

## ADONARA ISLAND NTT: PRESERVATION OF WEAVING TRADITIONS AND SUSTAINABLE HALAL TOURISM DESTINATIONS

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### Abstract

**Introduction to The Problem:** Adonara Island, located in East Flores Regency, East Nusa Tenggara (NTT), possesses rich cultural potential through its traditional woven fabrics that reflect a strong local identity and cultural values. However, its potential as a cultural-based tourism destination remains underexplored.

**Purpose/Objective Study:** This study aims to evaluate the potential of Adonara Island as a tourist destination based on the weaving industry by integrating aspects of the creative economy, cultural preservation, and halal tourism development.

**Design/Methodology/Approach:** The research employed a qualitative descriptive approach, focusing on actual field conditions. Primary data was collected through interviews with local stakeholders, while secondary data was obtained from literature, government reports, and community documentation. Data analysis was conducted using SWOT analysis supported by IFAS and EFAS matrices.

**Findings:** The results indicate that Adonara Island holds significant potential as a leading destination for cultural tourism. The SWOT analysis places Adonara Island in the first quadrant (growth strategy), suggesting strong opportunities for development. The recommended strategy includes improving accessibility, developing Muslim-friendly facilities, and empowering local communities through training and incentives. Branding efforts are encapsulated under the name "Adonara Tenun Island," targeting both domestic and international markets. Sustainable tourism principles are applied by integrating environmental and cultural conservation. Collaboration between government, private sector, and local communities is essential for building an inclusive tourism ecosystem.

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## **INTRODUCTION**

Adonara Island, located in East Flores Regency, East Nusa Tenggara (NTT), has an invaluable cultural wealth, one of which is the ikat weaving tradition. Adonara weaving is not only the cultural identity of the local community but also has great economic potential as one of the region's leading products (Bebhe et al., 2024). Each motif on the Adonara woven fabric reflects traditional values and philosophies that have been passed down from generation to generation. However, the development of modernization and competition with machine-made textile products present serious challenges to the survival of this tradition (Chotimah et al., 2022).

In the context of local economic development, weaving as a form of local art and culture not only functions as an economic product but also as a cultural identity that needs to be preserved. One of the important aspects in the development of the weaving industry is the role of women. In East Nusa Tenggara (NTT), including Adonara, many women are involved in the weaving production process. However, the lack of regulations that support the preservation and development of the weaving industry is a challenge in itself (Rimbawati, 2023). Currently, the government is paying full attention to the development of industry and the creative economy in order to increase the movement and empowerment of the people-based economy. The state's seriousness in developing this sector is derived from the policy of uniting the Creative Economy Agency with the Ministry of Tourism (Kustulasari, 2023).

Indonesia has shown great potential as a world-class halal tourism destination, as evidenced by the achievements based on the report *Global Muslim Travel Index* (GMTI) 2023. In a report released in Singapore on June 1, 2023, Indonesia managed to rank first as the best halal tourist destination in the world, outperforming 140 other countries. This assessment is carried out based on four main categories, namely Access, Communication, Environment, and Services (ACES) (Sayuti, 2023). This achievement is inseparable from the close collaboration between the public sector and tourism industry players in creating a friendly environment for Muslim tourists while providing an interesting and relevant experience for modern tourists (He & Luo, 2020). Strategies implemented by the Ministry of Tourism and Creative Economy (Ministry of Tourism and Creative Economy/Baparekraf RI, 2022) involve various initiatives to increase the attractiveness of Indonesian halal tourism destinations in the international arena. Halal tourism itself is a global market that continues to grow. Based on the Mastercard Crescentrating GMTI 2019 report, it is projected that there will be 230 million Muslim tourists globally by 2026. Seeing this trend, many countries, including non-members of the Organization of Islamic Cooperation (OIC) such as Japan, Taiwan, and South Korea, have begun to develop halal tourism seriously. This development reflects the great potential of halal tourism

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as one of the most promising sectors in global tourism, creating new opportunities for countries to attract more Muslim tourists through an inclusive and sustainable approach (Severo et al., 2020).

