

## The Existence of Indonesian Jewelry: Modern and Contemporary Styles based on the Intuition of the Creation of Traditional Ideas

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### Abstract

*This article explores the significance of the jewelry-making tradition in Indonesia and its evolution over time, based on the unique techniques, materials, designs, and varieties of ornaments that make Indonesian jewelry famous locally and internationally. This article aims to analyze jewelry that can have an economic impact based on the local community's culture and its potential for sustainable development in the region. The research method used was qualitative descriptive, and it was in Jepara, Jombang, Tulungagung, Mojokerto, Ciamis, and Garut in Indonesia, with 30 respondents (artisan groups). Data collection will be done through observation and in-depth interviews to analyze jewelry designs and ornamental varieties—data analysis will be done using the source triangulation technique. The study results show the symbolism and cultural significance of Indonesian jewelry design sourced from traditional values. The source of creation is from the surrounding nature, in the form of plants, streams, branches, and leaves that develop in Indonesia. By combining traditional craftsmanship and ideas with modern marketing and distribution channels, jewelry in Indonesia has survived to this day.*

**Keywords:** *Jewelry, Design, Craftsmanship, Contemporary Styles, Economic Impact.*

### Introduction

An exploration of the jewelry-making traditions of Jepara, Jombang, Tulungagung, Mojokerto, Ciamis, and Garut in Indonesia investigates the intricate craftsmanship passed down from generation to generation, highlighting skills and knowledge that have been preserved and adapted over the centuries. The intricate craftsmanship and artistry involved in creating traditional jewelry is a skill passed down from generation to generation (Wijaya, 2021). Symbolism and cultural significance are embedded in the jewelry designs of Jepara, Jombang, Tulungagung, Mojokerto, Ciamis, and Garut, reflecting the region's history, beliefs, and traditions. The deep-rooted cultural significance of jewellery plays a role in local rituals, celebrations, and daily life (Devanny Gumulya & Fenny Meilani, 2022; Putri Utami & Kahdar, 2022). Jewelry and various ornaments in it function as a tangible representation of the history, identity, and artistic heritage of Jepara, Jombang, Tulungagung, Mojokerto, Ciamis, and Garut, which reflect the values and beliefs of the community.

External influences, such as trade networks and cultural exchanges, shape jewelry's distinctive style and aesthetics (Hendranto, 2019; Nugraha, 2017). Including Jepara, Jombang, Tulungagung, Mojokerto, Ciamis, and Garut. Jepara, Jombang, Tulungagung, Mojokerto, Ciamis, and Garut jewellery with contemporary styles combine traditional techniques with modern design concepts to attract the global market. The role of technology in the production and marketing of Jepara, Jombang, Tulungagung, Mojokerto, Ciamis, and Garut jewellery impacts the reach and sustainability of the industry. Environmentally friendly and ethical practices are also carried out in jewellery making (Irawati & Ismail, 2022). This is in line with the cultural values and traditions of Jepara, Jombang, Tulungagung, Mojokerto, Ciamis, and Garut.

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The role of innovation in the industry is that of artisans who incorporate modern elements and techniques while retaining the essence of traditional craftsmanship (Eriandani, Pudjolaksono, 2019; Santoso, 2018). The role of innovation in the industry is that of artisans who incorporate modern elements and techniques while retaining the essence of traditional craftsmanship (Eriandani, Pudjolaksono, 2019; Santoso, 2018). The potential of the jewelry industry in Jepara, Jombang, Tulungagung, Mojokerto, Ciamis, and Garut contributes to sustainable tourism and cultural exchange, fostering relationships between local artisans and international visitors. Despite the challenges, the industry faces in the modern era, including competition from mass-produced jewelry and changing consumer preferences. Training programs for young artisans and efforts are needed to create jewelry creations that can be sold to a global audience (Arifin, 2017).

Jewelry contributes to the economic and social structure, providing livelihoods for artisans and fostering a sense of pride and continuity among the locals (Christianna, 2020). The production of traditional jewelry in Jepara, Jombang, Tulungagung, Mojokerto, Ciamis, and Garut faces challenges faced by artisans in preserving traditional techniques while adapting to the demands of the modern market. This allows us to explore the impact of globalization and changing consumer preferences on jewelry design and production methods.

