

Artisan Regeneration as a Strategy for Sustainable Human Resource Management: A Case Study of Tenun Ikat ATBM Kodok Ngorek 2, Kediri

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Abstract

The sustainability of human resources is a crucial factor in maintaining the continuity of traditional handicraft-based micro, small, and medium enterprises (MSMEs), particularly the woven ikat industry, which faces challenges in artisan regeneration due to the declining interest of younger generations. This study aims to analyze the role of artisan regeneration in supporting human resource sustainability at Tenun Ikat ATBM Kodok Ngorek 2, Kediri City. A qualitative approach with a case study design was employed. The research informant was selected through purposive sampling, consisting of the business owner who possesses comprehensive knowledge and direct involvement in the artisan regeneration process. Data were collected through in-depth interviews, observation, and documentation, and analyzed using the interactive model of Miles, Huberman, and Saldaña, including data condensation, data display, and conclusion drawing and verification. The findings reveal that artisan regeneration is implemented through open recruitment, direct mentoring, intergenerational knowledge transfer, and continuous coaching supported by a family-oriented working relationship. These practices contribute to maintaining workforce sustainability while preserving weaving skills as part of the local cultural heritage. The study strengthens the concept of Sustainable Human Resource Management by demonstrating that human resource sustainability in traditional handicraft MSMEs can be achieved through experiential learning and knowledge transfer, even in the absence of a formal human resource management system. The findings provide practical implications for MSME practitioners and policymakers in designing effective artisan regeneration strategies to ensure the long-term sustainability of traditional handicraft businesses.

INTRODUCTION

Traditional handicraft-based micro, small, and medium enterprises (MSMEs) contribute not only to regional economic development but also to the preservation of local cultural heritage. As labor-intensive industries, these enterprises depend heavily on the availability of skilled artisans whose expertise is acquired through long-term practice and continuous experience. Beyond generating income and employment opportunities, traditional handicrafts represent cultural assets that embody the identity, values, and historical traditions of local communities. However, maintaining the continuity of these enterprises has become increasingly challenging because the number of young people willing to pursue careers as artisans continues to decline (Hidayat, 2025).

One sector that clearly reflects this challenge is the traditional ikat weaving industry. In addition to producing economically valuable products, ikat weaving carries cultural significance by preserving local motifs, techniques, and artistic traditions that have been transmitted across generations (Kore & Wonda, 2025). Nevertheless, many weaving enterprises are experiencing difficulties in sustaining their workforce as fewer young individuals choose weaving as a long-term

occupation. This trend not only reduces the availability of skilled labor but also threatens the continuity of traditional knowledge that has historically been passed from experienced artisans to succeeding generations (Malahayati, 2025).

Tenun Ikat ATBM Kodok Ngorek 2 in Kediri represents one of the traditional weaving enterprises that continues to maintain hereditary weaving practices despite these challenges. Since its establishment under the current owner in 2012, while continuing a family tradition that has existed across generations, the enterprise has relied on direct knowledge transmission to preserve weaving competencies. The continuity of traditional weaving skills depends largely on sustained interaction between experienced artisans and newly recruited workers through daily production activities. Such intergenerational knowledge transfer is considered essential for preserving traditional craftsmanship while enabling the enterprise to adapt to changing social and economic conditions (Wastra et al., 2022).

Previous studies have consistently identified artisan regeneration as one of the major challenges affecting the sustainability of traditional handicraft industries. Research by (Nurchayanti et al., 2021) found that declining interest among younger generations has weakened the transmission of traditional skills because regeneration processes remain largely informal and insufficiently structured. Likewise, (Martini et al., 2021) reported that the regeneration of Endek weaving artisans in Bali has been constrained by changing employment preferences, declining appreciation for traditional weaving occupations, and the absence of systematic training programs. Similarly Marnis & Wijaya, (2024) observed that many traditional handicraft centers in Indonesia have experienced a gradual decline in the number of active artisans, primarily because younger generations perceive alternative occupations as offering more attractive career opportunities. Collectively, these studies demonstrate that workforce regeneration has become a widespread concern across traditional handicraft industries.

