MSMEs need to develop adaptive strategies through design innovation, ready-to-use product development, digital marketing, and cultural value education so that woven fabrics remain relevant to the needs of modern consumers (Niinimäki et al., 2020; Suzianti et al., 2023).

Based on the study, this study focuses on the resilience strategy of Ms. Hana's Ikat Kodok Ngorek Weaving MSMEs in the face of the development of the fast fashion industry, distribution barriers, and instability in the price of imported raw materials. The research focus is directed at three main aspects, namely product innovation, supply chain management, and digital transformation. These three aspects are

considered important in maintaining business sustainability, increasing the competitiveness of woven products, and preserving local cultural values contained in traditional woven fabrics (Juniansyah et al., 2025; Suzianti et al., 2023).

3. Research Methods

This research uses a qualitative approach with a descriptive-analytical method to describe, map, and explain in depth the role of Ms. Hana's Ikat Ikat Ngorek Weaving MSMEs owned by Mrs. Hana which was established in 2012 in strengthening national economic and cultural resilience in the midst of the challenges of the fast fashion era. The data collection process is carried out by direct observation at the business location to observe business operational activities, production processes, real weaving product management, and get a real picture of business conditions.

An in-depth interview was conducted with Mrs. Hana as a business owner to obtain information about the profile of MSMEs and strategies applied in business development. The literature study was carried out by examining various sources, references, and relevant literature regarding the theory of national resilience, economic resilience, cultural resilience, and the urgency of preserving local wisdom. All the data collected was then analyzed qualitatively to explain how Ibu Hana Woven Fabric MSMEs utilize local wisdom as an effort to face business challenges while supporting national economic and cultural resilience in the fast fashion era.

The data sources in this study consist of primary data and secondary data. Primary data was obtained through direct observation and interviews with business owners, while secondary data was obtained through literature reviews, scientific articles, supporting documents, and other sources relevant to the research topic. The use of these two types of data aims to obtain more complete information about business conditions, challenges faced, and strategies carried out by Ikat Kodok Ngorek MSMEs in maintaining the sustainability of their business.

The data analysis technique is carried out through several stages, namely data reduction, data presentation, and conclusion drawn. Data reduction was carried out by sorting out information relevant to the focus of the research, such as business profiles, production constraints, marketing strategies, product innovation, and the role of businesses in preserving local culture. Furthermore, the data is presented in the form of narrative descriptions and tables to make the research results easier to understand. After that, the researcher drew conclusions based on the relationship between observations, interviews, and literature reviews.

To maintain the validity of the data, this study uses source triangulation techniques and triangulation techniques. Source triangulation is done by comparing information obtained from interviews, observations, and relevant literature. Meanwhile, technical triangulation was carried out by matching the results of direct observations with the results of interviews and supporting documents. Through this process, the data obtained is expected to be more accurate, objective, and able to describe the condition of Ngorek Ikat Weaving MSMEs in more depth.

4. Results and Discussion

Table 1. Profile of MSMEs Weaving Tied Toad Ngorek

Aspects	Observation Results
Business name Business owners	Weaving Frog Binding Mother Hana
Year of establishment	2012
Type of business	Micro, Small, and Medium Enterprises (MSMEs)
Business field	Production of woven fabrics and their derivative products
Sales system	Sales are still focused offline
Product availability	Woven fabric and handicraft bag products are available in ready stock
Specialized service	Provide custom or made by order services according to customer requests

Aspects	Observation Results
Products produced	Fabrics for clothing, scarves, souvenirs, handicrafts bags, and ready-to-wear clothing
Main markets	State Civil Apparatus (ASN) and office workers
Price range	Woven fabrics are around IDR 300,000 and bag crafts are under IDR 100,000
Raw material source	Distributors in Surabaya who import materials from China, Korea, and Japan
Contribution to the business	Creating jobs because operational activities are assisted by several employees

Based on Table 1, Mrs. Hana's Kodok Ngorek Weaving MSMEs are woven fabric businesses that have been established since 2012 and are still surviving today. This business is included in the MSME category because it is managed independently, engaged in productive activities, and contributes to creating jobs for the surrounding community. The products produced are also quite diverse, ranging from woven fabrics, scarves, souvenirs, bag crafts, to ready-to-wear clothing. This condition shows that Kodok Ngorek Ikat Weaving MSMEs not only play a role as a source of income for business owners, but also support local economic activities and the provision of culture-based products. This is in line with the view that MSMEs have an important role in creating jobs, supporting local products, and supporting national economic stability (Hapsari et al., 2024).

Conceptually, this business can be categorized as MSMEs because it meets the characteristics of productive businesses run by individuals or independent business entities. Micro, small, and medium enterprises are productive economic enterprises that stand alone and are not directly or indirectly part of large businesses. Based on this understanding, Mrs. Hana's Ikat Ikat Ngorek can be understood as an MSME that contributes to the community's economy and strengthens local businesses (Al Farisi et al., 2022; Suci, 2017).