## Method

This study uses a qualitative method, where data collection is carried out by interview and literature review models. This research prioritizes verbal data, in-depth observation, and understanding of the meaning of social or humanitarian phenomena (Susanti et al., 2024). Qualitative methods are subjective, descriptive, and holistic and can produce theories; they focus on the research process rather than the results (Susanti et al., 2024). Jewelry and its ornamental variety in the research are carried out by means of in-depth observation in accordance with the character of qualitative research (Fauzi et al., 2024). This in-depth observation refers to data mining activities and activities at in-depth research locations in Jepara, Jombang, Tulungagung, Mojokerto, Ciamis, and Garut in Indonesia, using 30 jewelry artisan respondents who are the primary data. Of course, secondary data is used by means of literature studies by making in-depth observations on several articles in journals and news in the mass media.

Qualitative data can be sorted into three types (Agusta, 2003), Observation results describe the situation, events, interactions, and behaviors observed in the field. This is done by observing the behaviors and how to create jewelry in craftsmen. The result of the conversation was in the form of direct quotes from people's statements about the craftsmen's experiences, attitudes, beliefs, and thoughts in an in-depth interview. In addition, there are written materials, quotations or entire documents, correspondence, recordings, and historical cases related to the social, cultural, artistic, and creative economy of jewelry at the research site.

Jewelry data analysis in Jepara, Jombang, Tulungagung, Mojokerto, Ciamis, and Garut using source triangulation techniques. Source triangulation functions to test the validity and reliability of data by digging up the truth of information through various sources of data acquisition, meaning obtaining data from different sources with the same technique (Muhammad, 2021). Several primary and secondary data sources are analyzed in triangulation mode, this is an activity to test the validity and reliability of data sourced from jewelry artisans. Some of the focus of problems related to history, creation, ornamental, social, cultural, and creative economy related to jewelry at the research site.

## Results and Discussion

### *Socio-Cultural Phenomena of Indonesian Traditional Jewelry*

The art of jewelry making in Jepara, Jombang, Tulungagung, Mojokerto, Ciamis, and Garut has been shaped by cultural influences, including Buddhist traditions, Hinduism, Islamic art, and European colonial elements (Wira Darma, 2019). These diverse influences have created unique designs and techniques that distinguish Jepara, Jombang, Tulungagung, Mojokerto, Ciamis, and Garut jewelry, from other regional styles. Over

time, local artisans have adapted crafts to incorporate new materials and technologies while retaining the essence of traditional motifs and symbolism.

The uniqueness of jewelry from these regions is reflected in the use of distinctive motifs, such as local flora and fauna and cultural symbols that have deep meaning (Hendranto, 2021). Artisans have developed special techniques in processing precious metals and stones that have been passed down from generation to generation. Innovation in design and production continues, with some Jepara, Jombang, Tulungagung, Mojokerto, Ciamis, and Garut jewelry artisans combining traditional elements with contemporary styles to appeal to a wider market. This development maintains the continuity of traditional jewelry art and opens new opportunities in the local creative industry. Collaborations between artisans and modern designers have resulted in unique collections that showcase the fusion of cultural heritage and global fashion trends. This increases the competitiveness of local jewelry products in the international market and strengthens the cultural identity of these regions in the context of contemporary art (Ernawati & Sari, 2020; Kasiyan, 2021).

The evolution of jewelry can be traced through changing political landscapes and economic shifts, with each era leaving its mark on handicrafts. Skilled artisans continue to refine techniques by blending traditional methods with contemporary innovations to create pieces that reflect modern cultural heritage and aesthetics (Hadijah, 2021). This dynamic adaptation has allowed jewelry to remain relevant and sought-after, even as global fashion trends and consumer preferences have evolved over time.

The popularity of jewelry can be attributed to its ability to blend tradition with contemporary innovation, appealing to both local and international markets. Jepara, Jombang, Tulungagung, Mojokerto, Ciamis, and Garut artisans have developed a keen understanding of consumer preferences, making it possible to create pieces that resonate with diverse audiences while maintaining cultural integrity. This adaptability ensures the craft's survival and positions Indonesian jewelry as a unique and valuable representation of Indonesian art on the international stage (Piani & Wenagama, 2018).