In the province of NTT, not only does Labuan Bajo have great tourism potential, but several areas in NTT have a diversity of extraordinary natural and cultural potential, if developed seriously can attract tourists both domestic and foreign, one of which is Adonara island in East Flores district, one of the advantages is that the weaving culture is still thick. Weaving also plays a role as a means of communication between generations because the skills and meanings of each motif are taught from one generation to the next to preserve culture (Dewi & Regatta, 2016). Although Adonara Island has great potential as a tourist destination with a focus on the weaving industry and culture, there are still challenges that need to be overcome. Lack of infrastructure, limited accessibility, and lack of attention to local economic development are the main obstacles (Nurfitrani, 2024). Therefore, it is necessary to conduct a holistic feasibility study to evaluate the development potential of Adonara Island thoroughly and comprehensively (Manek & Widyastuty, 2016).

In the context of the development of Adonara Island in East Nusa Tenggara as a halal tourist destination, it is important to conduct a comprehensive feasibility study. This research can refer to several studies that have been conducted previously regarding the development of halal tourism and the potential of islands in Indonesia. The development of tourist destinations must consider three main aspects: attractions, amenities, and accessibility. This concept can be applied to Adonara Island, which is known for its rich local culture and abundant natural potential. By identifying and developing suitable attractions, as well as improving amenities and accessibility, Adonara Island can attract more tourists, especially halal tourists (Taghulihi & Limas, 2023).

The scope of this research includes 1. Analysis of the cultural and economic potential of Adonara traditional weaving (Year, 2022), 2. Evaluation of infrastructure readiness, human resources, and government support, and 3. The Branding Strategy "Adonara Weaving Island" supports the promotion of halal tourism. This scope aims to create an inclusive tourism ecosystem that combines cultural preservation, local economic development, and active community involvement. With the consideration of the above, this research is very strategic and important to be carried out as a first step in mapping the strengths, weaknesses, opportunities, and challenges for Adonara Island to become a Weaving Island in Indonesia, as a new island/area that will be developed as one of the halal tourism destinations/destinations that will color the tourism industry and become a leading tourism in the province of East Nusa Tenggara in particular and of course Indonesia.

This study aims to evaluate the feasibility of Adonara Island as the "Indonesian Weaving Island," through an integrated approach between

creative economy development, cultural preservation, and halal tourism promotion. This approach is expected to support local economic growth while preserving the traditions that are the identity of the Adonara people. Through this approach, the research aims not only to make Adonara a weaving center in NTT but also as a model for developing highly competitive cultural tourism destinations.

## **METHODOLOGY**

This study uses a qualitative descriptive approach to evaluate the potential and development strategy of Adonara Island as the "Indonesian Weaving Island." This approach aims to provide an in-depth overview of actual conditions related to weaving culture, creative economy potential, and halal tourism opportunities. Qualitative descriptive methods allow researchers to understand phenomena holistically, especially in the context of complex local cultures.

The research method uses SWOT analysis to identify the strengths, weaknesses, opportunities, and threats faced in this development. With the results of comprehensive research, it is hoped that the designed strategy can create a tourism ecosystem that is inclusive, sustainable, and able to compete at the national and international levels. The data collection techniques and sources used in this study are 1. Primary data was obtained through in-depth interviews with various stakeholders such as local weavers to understand the production process, philosophy of weaving motifs, and regeneration challenges, local governments (culture and tourism offices, industry offices, village governments) to evaluate policy support, communities/NGOs observing the NTT weaving industry and culture about regeneration and the role of youth in weaving development in NTT. 2. Secondary data is obtained by documentation and collected from government reports, related literature, academic journals, and other publications. This resource is used to analyze halal tourism trends and culture-based creative economy development strategies.