Table 2. The Challenges of Keeping Up With the Kardashians

Challenge Aspect	Findings	Impact on Business
Raw material delay	Raw materials from distributors sometimes experience delivery delays	The production process can be hampered and order completion time becomes longer
Variations in the color of raw materials	The base color of the raw materials received from the distributor is not always the same	The resulting product needs to be adapted to the available materials
Custom requests	Consumers often have special requests with fairly detailed specifications	The production process takes longer and the accuracy is higher
Interest of the younger generation	The younger generation tends to be less interested in traditional woven fabrics	Risky weaving products are only in demand by certain market segments
Fast fashion competition	Fast fashion products offer cheaper prices and trend-following models	Woven fabrics face competition in terms of price, model, and speed of change in trends
Import Raw Material Prices	Raw materials from abroad sometimes experience price increases due to changes in exchange rates and import costs	Production costs can increase and affect the selling price of the product
Market segmentation	The main consumers are still dominated by civil servants and office workers	The market of the younger generation has not been worked on optimally

Based on Table 2, Kodok Ngorek Ikat Weaving MSMEs face several main challenges in running their businesses. These challenges include delays in the delivery of raw materials, variations in the color of raw materials, detailed custom demands, instability in the price of imported raw materials, and competition with fast fashion products. In addition, the younger

generation's interest in traditional woven fabrics also tends to decline because woven products are considered less practical and have a limited choice of models. This condition shows that the challenges of weaving MSMEs are not only related to production and distribution aspects, but also related to changes in consumer tastes and the development of the modern fashion industry.

The development of fast fashion is an important challenge for traditional handicraft-based MSMEs because consumers tend to choose products that are cheaper, easier to obtain, and faster to follow trends. This condition requires MSME actors to have a strategy that is able to maintain competitiveness without eliminating cultural value as a product identity. Strengthening cultural identity through historical values, product authenticity, and design innovation can be a differentiator that is difficult for fast fashion products to imitate (Simanjuntak et al., 2025).

Table 3. Strategies Applied by Mrs. Hana in Maintaining Business

Strategy	Form of Implementation	Purpose
Maintaining the quality of raw materials	Using raw materials from selected distributors to maintain product quality	Maintain quality and customer trust
Maintain production quality	Pay attention to the manufacturing process so that the product has good quality	Increase the competitiveness of woven products
Custom or made by order service	Serving orders according to consumer needs and demands	Meet diverse consumer needs
Product design innovation	Developing weaving models to be more modern, simple, and trend-following	Appeal to a wider range of consumers, including the younger generation
Product diversification	Processing woven fabrics into bags, accessories, souvenirs, and ready-to-wear clothing	Increase selling value and expand the market
Promoted digital	Utilize social media, marketplaces, and other digital platforms	Expand marketing reach and increase sales
Collaboration	Develop collaborations with young designers, creative communities, and local fashion industry players	Strengthen product innovation and expand marketing network
Culture-based promotion	Participating in exhibitions, workshops, MSME bazaars, and fashion shows	Increasing public appreciation of woven fabrics

Based on Table 3, Mrs. Hana implements various strategies to maintain the sustainability of Ngorek Frog Ikat Weaving MSMEs. This strategy is carried out by maintaining the quality of raw materials and production processes, providing custom or made by order services, developing product models and designs, and utilizing social media and marketplaces as a means of promotion. This strategy shows that business actors are not only trying to maintain traditional products, but also adapt to the needs of the modern market.

Product innovation is one of the important strategies because woven fabrics are not only sold in the form of traditional fabrics or clothing, but are also developed into other products such as bags, accessories, souvenirs, and ready-to-wear clothing. This diversification strategy makes woven fabrics have a higher selling value and are easier to accept by modern consumers. Product innovation also plays a role in improving the quality and competitiveness of MSMEs so that businesses are able to adapt to the times (Anggelo et al., 2025).

The use of social media and marketplaces is also an important strategy in expanding marketing reach. Through digital media,

weaving products are not only known by the surrounding community, but also have the opportunity to reach consumers from various regions. The digital promotion strategy can help MSMEs introduce local products more widely and increase sales opportunities amid increasingly fierce market competition.

Table 4. The Role of Weaving MSMEs in Economic and Cultural Resilience

Role Aspects	Role Form	Implications
Economic resilience	Creating jobs and becoming a source of income for owners and employees	Supporting the economy of local communities
Cultural preservation	Producing woven fabrics that have motifs, historical values, and regional identity	Preserving the Preservation of Local Cultural Heritage
Promotion of regional identity	Introducing cultural motifs and meanings through woven products	Increasing pride in regional identity
Strengthening local products	Producing culturally based products that have economic value	Encouraging public appreciation of local products
National cultural resilience	Maintaining the sustainability of woven fabrics amid the influence of globalization and fast fashion	Preventing the fading of local cultural values
Cultural education	Introducing the meaning and value of weaving through exhibitions, bazaars, workshops, and fashion shows	Increase public understanding of cultural heritage

Based on Table 4, Ngorek Ikat Weaving MSMEs not only have an economic role, but also play a role in the preservation of local culture. Woven fabrics are part of Indonesia's cultural heritage that has historical value, regional identity, and philosophy reflected in its motifs. In addition to functioning as a clothing product, woven fabrics are also handicrafts that reflect the character and cultural values of an area. Therefore, the sustainability of the woven fabric industry is important to maintain the existence of local culture in the midst of changing societal trends and the influence of globalization (Nuraini et al., 2022; Ulfa et al., 2023).

