

Resilience Of The *Tenun Kolok* Community In Bengkala: Globalization Challenges And Oppurtunities For Local Culture Preservation

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Abstract. The *Tenun Kolok* community in Bengkala Village, Bali, serves as an example of a local society striving to preserve its cultural traditions in the face of globalization. The aim of this research is to evaluate the resilience of the *Kolok* community in maintaining their weaving tradition and to identify various challenges and opportunities arising from global changes. This study analyzes how globalization affects the *Kolok* community, the challenges they face in preserving their cultural heritage, as well as the role of laws and policies in supporting the resilience of local culture. One of the main challenges is the small scale of the community and its dependence on a single individual who manages all operational aspects, including marketing. Additionally, the study explores opportunities that can be utilized to strengthen the community's resilience through economic empowerment and cultural preservation strategies. The methods used in this research include interviews, direct observations, and a review of relevant literature. The results of this research are expected to provide insights into how the *Tenun Kolok* community adapts to global changes without compromising their cultural identity, as well as to propose policies that can support the preservation of local culture amidst modernization.

Keywords: *Tenun Kolok* Community, Bengkala Village, Globalization, Cultural Preservation

1 Introduction

The *Tenun Kolok* community in Bengkala Village, Bali, is a unique example of a local society striving to preserve their cultural traditions amid the growing force of globalization. Bengkala Village is renowned for its *Kolok* community—residents with hearing impairments who remain actively engaged in preserving their long-standing weaving tradition. This weaving tradition is not only a part of their cultural heritage but also a symbol of the community's identity and self-reliance.

Globalization, with its significant impact on various aspects of life, brings profound changes to social, economic, and cultural structures worldwide. On one hand, globalization

opens access to new technologies, global markets, and previously unavailable economic opportunities. On the other hand, it also presents major challenges for traditional societies in maintaining their cultural practices and values. For the *Kolok* community, the effects of globalization are evident in shifts in consumption patterns, external cultural influences, and challenges in preserving the authenticity of their weaving tradition.

This research aims to assess the resilience of the *Tenun Kolok* community in the face of globalization and to identify the challenges and opportunities they encounter in their efforts to preserve their culture. The main focus of the study is to analyze how globalization affects the *Kolok* community, the specific challenges faced in maintaining their cultural heritage, and the role of laws and policies in supporting local cultural resilience. Additionally, the research will explore various opportunities that can be leveraged to strengthen the community's resilience through economic empowerment and cultural preservation strategies.

2 Methods

This study used a qualitative approach to understand the resilience of the *Tenun Kolok* community in Bengkala, Bali, in facing the challenges of globalization. The main data collection methods included in-depth interviews with various stakeholders in the community, such as community members, weaving craftsmen, and *Tenun Kolok* community leaders. These interviews aimed to explore their views regarding the impact of globalization and efforts to preserve local culture. In addition, field observations were conducted to directly observe weaving practices, social interactions within the community, and the application of customary law. To complement the empirical data, this research also used literature studies as theoretical references on globalization and cultural preservation, which provided the basis for a more comprehensive analysis. This combination of methods is expected to provide a comprehensive picture of the *Kolok* community's adaptation to global change without compromising their cultural identity.

3 Results and Discussion

3.1 The Impact of Globalization on the *Tenun Kolok* Community in Bengkala

Globalization has brought various changes to different aspects of life, including within communities that have strong traditions and cultures. In Bengkala Village, Bali, the *Kolok* community, known for their weaving tradition, is not immune to the influences of globalization. The impact of globalization on the sustainability of this weaving tradition is complex and varied, encompassing lifestyle changes, economic challenges, and new opportunities that can be leveraged.

One significant impact of globalization is the change in lifestyle and social values. The presence of global popular culture and consumerism reaching even remote villages can shift the interest of younger generations away from local traditions such as weaving. Amidst the flood of modern information and culture, the younger generation in Bengkala may perceive their *Kolok*

weaving products as less relevant or less appealing compared to the career and lifestyle options offered by the outside world. This can threaten the sustainability of a tradition that has been passed down through generations.

In addition to social changes, globalization also presents economic challenges for the *Kolok* community. Although the opening up of access to broader markets through globalization can be an opportunity, in reality, traditional communities often struggle to compete in the global market. The lack of access to economic resources, education, and modern business training is a significant barrier. For instance, weavers may find it challenging to effectively market their weaving products or compete with mass-produced, cheaper alternatives. This poses a serious challenge that could impede the sustainability of the weaving tradition within the *Kolok* community.

However, despite these challenges, globalization also offers new opportunities. Access to information technology provides the *Kolok* community with the possibility to promote and sell their weaving products online. By utilizing digital platforms, traditional weaving products can reach a wider market, even internationally. Additionally, technology enables this community to amplify their voice on global issues such as cultural preservation and economic justice. Therefore, globalization not only poses a threat but can also serve as a tool to empower the *Kolok* community in maintaining their traditions.