#### *The Current Condition of Indonesian Traditional Jewelry*

Cultural tourism has led to the development of jewelry workshops and galleries where visitors can observe artisans at work and participate in jewelry classes. This interactive experience provides tourists with a deeper understanding of the craft and contributes to the preservation of traditional techniques by creating a demand for authentic handicraft works. In addition, the increased visibility of the jewelry industry in Jepara, Jombang, Tulungagung, Mojokerto, Ciamis, and Garut has sparked collaborations between local artisans, resulting in innovative fusion styles that blend traditional motifs with contemporary aesthetics.

This blend of traditional and modern elements not only expands the appeal of the Jepara, Jombang, Tulungagung, Mojokerto, Ciamis, and Garut jewelry markets, but also inspires a new generation of local artisans to explore innovative techniques while respecting cultural heritage. The increasing recognition of Jepara, Jombang, Tulungagung, Mojokerto, Ciamis, and Garut jewelry expertise has also led to increased investment in the sector, including establishing specialized training centers and introducing advanced technologies to improve production quality. The existence of sustainable cultural preservation and the development of the creative economy shows how traditional crafts can thrive in the global market while maintaining their unique identity and cultural significance (Rosyady et al., 2022).

#### *The Importance of Indonesian Jewelry in Local Culture*

The cultural significance of jewelry goes beyond its aesthetic appeal, embodying collective memory and artistic heritage. These intricate pieces often serve as heirlooms, passed down from generation to generation, and carry family history stories and cultural traditions. Additionally, jewelry crafts in Jepara, Jombang, Tulungagung, Mojokerto, Ciamis, and Garut are important in preserving traditional techniques and motifs, ensuring that traditional art practices thrive in the modern era.

Preserving these traditional jewelry-making techniques also contributes to transferring knowledge and skills between generations, fostering a deep connection between the past and the present (Jannah et al., 2020).

This continuity not only maintains the cultural identity of Jepara, Jombang, Tulungagung, Mojokerto, Ciamis, and Garut, but also serves as a source of inspiration for contemporary artisans who combine traditional elements with modern design. In addition, the jewelry industry in Jepara, Jombang, Tulungagung, Mojokerto, Ciamis, and Garut has become a significant attraction for cultural tourism, attracting visitors who are interested in experiencing and acquiring original works of local crafts that embody artistic heritage.

#### *Development of Indonesian Traditional Jewelry*

This effort can be further enhanced by creating specialized training centers for Jepara, Jombang, Tulungagung, Mojokerto, Ciamis, and Garut jewelry equipped with modern tools and facilities to support traditional and contemporary techniques. Collaborating with universities to develop specialized courses in jewelry design and craftsmanship can also help improve the skill level of artisans and attract young talent to the industry. Additionally, implementing certification programs for genuine Jepara, Jombang, Tulungagung, Mojokerto, Ciamis, and Garut jewelry can protect the integrity of the craft and provide quality assurance and authenticity to consumers.

Establishing partnerships with communities, art galleries, museums, tourism and cultural governments, can provide opportunities to showcase Jepara, Jombang, Tulungagung, Mojokerto, Ciamis, and Garut jewelry on the national stage, raise its profile, and attract collectors and fans. Organizing an annual jewelry festival or exhibition can create a platform for artisans to network, share knowledge, and showcase their latest creations to a wider audience (Hastiningsih et al., 2021; Larasati, 2021; Mardi, 2021). Developing a comprehensive marketing strategy highlighting jewelry's unique cultural heritage and expertise can help differentiate it in a competitive national market and increase perceived value.

#### *The Creation of Traditional and Modern Jewelry in Indonesia*

This study investigates the methods of transferring knowledge and skills in jewellery makings, such as internships, family traditions, and community workshops, which have ensured the continuity of jewelry-making techniques in Jepara, Jombang, Tulungagung, Mojokerto, Ciamis, and Garut. It can also explore how these traditional practices have evolved to accommodate modern market demands while retaining the core elements that distinguish Jepara, Jombang, Tulungagung, Mojokerto, Ciamis, and Garut jewelry. The role of local governments and cultural organizations in supporting and promoting the transmission of these skills to the younger generation of artisans.