In this study, the Data Analysis technique used is SWOT Analysis (*Strengths, Weaknesses, Opportunities, Threats*) that is, a way or technique to identify and map various factors systematically to formulate a business strategy of this technique is An effective tool to understand the relative position of an industry or project objectively (Rangkuti, 2006). In the context of the development of the weaving industry on Adonara Island, this analysis is carried out by considering *Internal Factors Analysis Summary* (IFAS) for internal strengths and weaknesses, and *External Factors Analysis Summary* (EFAS) for external opportunities and threats. The SWOT matrix allows for the identification of relevant strategic positions and the development of appropriate measures. The steps taken are 1. Identify Potential and Challenges: i.e. collect field data through observation, interviews, and documentation. 2. IFAS and

EFAS analysis: i.e. identifying internal strengths and weaknesses on the island of Adonara (IFAS), as well as external opportunities and threats on the island of Adonara (EFAS), 3. Developing a Strategy Develop an integrated strategy based on the results of a SWOT analysis. The Validity and Reliability of data are maintained through source triangulation, namely comparing primary and secondary data to ensure consistency of information (Patton, 2016). Data reliability is supported by systematic documentation and logging during data collection. With this approach, the research is expected to provide relevant strategic recommendations to develop Adonara Island as a sustainable cultural and halal tourism destination.st

## **RESULTS AND DISCUSSION**

### **The Potential of Adonara Island as Indonesia's Weaving Island**

Adonara Island has great potential for the development of the traditional weaving industry and culture-based tourism. Some of the potentials that are owned and developed better, especially in the tourism and creative economy sectors, include (1) Weaving ikat, this island is famous for its ikat weaving which has high quality and unique design (Baso & Suciati, 2020). This potential can be further developed as a tourist attraction and high-value creative economy product. Weaving centers are scattered throughout the island. The uniqueness of Adonara woven fabrics, with distinctive motifs and techniques, has become a cultural identity that has a high selling value in the domestic and international markets (Jaelani, 2017). (2) Natural Tourism, the natural beauty of Adonara, such as pristine beaches, mountains, and waterfalls, Mount Ile Boleng provides great potential for the development of natural tourism (Riasna Nago, 2023).

(3) Cultural tourism, Adonara's cultural wealth, including weaving traditions, traditional dances, and traditional ceremonies, can be a unique and attractive tourist attraction for domestic and international tourists. The weaving culture on this island is still very thick, as can be seen from the traditional ceremonies that are held such as weddings and deaths, so all those present are required to wear woven fabrics. And (4) Agriculture and Fisheries, the agriculture and fisheries sector also has the potential to be developed (BPS East Flores Regency, 2024), especially in the context of sustainable local economic development.

This potential, if managed properly, can support the development of Adonara Island as a leading tourist destination and the center of weaving culture in Indonesia. Despite having great potential, the infrastructure on Adonara Island still needs to be improved to support tourism development. Road conditions, sea transportation access, and lodging facilities are still limited This is the main obstacle in attracting domestic and international tourists. Therefore, a business feasibility

study is needed, which is a series of analyses carried out to assess the feasibility of a project in terms of financial, economic, technical, and other relevant aspects (Dr. Khasmir & Jakfar, 2023).

### SWOT Analysis: Internal and External Factors

The SWOT analysis in this study is a strategic decision-making process that is always related to the development of missions, goals, strategies, and policies that will be suggested in the development of Adonara Island as a weaving island in Indonesia. Based on the results of the research, several strengths and weaknesses were identified that were assumed to affect the strategy formulation process, as follows: (1) Strengths, some of the strengths that have been identified and related to the development of the weaving island include: a. The Quality and Uniqueness of Adonara Weaving Fabrics, b. Cultural Heritage and Traditional Values of Adonara Weaving, c. Many Human Resources of Weavers, d. Natural Resources and Natural Beauty of Adonara Island.

