

ABSTRAK

Penelitian ini bertujuan untuk menganalisis peran modal sosial dalam pengembangan ekonomi lokal berbasis budaya melalui Paguyuban Batik Tulis Giriloyo (PBTG) di Desa Wukirsari. Modal sosial dianalisis melalui tiga dimensi utama, yaitu kepercayaan (trust), norma (norm), dan jejaring (networking), yang dikaji pada tiga tahapan utama kegiatan paguyuban, yakni input, proses, dan output. Metode penelitian menggunakan pendekatan kualitatif dengan teknik wawancara mendalam, observasi, dan dokumentasi, yang dianalisis secara deskriptif-analitis.

Hasil penelitian menunjukkan bahwa pada tahap input, dimensi jejaring (networking) memiliki peran paling dominan, terutama dalam menghubungkan paguyuban dengan aktor eksternal seperti pemerintah, LSM, dan lembaga pendamping yang berkontribusi pada pembentukan kelembagaan, akses pendanaan, serta penguatan kapasitas awal komunitas. Pada tahap proses, norma (norm) menjadi dimensi paling dominan dalam mengatur produksi, manajemen, pengembangan kapasitas, serta pemasaran dan distribusi, sehingga mampu menjaga koordinasi kerja kolektif, kualitas produk, dan stabilitas organisasi. Sementara itu, pada tahap output, kepercayaan (trust) berperan penting dalam menjaga keberlanjutan manfaat ekonomi, kohesi sosial, dan pelestarian budaya, meskipun jejaring tetap berkontribusi pada penguatan kelembagaan dan perluasan dampak ekonomi ke masyarakat sekitar.

Kata Kunci: Modal Sosial, Ekonomi Lokal, Paguyuban Batik Tulis Giriloyo.

ABSTRACT

This study aims to analyze the role of social capital in developing a culture-based local economy through the Giriloyo Hand-Written Batik Association (PBTG) in Wukirsari Village. Social capital is analyzed through three main dimensions: trust, norms, and networking, which are examined at three key stages of the association's activities: input, process, and output. The research method uses a qualitative approach using in-depth interviews, observation, and documentation, analyzed descriptively and analytically.

The results indicate that at the input stage, the networking dimension plays the most dominant role, particularly in connecting the association with external actors such as the government, NGOs, and supporting institutions, contributing to institutional formation, access to funding, and strengthening the community's initial capacity. At the process stage, norms are the most dominant dimension in regulating production, management, capacity development, and marketing and distribution, thus maintaining collective work coordination, product quality, and organizational stability. Meanwhile, at the output stage, trust plays a crucial role in maintaining the sustainability of economic benefits, social cohesion, and cultural preservation, while networks continue to contribute to institutional strengthening and expanding economic impacts to surrounding communities.

Keywords: *Social Capital, Local Economy, Giriloyo Hand-Written Batik Association.*