Woven fabric MSMEs also play a role in introducing regional identity to the wider community. Each weaving motif has a meaning and characteristics that reflect the local cultural values. When woven products are marketed through exhibitions, social media, inter-regional trade, or other promotional activities, local culture is also introduced to the national and even international community. Thus, woven fabrics are not only economically valuable, but also a cultural promotion medium that is able to increase appreciation and pride in Indonesia's cultural heritage.

Collaboration with young designers, creative communities, and local fashion industry players can be a strategy to expand the development of woven products without eliminating the cultural value contained in them. In addition, promotional activities through exhibitions, workshops, social media, MSME bazaars, and fashion shows can increase public appreciation of the meaning and cultural value of each weaving motif. Culture-based promotion through MSME bazaars and fashion shows is able to increase the existence of woven products, attract the interest of the younger generation, and expand marketing networks (Ismunandar et al., 2026).

Table 5. Summary of Results and Discussion

Focus of the Discussion	Key Findings	Meaning of Findings
Business profile	Ngok Kodok Ngorek Weaving was established in 2012 and managed by Mrs. Hana	Businesses show sustainability as local MSMEs
Products	Products include woven fabrics, scarves, souvenirs, bags, and ready-to-wear clothing	Products have diversified to expand the market

Focus of the Discussion	Key Findings	Meaning of Findings
Markets	The main consumers are civil servants and office workers	The young generation market still needs to be developed
Challenge	Challenges include raw materials, distribution, import prices, interest of the younger generation, and fast fashion	Businesses need an adaptive strategy to stay afloat.
Strategy	Strategy is carried out through product quality, custom, design innovation, diversification, digitalization, and collaboration	The strategy supports business sustainability
The role of culture	Woven fabrics have historical value, philosophy, and regional identity	Weaving MSMEs play a role in the preservation of local culture
MSME Resilience	Business survives through innovation and market adaptation	MSMEs contribute to economic and cultural resilience

Based on the overall results and discussion, Mrs. Hana's Kodok Ngorek Weaving MSMEs showed adaptability in facing business challenges. The challenges faced are not only related to the availability of raw materials and distribution, but also related to changes in consumer tastes, declining interest among the younger generation, and competition with fast fashion products. The strategy carried out through product innovation, diversification, custom services, digital promotion, and collaboration shows that there are efforts to maintain business continuity while maintaining local cultural values.

Thus, Ngorek Ikat Weaving MSMEs play a role in strengthening economic resilience and cultural resilience. From an economic perspective, this business creates jobs and supports the income of local communities. From a cultural perspective, this business maintains the sustainability of woven fabrics as a cultural heritage that has regional identity values. Therefore, the strategy of product innovation, collaboration, digital promotion, and preservation of cultural values is an important step so that weaving MSMEs remain able to compete in the midst of the development of the fast fashion industry (Hapsari et al., 2024; Simanjuntak et al., 2025; Ismunandar et al., 2026).

5. Closing

Based on the results of research and discussion, Mrs. Hana's Kodok Ngorek Weaving MSMEs have an important role in supporting economic resilience and national cultural resilience. From an economic perspective, this business contributes to creating jobs, becoming a source of income for business actors, and involving the community in production and marketing activities. In terms of culture, this business helps maintain the sustainability of woven fabrics as Indonesia's cultural heritage and introduce regional cultural identity to the wider community.

In the midst of the development of the fast fashion industry, Kodok Ngorek Ikat Weaving MSMEs face challenges in the form of declining interest from the younger generation, high product prices compared to modern fashion products, distribution constraints, and instability in raw material prices. To face these challenges, Mrs. Hana implements an adaptation strategy through design innovation, the development of woven derivative products, custom services, and the use of social media as a means of promotion. These findings show that adaptability and innovation are important factors in maintaining the sustainability of weaving MSMEs.

Weaving MSME actors are advised to continue to develop product designs that suit the needs of the market, especially the younger generation, without eliminating the cultural value contained in woven fabrics. The use of digital media also needs to be increased so that product marketing can reach a wider range of consumers. In addition, collaborations with designers, the creative community, the government, and local fashion industry players

need to be strengthened to increase the competitiveness of woven products.

This study has limitations because it only focuses on one MSME, so the results cannot be generalized to all weaving MSMEs. Therefore, further research is recommended to involve more weaving MSME actors from various regions so that the results of the study become more comprehensive.

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