Although previous research has provided valuable insights into cultural preservation and the inheritance of traditional craftsmanship, relatively little attention has been devoted to understanding artisan regeneration from a human resource management perspective. Existing studies predominantly emphasize cultural continuity, while the organizational processes through which enterprises recruit, develop, mentor, and retain new artisans remain insufficiently explored. Consequently, limited evidence is available regarding how regeneration contributes to the long-term sustainability of human resources within traditional handicraft-based MSMEs.

This issue can be examined through the perspective of Sustainable Human Resource Management (SHRM), which emphasizes the integration of long-term organizational sustainability with employee development, knowledge preservation, workforce well-being, and organizational continuity (Kramar, R. 2022). Within this perspective, regeneration extends beyond replacing retiring workers. Instead, it represents a strategic process that develops competencies, facilitates knowledge transfer, strengthens employee capability, and ensures the long-term availability of skilled human resources. However, empirical evidence regarding the implementation of SHRM principles in traditional handicraft MSMEs remains limited, particularly in enterprises where learning primarily occurs through workplace practice rather than formal training systems.

Based on these considerations, this study investigates how artisan regeneration contributes to sustainable human resources at Tenun Ikat ATBM Kodok Ngorek 2 in Kediri. The study offers a different perspective by positioning artisan regeneration not merely as a cultural inheritance process but as a strategic human resource management practice that supports competency development, knowledge continuity, and workforce sustainability. By adopting the Sustainable

Human Resource Management framework, this research expands current understanding of how traditional handicraft MSMEs can maintain organizational continuity while preserving valuable cultural heritage.

METHODS

This study adopted a qualitative research design employing a case study approach to explore the role of artisan regeneration in sustaining human resources within a traditional weaving enterprise. A qualitative design was considered appropriate because it enables researchers to gain a comprehensive understanding of social phenomena from the perspectives of individuals directly involved in the research context. The case study approach was selected to facilitate an in-depth investigation of a single organization, allowing the researcher to examine the processes of artisan regeneration, knowledge transfer, and human resource sustainability within their real-life setting.

The research was conducted at Tenun Ikat ATBM Kodok Ngorek 2, a traditional ikat weaving MSME located in Kediri City, East Java, Indonesia. The participant was selected using purposive sampling, whereby the informant was intentionally chosen based on her direct involvement, extensive experience, and comprehensive understanding of the regeneration process within the enterprise. The study involved one key informant, Mrs. Umi Hanafiyah (54 years old), the owner and manager of the enterprise. Her central role in managing daily operations, recruiting artisans, supervising workplace learning, and making strategic decisions regarding workforce development made her the most appropriate source of information for addressing the research objectives.

The research utilized both primary and secondary data. Primary data were generated through face-to-face semi-structured interviews, enabling the researcher to obtain detailed information concerning artisan recruitment, competency development, workplace mentoring, knowledge transfer, regeneration challenges, and strategies implemented to sustain human resources. Meanwhile, secondary data were collected from organizational documents, business profiles, production records, photographs, scientific publications, and other documentary sources relevant to the study.

Data collection relied on two complementary techniques, namely semi-structured interviews and document analysis. The interview guide provided flexibility for exploring emerging issues while ensuring that discussions remained aligned with the research objectives. Documentary evidence was examined to support and enrich the interview findings, particularly regarding business characteristics, production activities, and regeneration practices. To improve the trustworthiness of the findings, methodological triangulation was applied by comparing

information obtained from interviews with documentary evidence. This procedure enhanced the credibility and consistency of the research findings (Malik et al., 2025).

The collected data were analyzed using the interactive model developed by (Miles, Huberman, and Saldaña 2014). The analysis consisted of three interconnected stages data condensation, data display, and conclusion drawing and verification. During the first stage, the researcher organized, coded, and reduced the collected data by selecting information relevant to the research objectives. Subsequently, the findings were systematically presented in the form of descriptive narratives to facilitate interpretation. Finally, conclusions were continuously verified throughout the analytical process to ensure that the interpretations accurately reflected the empirical evidence concerning the contribution of artisan regeneration to sustainable human resource management at Tenun Ikat ATBM Kodok Ngorek 2.

RESULTS AND DISCUSSION

Informant Profile

This study involved one key informant, Mrs. Umi Hanafiyah (54 years old), the owner and manager of Tenun Ikat ATBM Kodok Ngorek 2, located in Kediri, East Java, Indonesia. The weaving enterprise has been inherited through generations as a family-owned traditional business, while Mrs. Umi Hanafiyah has led and managed the enterprise since 2012. As the owner and principal decision-maker, she possesses comprehensive knowledge of the artisan regeneration process, including workforce recruitment, mentoring, knowledge transfer, and strategies for sustaining human resources.