(2) Weaknesses, some of the weaknesses that have been identified and related to the development of weaving islands, include: a. Limited Market Access, b. Supporting infrastructure that is still minimal, c. Regeneration of weavers, d. Innovation and Creativity in the development of weaving products that are still low, d. Lack of Capital and Raw Materials. After identifying strengths and weaknesses internally, weighting and ratings are then carried out based on the results of interviews and other secondary data. The internal assessment can be seen in the following table:

**Table 1. IFAS**

Internal Factors	Weight	Rating	Score	Information
<b>Strength</b>				
Quality and uniqueness of woven products	0,15	4	0,6	Adonara weaving has unique motifs and high-quality
Strong cultural values and traditions	0,15	3	0,45	Weaving is an integral part of local culture
Experienced weavers	0,1	3	0,3	Many skilled and experienced weavers in Adonara
Rich natural resources and beauty	0,1	3	0,3	Abundant produce and natural beauty (tourist destinations on Adonara Island)
<b>Total</b>			<b>1,65</b>	



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**Debilitation**

Inadequate infrastructure	0,2	1	0,2	Limited facilities and transportation on Adonara Island
Limited/minimal market access capabilities	0,15	2	0,3	Difficulty in accessing national and international markets
Low weaver regeneration	0,1	2	0,2	Low interest from the younger generation to continue the weaving tradition
Innovation and creativity for weaving and derivative products are still low	0,05	2	0,1	There is still a lack of innovation and creativity in the development of weaving products and their derivatives
Limited capital and raw materials	0,05	2	0,1	Limitations of natural raw materials used for weaving
<b>Total</b>	1,05		0,75	

Sources: Researcher (2025)

Meanwhile, the results of the identification of several opportunities and challenges that are considered to affect the formulation of the strategy are as follows: (3) *Opportunities* (Opportunity), Some of the external conditions that have been identified as opportunities related to the development of weaving islands include, a. An opportunity for East Flores regency, East Nusa Tenggara province to carry out branding of Adonara Weaving Island, because until now there has not been an island in Indonesia or the world with *Brand* or the name "Weaving Island", b. The Growth and Potential of the World Halal Tourism Market and Indonesia as a country that won the first rank of the best halal tourism destinations in the world (GMTI) 2023 and halal tourism is currently a trend and in demand in the world tourism industry, and halal tourism shows a significant increase in visits (Iflah, 2020)., c. Development of Culture-based Tourism due to the significant increase in tourist interest in culture-based tourism, which is supported by global trends that lead to the exploration of destinations that offer authentic experiences, d. Support from the private sector and NGOs in the development of weaving in NTT, e. Support from the Central and Regional Governments, both districts and provinces, to support tourism villages and culture-based

MSMEs (Kemenparekraf/Baparekraf RI, 2022), f. Potential Partnership with Travel Agents, which is in charge of bringing tourists to visit.

(4) Threats, some of the external conditions identified as Threats / Challenges in the development of woven islands include, a. Competition with other tourist destinations that have been developed first and are already famous for cultural tourism such as Bali, Yogyakarta, and Lombok and have had a positioning in the tourism industry both nationally and internationally, b. Changes in the trend of Consumers / Tourists in visiting a tourist destination such as Experience-based Travel Preferences, Digital and Social Media Trends, Demand for Sustainability and Ethics, Interest in Broader Thematic Tourism, Flexible and Spontaneous Travel Trends, Global Competition, c. Fabrics with woven motifs made by cheaper modern textile factories, d. The risk to the preservation of local culture if in the future Adonara island turns into a tourist destination that is crowded with tourists from outside the island and abroad. After identifying opportunities and threats from the external side, weighting and rating are then carried out based on the results of interviews and other secondary data. The external assessment can be seen in the following table:

**Table 2. EFAS**

External Factors	Weight	Rating	Score	Information
<b>Chance</b>				
The first weaving island brand in Indonesia and even the world	0,2	4	0,8	There is no weaving island in Indonesia or even the world
Growth of the halal tourism market	0,2	4	0,8	Increasing interest of Muslim tourists in halal destinations
Development of culture-based tourism	0,15	3	0,45	Culture-based tourism is increasingly in demand
Support from the private sector and NGOs	0,1	3	0,3	The existence of CSR programs and empowerment from various organizations
Support from the local government	0,1	3	0,3	The existence of a halal tourism empowerment and promotion program



