Intisari

Penelitian ini tentang potret pemanfaatan lahan budidaya salak di kawasan konservasi Taman Nasional Gunung Merapi (TNGM), khususnya di Zona Tradisional oleh masyarakat Desa Ngablak, Kecamatan Srumbung. Penelitian ini berangkat dari studi literatur yang tidak diperlakukan secara ketat tentang ecopreneurship dan sociopreneurship yang berasal dari pengetahuan lokal masyarakat dalam mengelola sumber daya alam di TNGM. Kemudian dikonfirmasi ke masyarakat secara grounded melalui metode wawancara mendalam terhadap 35 informan/partisipan dengan teknik *snowball sampling* menghasilkan data empirik yang orisinil. Data dianalisis menggunakan metode coding yang terdiri dari tahap *open coding, axial coding* dan *selective coding*.

Hasil temuan menunjukkan proses pengkodean *grounded theory* menghasilkan kategori inti ecopreneurship yaitu 4 kategori inti eco-inovasi, dua kategori inti eco-comittment, dua kategori inti eco-opportunity, serta kategori inti sociopreneurship yaitu empat kategori inti inovasi social, satu kategori inti nilai social yaitu nilai guyup rukun, empat kategori inti modal sosial dan satu kategori inti aktivitas ekonomi masyarakat.

Penelitian ini mencoba melakukan kontruksi teori eco-sociopreneurship yang dihasilkan melalui data empirik yang bersifat emic dengan teori lain yang lebih mapan, yaitu teori Sustainable Ecological System (SES) dan Sustainable Transition (ST) untuk dapat menunjukkan resiliensi eco-sociopreneurship menjawab tantangan pemulihan ekosistem hutan. Terdapat pergeseran pola mata pencaharian masyarakat dari petani salak dan penambang pasir ke peternak kambing. Oleh karena itu, masyarakat membutuhkan Kaliandra sebagai hijauan pakan ternak yang bernutrisi tinggi, di sisi lain Kaliandra juga dapat dapat berperan sebagai bridging pemulihan hutan yang potensial sehingga memungkinkan kebun salak menjadi ekosistem kebun hutan yang lebih beragam. Titik temu inovasi sosial dan ekologi ini menjadi harmonisasi yang menghasilkan eco-opportunity pemulihan ekosistem TNGM melalui budidaya kambing Sapera dan penanaman Kaliandra, sekaligus peluang kesejahteraan ekonomi masyarakat melalui berbagai bentuk inovasi nilai tambah. Di titik inilah resilien secara ekologi maupun sosial terlihat di lapangan, dimana terdapat peningkatan kesejahteraan bagi petani yang beralih menjadi peternak, hingga peningkatan “kesejahteraan” hutan melalui penambahan keragaman jenis melalui Kaliandra.

Kata kunci: ecopreneurship, sociopreneurship, coding, konstruksi, dan ecosociopreneurship

Abstract

This study examines the portrait of salak (snake fruit) cultivation land use within the conservation area of Mount Merapi National Park (MMNP), particularly in the Traditional Zone managed by the community of Ngablak Village, Srumbung District. The research departs from a literature review that does not treat ecopreneurship and sociopreneurship rigidly, emphasizing instead their roots in local knowledge used by communities to manage natural resources in MMNP. This framework was then grounded and validated within the community through in-depth interviews with 35 informants/participants using a snowball sampling technique, resulting in original empirical data. The data were analyzed using a coding method consisting of open coding, axial coding, and selective coding stages.

The findings show that the grounded theory coding process produced core categories of ecopreneurship, namely four core categories of eco-innovation, two core categories of eco-commitment, and two core categories of eco-opportunity. In addition, core categories of sociopreneurship were identified, including four core categories of social innovation, one core category of social values—guyup rukun (social harmony and mutual cooperation), four core categories of social capital, and one core category of community economic activities.

This study attempts to construct a theory of eco-sociopreneurship derived from emic empirical data and to relate it to more established theories, namely the Sustainable Ecological System (SES) and Sustainable Transition (ST) theories, in order to demonstrate the resilience of eco-sociopreneurship in addressing the challenges of forest ecosystem recovery. There has been a shift in community livelihoods from salak farming and sand mining to goat farming. Consequently, the community requires Calliandra as a high-nutrient forage for livestock; at the same time, Calliandra can function as a potential bridge for forest restoration, allowing salak gardens to evolve into more diverse forest-garden ecosystems. This convergence of social and ecological innovation creates a form of harmonization that generates eco-opportunities for the restoration of the MMNP ecosystem through Sapera goat farming and Calliandra planting, while simultaneously offering opportunities for community economic welfare through various forms of value-added innovation. At this point, ecological and social resilience becomes evident in the field, marked by improved livelihoods for farmers who transition into livestock breeders, as well as enhanced “well-being” of the forest through increased species diversity facilitated by Calliandra planting.

Key word: ecopreneurship, sociopreneurship, coding, construction, and ecosociopreneurship