The preservation of traditional jewelry-making techniques is further supported by festivals and exhibitions of local products, which provide a platform for artisans to showcase their skills and pass them on to the broader community. The exhibition event celebrates the rich heritage of Jepara, Jombang, Tulungagung, Mojokerto, Ciamis, and Garut jewelry craftsmanship and serves as an essential networking opportunity for artisans to exchange ideas and techniques. In addition, the integration of digital platforms and social media has enabled Jepara, Jombang, Tulungagung, Mojokerto, Ciamis, and Garut jewellery to reach a global audience, making it possible to share unique designs and traditional methods with jewellery enthusiasts around the world (Kharisma et al., 2023; Laily et al., 2022; Ranti Eka Putri et al., 2023).

The increasing national recognition of Jepara, Jombang, Tulungagung, Mojokerto, Ciamis, and Garut jewelry has led to collaborations between local artisans and national designers, resulting in innovative fusion works that blend traditional techniques with contemporary aesthetics. Form-making in industrial design is a complex cognitive process, requiring designers to use highly focused resources and meet various requirements simultaneously (Patiño & Maya, 2025). The cross-cultural exchange expands the appeal of Jepara, Jombang, Tulungagung, Mojokerto, Ciamis, and Garut jewelry. It inspires local artisans to experiment with new materials and designs while staying true to local cultural roots. In addition, the growing interest in sustainable and produced jewelry, creates new opportunities for Jepara, Jombang, Tulungagung, Mojokerto, Ciamis, and Garut artisans to showcase their eco-friendly production methods and the use of locally sourced materials.

#### *Efforts to preserve and promote traditional jewelry in Indonesia*

Artisans greatly determine the latest developments and innovations in jewellery design (Chen, 2025). Various initiatives have been undertaken by local governments, cultural organizations, and artisan cooperatives to preserve and promote traditional jewelry-making techniques (Christianna, 2020). Efforts to build training programs, create artisan markets, or develop cultural heritage tourism centered around the jewelry-making traditions of Jepara, Jombang, Tulungagung, Mojokerto, Ciamis, and Garut. National collaboration and fair-trade practices are leveraged to support and sustain local artisan communities. Artisans innovate designs and marketing strategies to attract consumers while respecting cultural heritage. The role of social media and *e-commerce* platforms in connecting jewelers with the global market and promoting unique creations to a wider audience (Prastiyani & Hartono, 2022; Sukmasey et al., 2020).

The development of traditional jewelry in Jepara, Jombang, Tulungagung, Mojokerto, Ciamis, and Garut involves a multi-layered approach that combines preservation, innovation, and market adaptation. This process requires a deep understanding of the cultural significance of jewelry manufacturing techniques and an awareness of consumer preferences and global design trends. By fostering collaboration between artisans, designers, and educators, the evolution of jewelry can be guided in a way that respects its rich heritage while ensuring its relevance and sustainability in the contemporary market. The approach to developing traditional jewellery involves integrating sustainable materials, which are in line with the increasing consumer demand for luxury products. By striking a balance between tradition and innovation, Jepara, Jombang, Tulungagung, Mojokerto, Ciamis, and Garut jewelry artisans can create unique pieces that tell the story of cultural heritage and contemporary creativity.

Implementing educational programs and workshops in local schools and cultural communities can help preserve and pass on traditional jewelry-making techniques from Jepara, Jombang, Tulungagung, Mojokerto, Ciamis, and Garut to the younger generation. Additionally, forging partnerships with luxury fashion brands or high-end retailers can create new opportunities for jewelry to reach the premium market and gain recognition as an Indonesian expertise. The initiative may also include mentorship programs and pairing experienced artisans with aspiring jewelers to ensure the transfer of skills and knowledge.

#### *Promotion and Development Strategy of Indonesian Traditional Jewelry*

This initiative can be complemented by organizing annual jewelry exhibitions and competitions to showcase the best works and innovations in the field. A dedicated online platform for Jepara, Jombang, Tulungagung, Mojokerto, Ciamis, and Garut jewelry artisans to sell creations directly to global customers can help bypass the middleman and increase profit margins for local artisans. These platforms include Marketplace, Shopee, Instagram, YouTube, Facebook, Tokopedia, and TikTok. In addition, developing a comprehensive marketing strategy that highlights the unique cultural heritage and sustainable practices of Jepara, Jombang, Tulungagung, Mojokerto, Ciamis, and Garut jewelry production can attract socially conscious consumers and further differentiate brands in the global market. Well-known brands have an impact on product sales (Kim & Nicolau, 2025a; Tonin et al., 2025).

