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**Tenun Bercerita: Storytelling Berbasis Co-creation Pada Komunitas Tenun Ikat Sikka Dalam Membentuk
Pengalaman Wisatawan**
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Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

INTISARI

Dalam diskursus pariwisata budaya kontemporer, *storytelling* telah berkembang melampaui fungsinya sebagai instrumen pemasaran dan telah menjadi platform penciptaan nilai relasional yang kompleks. Penelitian ini menginvestigasi dinamika *co-creation storytelling* pada komunitas tenun ikat Sikka, Indonesia, dengan fokus pada mekanisme kolaboratif *storytelling* yang membentuk pengalaman wisatawan. Paradigma konstruktivisme digunakan melalui desain studi kasus dengan pendekatan etnografi di tiga lokus tipologis (Desa Sikka, Bliran Sina, dan Mbola So). Data dikumpulkan melalui observasi partisipatoris primer, wawancara mendalam terhadap 27 informan lintas pemangku kepentingan, dan dokumentasi artefak. Analisis dioperasionalkan melalui integrasi model DART (*Dialogue, Access, Risk, Transparency*) dan unit analisis 6P untuk mengevaluasi interaksi sistemik antaraktor pada level mikro, mezzo, dan makro.

Temuan penelitian mengungkapkan kontinum *tripartite co-creation storytelling* yang terintegrasi: (1) *Co-production* sebagai fondasi narasi dari ontologis yang berakar pada pengetahuan asli (*indigenous knowledge*); (2) *Co-design* sebagai narasi dari fase adaptasi naratif strategis yang menegosiasikan otentisitas tradisi dengan ekspektasi pasar; dan (3) *Co-experience* sebagai narasi yang tercipta pada puncak interaksi *in-situ* wisatawan dengan komunitas memfasilitasi pengalaman eudaimonia bagi wisatawan. Penelitian ini memperkenalkan proposisi kebaruan berupa adaptasi terbalik (*reverse adaptation*), di mana ekosistem pariwisata dipaksa menyesuaikan diri dengan ritme produksi tradisional komunitas. *Co-creation storytelling* merupakan mekanisme penting dalam mempertahankan pengetahuan (*epistemic*) tenun. Melalui *co-creation storytelling*, tenun merupakan wujud kolaboratif konvensional sebagai arena negosiasi budaya yang dikendalikan secara selektif oleh otoritas adat. *Co-creation storytelling* mentransformasi transaksi pariwisata dari pertukaran komoditas fisik menjadi proses transfer nilai budaya autentik berkelanjutan dan memberikan kontribusi signifikan pada teori *Service-Dominant Logic* (SDL) dan manajemen warisan budaya tak benda. Secara teoritis, memberikan kontribusi pada pengembangan pariwisata budaya berbasis komunitas yang menyeimbangkan antara komodifikasi dan pelestarian nilai filosofis budaya tenun.

Kata Kunci: *Co-creation Storytelling*, Tenun Ikat Sikka, Model *DART*, Pelestarian Budaya, Pariwisata Budaya, Pengalaman Eudaimonia.

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ABSTRACT

The contemporary cultural tourism discourse, storytelling has evolved beyond its function as a marketing instrument to be a complex relational value creation platform. This study investigates the dynamics of co-creation storytelling in the ikat weaving community of Sikka, Indonesia, with a focus on the collaborative mechanisms that shape the tourists' experience. Using the constructivism paradigm through a case study design with an ethnographic approach in three typological loci (Sikka Village, Bliran Sina, and Mbola So Villages), data were collected through primary participatory observation, in-depth interviews with 27 cross-stakeholder informants, and artifact documentation. The analysis was operationalized through the integration of the DART (Dialogue, Access, Risk, Transparency) model and the 6P analysis unit to evaluate the systemic interactions between actors at the micro, mezzo, and macro levels.

The findings of the study reveal an integrated tripartite co-creation storytelling continuum: (1) Co-production as the foundation story of ontological authority rooted in indigenous knowledge; (2) Co-design as story of a phase of strategic narrative adaptation that negotiates the authenticity of tradition with market expectations; and (3) Co-experience as the peak of in-situ interaction between tourists and the community to facilitate the eudaimonia experience for tourists. This research introduces the proposition of novelty in the form of reverse adaptation, in which the tourism ecosystem is forced to adapt to the traditional production rhythm of the community. Co-creation storytelling is an important mechanism in the defence of the sovereignty of knowledge (epistemic) weaving. Through co-creation storytelling, weaving transcends the boundaries of conventional collaborative mechanisms, manifesting as an arena of cultural negotiation that is selectively controlled by indigenous authorities. Co-creation storytelling transforms tourism transactions from the exchange of physical commodities to a sustainable process of authentic cultural value transfer, making significant contributions to Service-Dominant Logic (SDL) theory and intangible cultural heritage management. Theoretically, it contributes to the development of community-based cultural tourism that balances between commodification and the preservation of the philosophical values of weaving culture.

Keywords: Co-creation Storytelling, Sikka Ikat Weaving, tripartite co-creation, Epistemic Sovereignty, Tourist's Eudaimonia Experience.