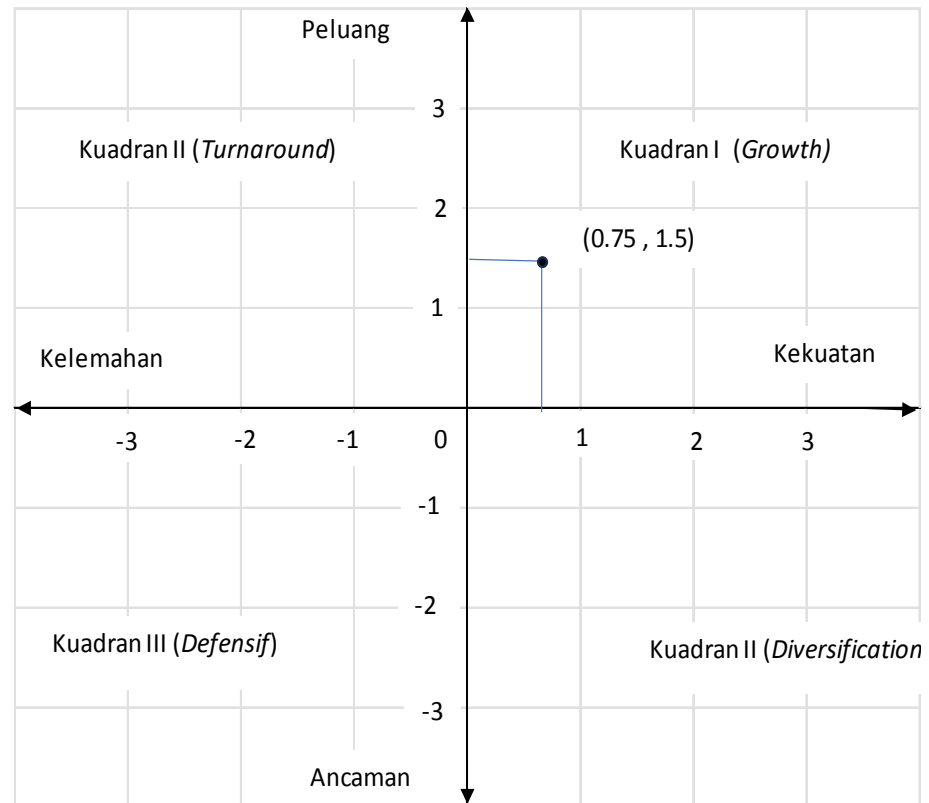
External Factors	Weight	Rating	Score	Information
Potential partnerships with travel agents	0,05	3	0,15	Opportunity to partner with halal travel agents
2				
<b>Threat</b>				
Competition with other destinations	0,2	1	0,2	Competition with other halal tourist destinations in Indonesia
Changes in consumer trends	0,1	2	0,2	Consumer trends that can change
Factory fabric (machined) with the theme of weaving	0,05	2	0,1	Machined (factory) fabrics are sold cheaper
Risks to Local Cultural Preservation	0,05	2	0,1	Potential negative effects of modernization on local culture
0,5				
1			1,5	

Sources: Researcher (2025)

### Grand Strategy SWOT Matrix

Besides the SWOT Matrix, then create a Matrix *Grand Strategy* which is based on two evaluative dimensions: competitive position and market growth. The strategy that is considered appropriate for an organization/business to consider is found in the arrangement/order of attraction in each quadrant in the matrix. (Rangkuti, 2006) Referring to the results of IFAS and EFAS calculations, a strength value of 1.65 was obtained, then a weakness value of 0.9 an opportunity value of 2, and a threat value of 0.5. The value of strength is higher than weakness, namely with a difference of 0.75. The value of the opportunity is higher than the threat, which is with a difference of 1.5. Based on the results of the calculation above, the internal and external analysis matrix on Adonara Island for development as a weaving island can be described as follows:

**Figure 1. The Grand Strategy Matrix**



Sources: Researcher (2025)

In the picture above, it can be seen that the position of Adonara Island, East Flores Regency, East Nusa Tenggara in the context of developing into a halal tourist destination for Weaving Island is in Quadrant I where it has great internal strength and is in a strong competitive position. It can be seen that the opportunities possessed by Adonara Island are very large which must be seized by preparing the internal conditions (strength) of Adonara Island. This shows that the preparation of the Adonara Island strategy is the Dominance of the Growth Strategy (*Growth Strategy*), this position indicates that Adonara Island is in a situation where its internal forces are very supportive and allow the island to take advantage of the opportunities that exist in the market. Potential for Acceleration of Development, this quadrant shows that initiatives such as making Adonara Adonara Weaving Island can be successful with strategies that focus on aggressive growth. Infrastructure development, cultural promotion, and collaboration with the private sector and international institutions will support the achievement of strategic objectives, such as the results of research conducted (Ringa, 2020) about the Place Triangle strategy for community-based Sustainable Tourism Development in Kupang, NTT with a strategy to minimize weaknesses and utilize/optimize existing opportunities. Despite being in

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Quadrant I, challenges such as inadequate infrastructure and the threat of globalization that can reduce the attractiveness of traditional crafts need to be anticipated through technological innovation and cultural protection policies. Overall, the position in Quadrant I in the SWOT Matrix indicates the readiness and high potential of Adonara Island to become a leading cultural and creative economic tourism destination in Indonesia.

The following is the development strategy of Adonara Island as Adonara Weaving Island based on SWOT analysis:

1. **SO Strategy** (*Strengths-Opportunities*), among others, a. Development of the Weaving Cultural Festival, holding annual events on a national and international scale, which take advantage of the richness of local culture and the increasing interest in cultural tourism (Murtayadi et al., 2022), b. Education and Training Programs, utilizing skilled weaver communities to train the younger generation, strengthen local wisdom, and increase the number of skilled workers, c. Diversify Weaving Products and Weaving Derivative Products, make weaving fabrics based on their quality based on raw materials, processes, motifs, and colors, and develop weaving-based products such as modern clothing, accessories, and household knick-knacks to fill the local market and international.
2. **WO** (*Weaknesses-Opportunities*) strategy, including a. Production Technology Development, b. Digital Promotion Campaign, overcoming marketing limitations by holding online campaigns and virtual exhibitions to reach a wider international market, c. Funding and Capital Access Program, c. Distribution Network Expansion, collaborating with e-commerce platforms and marketplaces to sell woven products abroad, c. Infrastructure Development Integrated, using the support of the government and tourism institutions to strengthen access to roads, piers, and weaving centers or production centers in strategic locations consisting of weaving museums, and workshop rooms with ecotourism-based lodging facilities that meet halal tourism standards.
3. **ST** (*Strengths-Threats*) strategy, including a. Strengthening Intellectual Property Rights, b. Collaboration with Leading Designers, c. Market Diversification, expanding sales to more *niche markets* such as collectors and cultural observers, and utilizing the power of cultural festivals, d. Community Education, providing educational programs for the public about the uniqueness and selling value of Adonara weaving in order to create appreciation and active involvement.
4. **The WT** (*Weaknesses-Threats*) strategy, including a. Basic Infrastructure Improvement Program, addressing limited

infrastructure challenges with the gradual development of public access and facilities to support weaving centers, b. Building Partnerships with Educational Institutions, for ongoing training programs, c. Stabilization of Raw Material Supply, creating cooperation with local farmers and raw material (yarn) production factories to ensure the supply of raw materials stable and high-quality weaving standards d. Facilitation of Determination of Quality Standards of woven fabrics.

