

PROMOTIONAL DESIGN STRATEGY OF MENUA SADAP VILLAGE AS A PRODUCER OF DAYAK IBAN WOVEN FABRIC THROUGH SHOWROOM MEDIA

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ABSTRACT

Kapuas Hulu Regency is dominated by the Dayak Iban tribe, which has a culture and life activities that directly interact with the natural environment such as gardening, hunting, and gathering forest products. One of the cultural treasures of the Dayak Iban tribe is weaving, whose coloring comes from plants. Currently, Menua Sadap Village is under development to become an Ecotourism Village because of the village's victory at the Inacraft art exhibition in 2022 in the best of the best category. This began to attract the attention of local and foreign communities who attended the exhibition to get to know more about Dayak Iban woven fabrics. Currently, the existing promotion strategy is still not optimal because the delivery of information about Menua Sadap Village as a producer of Dayak Iban Woven Fabric is still spread by word of mouth. For data collection, the instruments used are observation, interview and literature studies. In this study, it can be concluded that a showroom is needed to convey information about the existence of Menua Sadap Village as a cultural tourism product and infrastructure that attracts public attention. This showroom design recommendation is also expected to provide a unique experience and as a medium for delivering education and promotion to the community so that later they will know the existence of Menua Sadap Village as a producer of Dayak Iban Woven Fabric.

Keywords: *Menua Sadap Village, Dayak Iban Woven Fabric, Showroom, Promotion*