

## Development strategy of tenun ikat sintang

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### Abstrak

Tenun ikat Sintang is one of the traditional products whose existence is threatened with extinction. The purpose of this study explains how Sintang community's strategies and local governments respond to these threats through policy and cooperation in the development of weaving products. This study used library method and field observations. Interviews were conducted with artisans, private organizations (NGO) and local governments. The results of this study were variety of efforts such as the development of human resources artisans, provision of raw materials, product diversification, the provision of the means of production and marketing. In order for this strategy to work well it needed the intervention of authorities and institution such as non-governmental organizations such and the local government. Despite efforts towards the development had been done, the problems still remain especially in the supply of raw materials on natural resources in the forest as well as marketing as the effect of high production costs that make the Ikat weaving more expensive.