

## INTISARI

Kompleksitas tantangan pembangunan ekonomi dan sosial di kawasan perdesaan mendorong perlunya strategi inovatif yang melibatkan seluruh elemen masyarakat. Salah satu pendekatan yang terbukti efektif adalah pengembangan desa wisata berbasis masyarakat berkelanjutan, di mana modal sosial menjadi kekuatan utama dalam menghadapi keterbatasan sumber daya dan meningkatkan kesejahteraan warga. Modal sosial yang terdiri dari kepercayaan, gotong royong, kolaborasi, dan jaringan sosial telah menjadi pondasi penting dalam menciptakan tata kelola desa wisata yang inklusif dan berkelanjutan, serta membuka peluang diversifikasi pendapatan melalui sektor pariwisata, ekonomi kreatif, dan produk lokal.

Penelitian ini bertujuan untuk mengetahui, mendeskripsikan, dan menganalisis peran modal sosial dalam mendukung efektivitas pengembangan Desa Wisata Lerep sebagai destinasi pariwisata berbasis masyarakat yang berkelanjutan (PBMB). Pendekatan yang digunakan adalah studi kasus kualitatif dengan menekankan pada PBMB dan peran pemerintah desa dalam tata kelola partisipatif. Diharapkan, penguatan modal sosial dapat mendorong tata kelola yang profesional, transparan, serta berdampak nyata terhadap peningkatan kesejahteraan dan pelestarian lingkungan serta budaya lokal.

Hasil penelitian menunjukkan bahwa pengembangan Desa Wisata Lerep berhasil berkat sinergi antara pemerintah desa sebagai inisiator dan motor penggerak, kelompok masyarakat seperti Pokdarwis dan BUMDes sebagai pelaksana utama, serta partisipasi aktif warga dalam setiap proses pengelolaan wisata. Kolaborasi yang terbangun berlangsung secara dinamis, didukung oleh komunikasi dua arah, kaderisasi sejak dini, dan inovasi yang melibatkan berbagai kelompok, termasuk perempuan dan pemuda. Proses ini juga diwarnai dengan penegakan aturan, monitoring, serta upaya promosi dan branding digital yang memperkuat daya saing desa wisata.

Kesimpulan dari penelitian ini adalah bahwa modal sosial berperan sentral sebagai katalisator keberhasilan pengembangan Desa Wisata Lerep. Kolaborasi yang efektif antara pemerintah desa, kelompok masyarakat, dan warga telah menghasilkan tata kelola yang inklusif dan berkelanjutan, serta memberikan dampak positif pada aspek ekonomi, sosial, budaya, dan lingkungan. Desa Wisata Lerep pun menjadi model inspiratif bagi pengembangan PBMB di Indonesia.

**Kata Kunci:** modal sosial, desa wisata, pariwisata berbasis masyarakat berkelanjutan

## ABSTRACT

The complexity of economic and social development challenges in rural areas necessitates innovative strategies that involve all elements of society. One approach that has proven effective is the development of sustainable community-based tourism villages, where social capital is a key strength in overcoming resource constraints and improving the welfare of residents. Social capital, consisting of trust, mutual assistance, collaboration, and social networks, has become an important foundation in creating inclusive and sustainable tourism village governance, as well as opening up opportunities for income diversification through the tourism sector, creative economy, and local products.

This study aims to identify, describe, and analyze the role of social capital in supporting the effectiveness of the development of Lerep Tourism Village as a sustainable community-based tourism destination (PBMB). The approach used is a qualitative case study with an emphasis on PBMB and the role of the village government in participatory governance. It is hoped that strengthening social capital can encourage professional and transparent governance, as well as have a real impact on improving welfare and preserving the local environment and culture.

The results of the study show that the development of Lerep Tourism Village was successful thanks to the synergy between the village government as the initiator and driving force, community groups such as Pokdarwis and BUMDes as the main implementers, and the active participation of residents in every tourism management process. The collaboration that was built was dynamic, supported by two-way communication, early cadre development, and innovation involving various groups, including women and youth. This process was also marked by law enforcement, monitoring, and digital promotion and branding efforts that strengthened the competitiveness of the tourism village.

The conclusion of this study is that social capital plays a central role as a catalyst for the successful development of Lerep Tourism Village. Effective collaboration between the village government, community groups, and residents has resulted in inclusive and sustainable governance and has had a positive impact on economic, social, cultural, and environmental aspects. Lerep Tourism Village has become an inspiring model for PBMB development in Indonesia.

**Keywords:** social capital, tourism village, sustainable community-based tourism