The informant was selected through purposive sampling because of her direct involvement in managing both daily operations and human resource practices. Through an in-depth interview, the study obtained rich insights into how artisan regeneration is implemented to maintain workforce sustainability while preserving traditional weaving skills as a valuable cultural heritage at Tenun Ikat ATBM Kodok Ngorek 2.

Interview Findings with the Owner of Tenun Ikat ATBM Kodok Ngorek 2

The analysis of the interview data with the owner of Tenun Ikat ATBM Kodok Ngorek 2 identified four major themes that illustrate the role of artisan regeneration in supporting sustainable human resources within the enterprise. These themes emerged through a systematic analysis of the interview data and reflect the informant's experiences and perspectives regarding workforce recruitment, knowledge transfer, workplace learning, and the challenges of sustaining skilled artisans. Together, these themes provide a comprehensive understanding of how artisan regeneration contributes to the long-term sustainability of human resources in the traditional weaving industry. A summary of the findings is presented in Table 1.

Table 1. Summary of the Identified Research Themes

Theme	Evidence from the Findings	Interpretation of the Findings
Artisan Recruitment	The owner recruits both applicants who already possess	Artisan regeneration is implemented through an open recruitment process

	weaving skills and those with no prior experience but a strong willingness to learn.	that emphasizes competency development.
Knowledge Transfer	Learning takes place through direct mentoring during the production process.	Knowledge is transferred through hands-on work practices, ensuring the continuity of traditional weaving skills
Workplace Relationships	The owner fosters a family-oriented relationship with all artisans.	Harmonious workplace relationships contribute to employee retention and the sustainability of the workforce.
Challenges of Artisan Regeneration	Young people's interest in pursuing artisan careers remains low.	The limited interest of younger generations represents the primary challenge to sustainable human resources.

Artisan Recruitment as the Initial Stage of Regeneration

The findings indicate that artisan regeneration begins with the workforce recruitment process. The business owner does not limit recruitment to individuals who already possess weaving skills but also provides opportunities for community members with no prior experience, provided they demonstrate a willingness to learn. This approach is intended to broaden opportunities for developing new artisans while ensuring workforce continuity amid the declining number of skilled weavers. As stated by the informan “We recruit some employees who already have weaving skills, but we also accept those who have no experience as long as they are willing to learn. We provide opportunities for beginners to learn until they become skilled” (Interview with Mrs. Umi Hanafiyah)

This statement indicates that prior weaving experience is not regarded as the primary requirement for recruitment. Instead, the business owner emphasizes applicants’ willingness to learn, adapt to the workplace, and gradually develop weaving competencies through mentoring provided by experienced artisans.

In addition to fulfilling workforce needs, the recruitment process serves as a strategy to anticipate the declining number of active artisans caused by aging and the limited interest of younger generations in pursuing weaving as a profession. By adopting an open recruitment system, Tenun Ikat ATBM Kodok Ngorek 2 provides opportunities for local community members to acquire new skills while participating in a culture based creative industry.

Knowledge Transfer through Workplace Mentoring

The findings indicate that the artisan regeneration process at Tenun Ikat ATBM Kodok Ngorek 2 extends beyond recruitment by incorporating knowledge transfer as an essential stage of competency development for newly recruited artisans. According to the interview findings, the enterprise does not implement a formal training program specifically designed for new workers. Instead, learning takes place directly during daily production activities through guidance, instruction, and workplace mentoring provided by the business owner.

As explained by the informant “We do not have a formal training program. Instead, we provide direct guidance and mentoring during daily work. If someone does not understand a particular task, we continue teaching them until they are able to perform it independently” (Interview with Mrs. Umi Hanafiyah)

This statement indicates that weaving skills are primarily acquired through hands-on workplace practice. Newly recruited artisans participate in every stage of the production process under the supervision of the business owner until they are able to perform their work independently in accordance with the enterprise's quality standards.

Based on the interview and observational findings, the mentoring process begins with an introduction to the handloom equipment, followed by instruction on yarn preparation, weaving techniques, and the development of weaving patterns and motifs. The learning process continues until artisans are capable of producing woven fabrics that meet the established quality standards. Each learning stage is adjusted to the individual's level of competence, allowing sufficient time for gradual skill development.