The jewelry fair serves as a platform for artisans to receive feedback from industry experts and potential buyers, helping to refine designs and adapt to market trends (Supriatna, 2020). Collaborating with local tourism boards to include Jepara, Jombang, Tulungagung, Mojokerto, Ciamis, and Garut jewelry workshops and demonstrations on cultural tours can provide an additional source of income for artisans and increase the region's appeal as a craft tourism destination. Additionally, implementing certification programs for genuine Jepara, Jombang, Tulungagung, Mojokerto, Ciamis, and Garut jewelry can help protect the industry from counterfeit products and ensure consumers buy authentic, high-quality goods. This digital social media presence is enhanced by developing a virtual reality experience that allows potential buyers to explore the details of jewellery designs and witness the process. Additionally, collaborating with fashion influencers and celebrities to promote jewelry can help boost their profile and attract a wider and more diverse audience.

To further promote Jepara, Jombang, Tulungagung, Mojokerto, Ciamis, and Garut jewelry, organizing workshops and masterclasses led by skilled artisans can provide insight to fans and aspiring artisans about traditional techniques and modern innovations. These events can foster a global community of jewelry enthusiasts, encourage cultural exchange, and inspire new interpretations of traditional art forms (Arifin,



2017; Murdiyanto & Ismail, 2020). In addition, forging partnerships with design schools and educational institutions can create opportunities for artists' residences and exhibitions, showcase jewellery alongside other renowned crafts and enhance its status in the world of art and design on a global level.

Applying this holistic approach can lead to creating a strong local brand identity for jewelry, differentiating it from mass-produced alternatives. This brand identity can be built on the region's unique cultural heritage and craftsmanship, attracting consumers who value authenticity and quality (Dewi Rahmawati et al., 2020; Zullaihah & Setyawati, 2021). By leveraging digital platforms and social media, the jewelry industries of Jepara, Jombang, Tulungagung, Mojokerto, Ciamis, and Garut are also expanding their reach to global audiences, showcasing attractive designs for potential customers around the world.

Building a brand identity can establish partnerships with fashion houses or national designers by collaborating on exclusive collections that blend traditional craftsmanship with contemporary aesthetics. In addition to branding, the unique characteristics and nuances of popular culture content, such as genre, popularity coverage, and celebrity effects, play a crucial role in shaping the magnitude of the sales impact (Kim & Nicolau, 2025b). The collaboration will not only enhance the status of jewelry, but also provide artisans with exposure to global design trends and techniques, driving innovation in the industry. In addition, organizing a jewelry creation idea exchange program or workshop can attract artists and designers, further enriching the local creative ecosystem and promoting cross-cultural dialogue within the jewelry community.

Collaboration and cultural exchange can lead to innovative designs that appeal to local and international markets. The initiative will also help preserve traditional techniques by integrating them into the modern jewellery manufacturing process, ensuring the longevity of the cultural heritage of Jepara, Jombang, Tulungagung, Mojokerto, Ciamis, and Garut. In addition, training is carried out to nurture the next generation of craftsmen, equipping them with traditional skills and contemporary design knowledge. Skill preservation utilizing special training focusing on Jepara, Jombang, Tulungagung, Mojokerto, Ciamis, and Garut jewelry, serves as a center for experimentation with new materials and techniques while preserving traditional methods.

Digital marketplaces can showcase jewelry products, allowing customers worldwide to customize purchases (Kresnawati & Rasyidah, 2021; Rohmat, 2022). Mentorship programs between experienced artisans in the younger generation can ensure the preservation and evolution of traditional techniques while addressing potential succession issues in industry. This approach can also encourage innovation within industry, encouraging artisans to experiment with new designs while retaining traditional techniques. By establishing training programs and workshops, Jepara, Jombang, Tulungagung, Mojokerto, Ciamis, and Garut artisans can ensure the transfer of skills to the younger generation, thus securing the long-term sustainability of jewelry crafts. In addition, collaborations with national designers and retailers can further enhance the profile of jewelry, create new market opportunities and enhance the global appeal.