These strategies can lead Adonara Island to develop as an Adonara Weaving Island that uplifts cultural heritage while facing modern challenges with creative and sustainable solutions. Research (Manek & Widyastuty S A, 2016) highlights the importance of feasibility analysis in the development of economic potential in small islands. By conducting a thorough feasibility analysis, including economic, social, and environmental aspects, the development of Adonara Island as a halal tourist destination can be carried out sustainably and provide long-term benefits for the local community. Overall, the development of Adonara Island as a halal tourist destination requires a holistic approach, integrating aspects of attractions, amenities, accessibility, and support from the community and the government. By taking advantage of local potential and overcoming existing obstacles, Adonara Island can become one of the attractive halal tourist destinations in Indonesia.

This research also provides recommendations for the steps that must be taken to realize Adonara Weaving Island as follows:

1. Communicate/lobby local and national governments to design specific regulations that support Adonara Island as a Weaving Island with the concept of cultural and halal tourism. The regulations were made to protect the people, culture, and nature on the island of Adonara so that they would not be contaminated with foreign cultures.
2. The formation of a special team consisting of scientists from various fields who are tasked with analyzing and preparing in accordance with their respective fields, which will later comprehensively design, prepare, and realize the concept of Adonara Weaving Island.
3. Mapping and Inventory of NTT Weaving Potential (especially Adonara weaving) and Adonara Island Natural Resources. Conducting an inventory of weaving motifs and techniques, namely collecting data on motifs and techniques in East Nusa Tenggara. It is important to know the richness of weaving culture and the potential for the production and spread of weaving crafts throughout NTT and Adonara island in particular. This data collection is also important to become important information for the weaving museum to be established.

4. Empowerment and Training of Local Weavers. Carry out technical training and development of weaver skills such as the development of new motifs, the use of environmentally friendly natural dyes, and product quality improvement focusing on quality control training so that the weaving produced has consistent quality standards and is suitable for export. Carrying out training and empowerment of the Young Generation as the successor of weaving culture, as has been done so far by the government to include weaving skills in local content in schools, but there must be a follow-up so that the younger generation is interested in their weaving culture, by holding workshops and internships for the millennial generation, weaving creation competitions and providing capital for the younger generation who seriously want to enter the weaving industry.
5. Adonara Island is designed as a weaving tourism center that not only exhibits local products but also connects and celebrates a variety of weaving from various regions of NTT. The main goal is to create synergy between the weaving center in Adonara and other centers in NTT. For this reason, it is necessary to prepare an NTT Weaving Center area as one of the icons of the weaving island, as well as a weaving center in NTT with management principles: a. Connectivity and collaboration, b. Local inclusivity and participation, c. Sustainability and conservation. The weaving center area is located in a strategic area with natural beauty as one of its attractions and the infrastructure concept takes the concept of a traditional house from NTT and blends it with the beauty of the surrounding nature. This area is equipped with facilities with the concept of *halal tourism*, among others, a. Gallery and museum, which is a building to display a collection of woven fabrics from all over NTT, equipped with interactive and multimedia spaces, b. Education and workshop centers, namely training facilities equipped with looms, dyeing rooms, and research and development rooms for woven fabrics, c. The restaurant, which serves very rich East Nusa Tenggara (halal certified) typical food, d. Markets and Souvenir Shops, in collaboration with weaving centers in NTT, offer their woven fabrics, as well as other typical products (souvenirs) both food and handicrafts produced by artisans in NTT, e. Amphitheater and Performance Room, a venue for cultural events such as traditional events, traditional music and dance performances, f. Accommodation for tourists and guests (weavers who are trained in training), in the form of homestays or lodgings with the concept of traditional NTT buildings that offer the experience of living in a weaving village and direct interaction with the weaving community, g. Adequate public facilities such as toilets,

prayer rooms, parking lots, parks, and other public facilities make visitors comfortable in the weaving center area.