In addition to providing technical guidance, the business owner continuously evaluates the performance of newly recruited artisans throughout the production process. Whenever mistakes occur, immediate explanations and practical demonstrations are provided to ensure that similar errors are avoided in subsequent production activities.

The informant further explained that every stage of traditional weaving production requires a high level of precision, patience, and perseverance. Consequently, artisans develop their competencies gradually through continuous workplace experience until they are able to master the entire production process independently.

Workplace Relationships as a Strategy for Workforce Retention

In addition to promoting artisan regeneration through recruitment and workplace learning, the findings indicate that the business owner also implements strategies to retain the existing workforce. One of the primary strategies involves fostering family-like workplace relationships and maintaining direct involvement in daily production activities. As stated by the informant “I try to build good relationships with the employees and treat them as friends and work partners. I also participate directly in the production process so that I understand the challenges and difficulties they experience”(Interview with Mrs. Umi Hanafiyah)

The interview findings reveal that workplace relationships within the enterprise are characterized by open communication, mutual respect, and the active involvement of the business owner in supporting daily production activities. These conditions contribute to a positive and supportive working environment for the artisans.

Challenges of Artisan Regeneration

The findings reveal that the artisan regeneration process at Tenun Ikat ATBM Kodok Ngorek 2, Kediri, continues to face several challenges that may affect the sustainability of human resources. One of the most significant challenges is the limited participation of younger generations in the weaving profession. Based on the interview findings, most of the current workforce consists of artisans who are over 30 years of age, the majority of whom are married. This condition indicates that workforce regeneration has not yet occurred optimally, as the number of younger artisans remains relatively small. As stated by the informant “Most of our artisans are married adults, and only a few are still unmarried.”(Interview with Mrs. Umi Hanafiyah)

The informant further explained that the low interest among younger generations is influenced by changing career preferences “Nowadays, young people are more interested in office jobs or careers related to social media”(Interview with Mrs. Umi Hanafiyah)

The interview findings indicate that the profession of traditional weaving artisan is perceived as requiring considerable precision, patience, and a relatively long learning process.

Consequently, many younger individuals prefer occupations that are considered to provide faster career development and broader employment opportunities.

Despite these challenges, the business owner continues to provide opportunities for individuals who are willing to learn traditional weaving as part of the enterprise's efforts to sustain its workforce and preserve traditional weaving skills.

DISCUSSION

Artisan Regeneration as a Sustainable Human Resource Management Strategy

The findings demonstrate that artisan regeneration at Tenun Ikat ATBM Kodok Ngorek 2 extends beyond fulfilling workforce requirements and represents a strategic human resource management practice that supports long-term organizational sustainability. Within the context of traditional handicraft MSMEs, regeneration serves as an essential mechanism for ensuring that artisans' competencies are continuously transferred to future generations, thereby maintaining the continuity of production activities.

Unlike larger organizations that commonly rely on formal recruitment systems, artisan regeneration at Tenun Ikat ATBM Kodok Ngorek 2 adopts a more inclusive approach by providing opportunities for individuals who have no prior weaving experience but demonstrate a strong willingness to learn. This approach suggests that individual potential is considered more important than initial technical competence because weaving skills can be developed through continuous workplace learning. Consequently, regeneration is not merely intended to address short-term labor shortages but also represents a long-term investment in human resource development that supports business sustainability.

These findings support the study by (Nurcahyanti et al., 2021) which identified artisan regeneration as a critical factor in sustaining traditional handicraft industries. However, the present study offers a broader perspective by demonstrating that regeneration functions not only as a mechanism for preserving cultural heritage but also as a strategic human resource development practice that contributes to organizational sustainability.

The findings are further consistent with the concept of Sustainable Human Resource Management (SHRM) proposed by (Kramar, R. 2022), SHRM emphasizes the importance of managing human resources through long-term orientation, employee development, and organizational sustainability. In this study, the implementation of open recruitment practices and the provision of learning opportunities for inexperienced applicants reflect the dimensions of employee development and long-term orientation. Accordingly, artisan regeneration can be understood as an SHRM strategy that enables traditional handicraft MSMEs to preserve their core competencies while ensuring workforce sustainability despite the declining interest of younger generations in artisan occupations.

