

## **ABSTRACT**

### **INNOVATION STRATEGY OF BUTON WOVEN FABRIC DEVELOPMENT**

By

**NUR SABARIAH**

**NIM: 260120026**

**Master of Design, School of Creative Industries  
Telkom University, Bandung, 40257, Indonesia**

**E-mail: nursabar@student.telkomuniversity.ac.id**

*One of the cultural heritages that have various symbolic meanings is the buton woven fabric. The art collaboration applied to the manufacture of Buton woven fabrics in this area is an aesthetic representation of the community's identity. Buton weaving has developed into various kinds of modern products today. However, there has been no product development that is in accordance with the innovation development strategy of a traditional artifact. The purpose of this research is to identify the advantages and disadvantages of Buton woven fabric to be developed into an appropriate strategic innovation. The method used in this study is a qualitative method with a phenomenological approach. The collection of supporting data is done through observation, literature study, documentation and in-depth interviews. The analytical technique used in this study uses an innovation guide pyramid through hybridity crosses. Based on the results of the analysis, it can be seen that the Buton woven fabric has experienced several shifts, but there are still elements that survive and can be used in the development of product innovation. Strategies that can be implemented in the development of Buton woven fabrics can be done by maintaining and adding to the teaching of traditional techniques, maintaining and adding traditional forms of artifacts, maintaining environmental conditions and maintaining cultural materials. The implementation of this innovation strategy can be done both at the same time or at different times for each process that is not different from one another.*

*Keywords: traditional artifacts, innovation strategy, Buton woven, cultural development.*