

ABSTRACT

The development of the furniture industry in Indonesia has enormous opportunities. The Ministry of Industry hopes that the furniture industry will continue to innovate and explore the wealth of national culture that is packaged in a modern way in order to follow global market trends and maintain environmental sustainability by applying sustainable principles in its supply chain. Sidan woven fabric has tremendous potential that can be developed to increase the economic growth of the community. However, the product development of Sidan woven fabric is still less varied and innovative, thus affecting the economy and productivity of weaving craftsmen. This study aims to determine the development potential of Sidan woven fabric in the furniture industry. Data collection was carried out using observation, interview, and literature study methods. The result of this research is a product innovation that utilizes national culture by applying sustainable principles. Through this research, it is expected to create products that have selling points in the field of creative industries that are able to compete in local and global markets, so as to improve the economy and productivity of the local community. In addition, it is also a promotional media to introduce the existing culture in Kapuas Hulu Regency, West Kalimantan.

Keywords: *Sidan Woven Fabric, Furniture, Local Culture, Innovation, Creative Economy.*