Therefore, artisan regeneration should be viewed not merely as a workforce recruitment mechanism but as a strategic human resource management practice that ensures competency continuity, production sustainability, and the long-term competitiveness of traditional handicraft MSMEs.

Knowledge Transfer as a Mechanism for Competency Sustainability

Knowledge transfer is identified as a core element in the artisan regeneration process at Tenun Ikat ATBM Kodok Ngorek 2, Kediri. The findings reveal that regeneration is not only achieved through the recruitment of new workers, but also through a continuous learning process that enables new artisans to gradually master weaving skills. Unlike formal organizations that rely

on structured training programs, this MSME develops artisan competencies through direct workplace experience supported by ongoing mentoring from the owner and senior artisans.

In this learning environment, new artisans are involved directly in all stages of production, starting from the introduction of weaving tools, yarn preparation, motif arrangement, and finishing processes, until they are able to produce woven fabrics that meet established quality standards. The learning process is incremental, allowing artisans to develop skills step by step according to their individual learning pace.

The findings suggest that weaving knowledge is largely embedded in tacit knowledge, which is acquired through hands-on experience and cannot easily be documented in formal procedures. As a result, mentoring becomes the most effective mechanism for transferring skills, experience, and craftsmanship knowledge. Continuous interaction between senior and junior artisans ensures that knowledge is not only transferred but also preserved within the organization.

This study extends the findings of (Martini et al., 2021) who emphasized that artisan regeneration in traditional weaving industries is commonly conducted through informal learning systems within families and communities. However, this research highlights that such informal learning is not merely a cultural transmission process, but also a strategic human resource development mechanism that supports organizational sustainability. Therefore, experiential learning becomes a practical and effective alternative for MSMEs that do not yet implement formal training systems

From a Human Resource Management perspective, this process reflects the concepts of knowledge sharing and knowledge continuity, which aim to preserve organizational knowledge across generations (Sulianta, 2025). In this context, regeneration success should not only be measured by the number of new artisans recruited, but also by the ability of the organization to maintain its core competencies. These competencies include technical weaving skills, understanding of motifs and patterns, precision in production processes, and experiential knowledge accumulated through daily work.

Overall, knowledge transfer plays a strategic role in ensuring sustainable human resource development. When knowledge is continuously shared and reinforced, the risk of losing critical expertise due to the decline of senior artisans can be minimized. Thus, artisan regeneration serves not only as a cultural preservation mechanism but also as a strategic approach to maintaining workforce stability and long-term organizational sustainability.

Challenges of Artisan Regeneration in Sustaining Human Resources

The process of artisan regeneration at Tenun Ikat ATBM Kodok Ngorek 2, Kediri, is still confronted with several challenges that may influence the long-term sustainability of human resources. One of the most critical issues is the limited involvement of younger generations in pursuing careers as traditional weaving artisans. The findings indicate that most of the current workforce is above 30 years old, while only a small proportion belongs to the younger age group. This situation suggests that intergenerational workforce regeneration has not yet been optimally achieved.

The declining interest of young people in the weaving profession is largely shaped by changing career orientations. The business owner explained that many young individuals now prefer formal sector employment or jobs related to digital technology, which are perceived as

offering better career prospects, modern working environments, and higher income potential. In contrast, weaving is often viewed as a labor-intensive occupation requiring patience, precision, and long production cycles, making it less attractive to younger generations.

In addition to career preference shifts, the characteristics of weaving work itself also contribute to the regeneration challenge. Mastering weaving skills requires continuous practice, gradual learning, and significant time investment. As a result, not all new workers are able to sustain their participation until they reach full competency. This condition highlights that regeneration challenges are not only related to recruitment but also to employee retention during the learning process.

These findings are consistent with previous studies by (Martini et al., 2021) and (Marnis & Wijaya, 2024) which identified low youth interest as a major barrier to sustaining traditional handicraft industries. However, this study adds that regeneration challenges are not solely driven by economic factors but are also influenced by shifting lifestyle preferences and technological developments that reshape career aspirations among younger generations.

Therefore, sustaining human resources in traditional weaving industries requires a more comprehensive strategy. Such efforts should go beyond recruitment and include strengthening the image of artisan professions, enhancing cultural awareness, and utilizing digital platforms to promote the value of traditional weaving to younger audiences. These strategies are essential to improving youth engagement and ensuring long-term workforce sustainability.