6. Processing and development of local natural resources of Adonara island which are abundant in produce (BPS Kabupaten Flores Timur, 2024) become innovative products, both in the form of souvenir products, food souvenirs, special culinary products, and others. These products will support the existence of Adonara Island as a tourist destination complete with other supporting products such as souvenirs.
7. Provision of supporting infrastructure, such as a. Improving Accessibility, namely by increasing the creation and improvement of road infrastructure, transportation, and access to Adonara island to make it easier for tourists to come and visit weaving centers and other tourist destinations, b. The development of a tourist information center, c. Digital Infrastructure, namely by providing internet access and technology facilities to support tourism information and digital facilities for weavers in digitally marketing their woven products to a wider market.
8. Integrated Promotion and Marketing, can be done by: a. Branding Adonara Island as a Weaving Island, namely by creating a strong branding campaign to position Adonara as an icon of Weaving Island in Indonesia. This campaign can be done through social media, tourism websites, and collaboration with influencers or celebrities, b. Weaving Exhibition and Festival by holding an exhibition or weaving festival featuring weaving works from various regions in NTT and especially in Adonara, c. Partnership with Designers is to work with fashion designers to introduce NTT weaving (especially Adonara weaving) to the national and international fashion stages.
9. Provision of Financial and Marketing Support, such as a. Establishment of Cooperatives or Weaving Associations, which functions to help craftsmen in terms of capital, purchase of raw materials, product distribution, and marketing, b. Use of Digital Platforms for Marketing by utilizing digital platforms.
10. Implementation of Product Certification and Standardization, including a. Standardization of Weaving Products in terms of materials, size, and quality, b. Certification of Environmentally Friendly Products, this certification will add to the selling value of products and attract consumers who care about the environment, c. Registration of Intellectual Property Rights (IPR) declares NTT weaving motifs as intellectual property rights to obtain legal protection and prevent cultural claims by other parties.
11. Periodic Monitoring and Evaluation, as a program that will later be carried out, must be monitored/evaluated continuously.

Through the above steps, Adonara Island can be optimally prepared to become an icon of Adonara Weaving Island and can prepare itself as a superior weaving center, attractive to tourists, and able to promote local weaving products to a wider market share. The success of this program will depend on the synergy between the local community, the government, and the private sector to ensure Adonara is a widely known cultural tourism destination in Indonesia. Research (Faraby, 2021) Identifies that the potential of culture and natural resources in an area is very important in efforts to develop halal tourism. Adonara Island, with its unique culture and natural resources, has a great opportunity to be developed as a halal tourist destination. The study also shows that support from the government and local stakeholders is critical to the success of such development. In this case, it is also important to consider the obstacles that may be faced in the development of Adonara Island.

Thus, the development of the weaving industry on Adonara Island not only provides economic benefits but can also strengthen cultural identity and empower women in the community. Overall, the development of the weaving industry on Adonara Island requires a comprehensive approach, including supportive regulations, training for weavers, and integration with the tourism sector with the concept of Halal Tourism. With these measures, the economic and cultural potential of the weaving industry can be optimized for the welfare of the local community.

## **CONCLUSION**

This research reveals that Adonara Island has a huge potential to be developed into a culture-based tourist destination with a focus on the traditional weaving industry. The SWOT analysis placed Adonara in Quadrant I (Growth Strategy), showing that the strengths and opportunities possessed are more dominant than weaknesses and threats. The uniqueness of Adonara's woven fabrics, its rich cultural heritage, and its natural beauty are the main attractions to attract tourists, both domestic and international. However, some challenges must be overcome, such as limited infrastructure, regeneration of young weavers, and competition with modern textile products. To overcome this, a strategy is needed that includes improving accessibility, sustainable environmental management, empowering local communities, and branding "Adonara Weaving Island" as a superior halal tourism destination identity.

Through integrated collaboration between the government, the private sector, and local communities, the development of Adonara Island can create positive economic, social, and cultural impacts. Additionally, an approach oriented towards cultural preservation and sustainability can ensure that the heritage of traditional weaving remains alive and relevant for future generations. A planned strategy and sustainable execution are needed to make Adonara Island a competitive cultural and halal tourism destination at the national and international levels.



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