Globalization, with all its complexities, has a varied impact on the sustainability of weaving traditions in the *Kolok* community of Bengkala Village. While it brings challenges in the form of social and economic changes, globalization also presents new opportunities that can be utilized to preserve this tradition. With the right approach, including leveraging technology, cultural preservation through tourism, and innovative collaboration, the weaving tradition in Bengkala Village has the potential to remain vibrant and evolve amidst the tides of globalization.

3.2 Main Challenges Facing the *Tenun Kolok* Community in the Era of Globalization

A fundamental issue faced by the *Tenun Kolok* community in Bengkala Village is the small scale of the community, which has serious implications for its sustainability and development. Currently, all operational aspects, including marketing, management, and infrastructure management, are handled by one person, Ketut Kanta, who also serves as the community leader. This reliance on a single individual creates limitations in the community's capacity to grow. As the sole driver of the community, Ketut Kanta bears a significant burden, making it difficult to manage other important aspects effectively.

One of the most crucial areas directly affected by this situation is marketing. In the context of globalization, marketing is key to accessing broader markets and reaching consumers who value culturally significant products like traditional weaving. However, the *Tenun Kolok* community lacks members who are specifically focused on marketing. This makes it challenging for them to promote their weaving products effectively, especially in an increasingly competitive global market. Without a strong marketing strategy, it will be difficult for them to maintain their presence amidst the influx of cheaper and more accessible mass-produced goods.

The absence of dedicated marketing personnel also means that the community has not fully leveraged digital technology, which is now a major tool for market expansion. Online

platforms such as e-commerce and social media, which have significant potential for introducing traditional weaving products to international markets, are still not maximally utilized. This hinders the community's ability to compete in the global market, where promotion and branding are vital elements.

Moreover, management and infrastructure are also major challenges. With only one person responsible for the entire community's operations, growth potential is severely limited. Infrastructure development, both for production and marketing, is crucial for enhancing efficiency and competitiveness. However, without a proper management team, it is difficult for the community to undertake the expansion or innovation needed to meet modern market demands.

In the long term, the high reliance on one individual could jeopardize the community's sustainability. If Ketut Kanta is no longer able to fulfill this role, the *Tenun Kolok* community risks losing direction and stability. Therefore, there is a need to strengthen the organizational structure of the community, including recruiting members with expertise in marketing and management. This step is crucial for distributing responsibilities more evenly, allowing the community to grow more dynamically and be better prepared to face the challenges of globalization. Thus, the success of the *Tenun Kolok* community in preserving their tradition and competing in the global market heavily depends on enhancing their internal capacities, especially in marketing and management.

3.3 Empowerment Strategies for *Tenun Kolok* in Bengkulu

To ensure that the *Tenun Kolok* tradition in Bengkulu Village does not get eroded by the forces of globalization, a strategic approach that includes several key solutions is required. One initial step that can be taken is to strengthen the organizational structure of the *Tenun Kolok* community. Reliance on one individual, such as Ketut Kanta, should be addressed by forming a team comprising members with specialized skills, particularly in marketing and management. With clear task distribution, the community can operate more effectively and enhance active participation from members in the management and production of weaving.

Additionally, developing marketing capacity is crucial, especially by utilizing digital technology. Establishing a marketing team focused on promotion through online platforms such as e-commerce and social media will be an effective solution to expand market reach both domestically and globally. Through digital marketing, *Kolok* weaving products can be promoted as a unique cultural heritage, attracting consumers who value authentic, culturally significant products.

Furthermore, the *Tenun Kolok* community should consider product diversification to broaden their appeal in the global market. In addition to producing traditional weaving fabrics, developing derivative products such as bags, clothing, or accessories can increase sales opportunities and reach a wider consumer segment. With appropriate product innovation, the *Tenun Kolok* community can remain relevant and competitive amidst globalization pressures.

4 Conclusion

In conclusion, globalization has a complex impact on the *Tenun Kolok* community in Bengkala Village. While it presents challenges such as shifts in lifestyle and social values threatening the sustainability of traditions, and limitations in economic and marketing aspects, globalization also offers significant opportunities. By leveraging digital technology, the community can expand their market reach and introduce their traditional weaving to a global audience.

To address these challenges, strategic steps are needed, such as strengthening the organizational structure, forming a team focused on digital marketing, and diversifying products to keep the community competitive. Through collaborative and innovative efforts, the *Tenun Kolok* community has a great opportunity not only to preserve but also to develop their weaving tradition in the era of globalization, while maintaining the cultural identity they inherit.

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