Research Implications for Sustainable Human Resource Management

This study highlights that artisan regeneration constitutes an essential strategy in achieving sustainable human resource management within traditional handicraft MSMEs. Rather than being limited to the preservation of weaving traditions, regeneration also ensures the continuous availability of skilled labor required to sustain production activities over time. In industries such as traditional weaving, the continuity of operations depends heavily on the ability to transfer specialized competencies that cannot be acquired instantly but require gradual learning through practice and mentorship (Sulolipu & Ampa, 2025).

The findings show that successful regeneration is shaped by several interrelated factors, including open and inclusive recruitment practices, systematic knowledge transfer through direct workplace mentoring, active involvement of the business owner in guiding and evaluating artisans, and the establishment of strong interpersonal relationships within the workplace. These elements collectively form an informal yet effective human resource development system that supports organizational continuity even in the absence of formal HR structures or written training policies.

Moreover, the study demonstrates that regeneration contributes not only to workforce replenishment but also to the preservation of organizational knowledge. Through continuous interaction between senior and junior artisans, tacit knowledge, work values, and technical expertise are gradually transferred and sustained within the organization. This process ensures that essential competencies remain embedded in the organization, thereby reducing the risk of knowledge loss caused by workforce aging or turnover.

From a practical standpoint, the findings suggest that MSME owners should strengthen their human resource practices by developing more structured regeneration mechanisms. These may include basic orientation programs for new artisans, consistent mentoring systems, and documentation of key weaving knowledge that is currently transmitted informally. Such efforts

can help accelerate skill acquisition among new workers while minimizing dependency on individual senior artisans.

In addition, collaboration with external stakeholders such as local governments, educational institutions, cultural organizations, and vocational training centers may serve as an effective strategy to attract younger generations into the weaving profession. Exposure to traditional crafts through education and digital platforms can help reshape perceptions of artisan work and enhance its attractiveness as a viable career option.

From a theoretical perspective, this study reinforces the applicability of Sustainable Human Resource Management (SHRM) in the context of MSMEs. It demonstrates that sustainability in human resource practices does not always require formalized systems as seen in large organizations. Instead, it can be achieved through experiential learning, intergenerational knowledge transfer, continuous mentoring, and collaborative workplace relationships.

Overall, artisan regeneration should be understood as a long-term strategic investment rather than a short-term staffing solution. It plays a critical role in maintaining workforce continuity, preserving production quality, and strengthening the competitiveness of traditional handicraft MSMEs. In this sense, regeneration not only supports cultural preservation but also serves as a foundation for sustainable human resource development and long-term organizational resilience.

CONCLUSION

Based on the findings, this study concludes that artisan regeneration plays a strategic role in supporting sustainable human resources at Tenun Ikat ATBM Kodok Ngorek 2, Kediri. Artisan regeneration is implemented through open recruitment practices, workplace mentoring, knowledge transfer, and the development of family-oriented workplace relationships. These practices enable traditional weaving skills to be passed on to future generations while ensuring the availability of a competent workforce capable of sustaining production activities. The findings further indicate that successful artisan regeneration depends not only on the recruitment of new workers but also on the continuity of the learning process and the active involvement of the business owner in mentoring artisans and facilitating knowledge transfer. Nevertheless, the regeneration process continues to face significant challenges, particularly the declining interest of younger generations in pursuing artisan careers as a result of changing career preferences and rapid technological developments.

This study has several limitations. It was conducted within a single case study involving one key informant, namely the owner of Tenun Ikat ATBM Kodok Ngorek 2, Kediri. Consequently, the findings cannot be generalized to all traditional handicraft industries. Future research is therefore encouraged to include a broader range of participants, such as artisans, local government representatives, and other relevant stakeholders, as well as to examine traditional handicraft MSMEs in different regions to obtain a more comprehensive understanding of artisan regeneration strategies and sustainable human resource management. From a practical perspective, Tenun Ikat ATBM Kodok Ngorek 2 is encouraged to strengthen its regeneration initiatives by promoting the artisan profession to younger generations, establishing partnerships with educational institutions, and utilizing digital media to introduce the cultural, social, and economic value of the traditional weaving industry to a wider audience.

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