#### *Challenges faced by traditional jewelry artisans in Indonesia*

The challenges traditional jewellery artisans face in Jepara, Jombang, Tulungagung, Mojokerto, Ciamis, and Garut go beyond economic pressures, including cultural and educational aspects. Artisans must navigate the intricate balance between preserving heritage and adapting to contemporary market demands. Efforts to address these challenges can include initiatives for skills transfer to younger generations, partnerships with design schools to innovate while respecting tradition, and the creation of platforms and social media to showcase and market authentic Jepara, Jombang, Tulungagung, Mojokerto, Ciamis, and Garut jewelry to a global audience.

Integrating modern technology with traditional craftsmanship can offer innovative solutions to preserve and promote Jepara, Jombang, Tulungagung, Mojokerto, Ciamis, and Garut jewelry. Collaborative projects between artisans and tech-savvy entrepreneurs can lead to the development of virtual reality experiences or augmented reality applications that showcase the intricate process of making jewelry. The use of augmented reality for promotions is already widespread (Ayustina et al., 2023; Dharmalau et al., 2022; Falia & Wardhani,

2022; Ilman & Prasetyo, 2022; Rachmanto & Noval, 2018). Such initiatives can educate consumers about the cultural significance of Jepara, Jombang, Tulungagung, Mojokerto, Ciamis, and Garut jewelry and create immersive marketing opportunities that appeal to digital audiences.

Technological advances can facilitate the creation of digital archives and preserve century-old techniques and designs for future generations. Additionally, the use of 3D printing technology has the potential to assist artisans in prototyping new designs more efficiently, allowing for faster adaptation to changing market trends while retaining the essence of traditional craftsmanship (Cahyati & Marpaung, 2022; Pangaribuan & Irwansyah, 2019). 3D printing technology in many industries is widely accepted due to its low production cost and capacity to produce complex and geometric shapes (Saniman et al., 2025). By embracing these digital tools, jewelry artisans in Jepara, Jombang, Tulungagung, Mojokerto, Ciamis, and Garut can expand their reach and attract a new generation of customers who value heritage and innovation.

Specific challenges faced by traditional jewelry artisans in Jepara, Jombang, Tulungagung, Mojokerto, Ciamis, and Garut, such as competition from mass-produced jewelry, difficulties in sourcing high-quality materials, and the struggle to maintain traditional techniques in a rapidly growing industry. It may also explore a generational skill gap, with fewer young people interested in learning and continuing traditional crafts. A change in consumer preferences and market demand impacts the sustainability of traditional jewelry production.

Economic challenges jewelers in Jepara, Jombang, Tulungagung, Mojokerto, Ciamis, and Garut face include limited access to capital for investment in new equipment or materials and difficulties in marketing products to international audiences. It may also address the potential impact of technological advances on traditional jewelry-making techniques and how artisans adapt to incorporate new tools and methods while preserving cultural heritage. In addition, there is a role for government policies and supporting programs in preserving and promoting the expertise of traditional jewelry in Jepara, Jombang, Tulungagung, Mojokerto, Ciamis, and Garut.

## Conclusion

Jewelry production economically impacts local communities, including employment opportunities and income generation for artisans. The role of government initiatives and international organizations in supporting the preservation and promotion of traditional crafts. Establishing vocational training programs and workshops in Jepara, Jombang, Tulungagung, Mojokerto, Ciamis, and Garut can help preserve traditional jewelry techniques, while nurturing a new generation of skilled craftsmen. Leveraging digital platforms and e-commerce strategies can expand the global reach of jewelry, allowing artisans to showcase their expertise to audiences worldwide. In addition, creating protected geographical indications for Jepara, Jombang, Tulungagung, Mojokerto, Ciamis, and Garut jewelry can increase its authenticity and value in the international market, similar to other well-known regional crafts.

This initiative can protect the cultural heritage of the jewelry making tradition of Jepara, Jombang, Tulungagung, Mojokerto, Ciamis, and Garut and create sustainable economic opportunities for local artisans. Combining traditional craftsmanship with modern marketing and distribution channels, Jepara, Jombang, Tulungagung, Mojokerto, Ciamis, and Garut can be the premier destination for unique handcrafted jewelry. This holistic approach to preserving and promoting the jewellery industry in Jepara, Jombang, Tulungagung, Mojokerto, Ciamis, and Garut can serve as a model for other traditional craft communities facing similar challenges in the global market.

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