

INTISARI

Penelitian ini bertujuan untuk menganalisis peran modal sosial dalam pengelolaan Desa Wisata Plosokuning serta kaitannya dengan pelibatan masyarakat dalam mendukung keberlanjutan pariwisata berbasis komunitas. Penelitian ini menggunakan pendekatan kualitatif dengan metode observasi partisipatif, wawancara mendalam, dan Focus Group Discussion (FGD). Informan penelitian meliputi pengelola desa wisata, Forum Komunikasi Desa Wisata Sleman (Forkom), serta pihak eksternal. Hasil penelitian menunjukkan bahwa modal sosial terbentuk melalui tiga dimensi, yaitu bonding, bridging, dan linking social capital. Bonding social capital menjadi dimensi yang dominan, ditandai oleh hubungan internal antarwarga yang tercermin dalam kepercayaan, gotong royong, dan solidaritas sosial. Bridging dan linking social capital juga ditemukan dalam bentuk kerja sama antar kelompok masyarakat, jaringan dengan pelaku usaha dan komunitas lain, serta hubungan dengan pemerintah dan lembaga eksternal. Tingkat pelibatan masyarakat tergolong tinggi, yang terlihat dari partisipasi dalam kegiatan operasional dan pengambilan keputusan. Modal sosial berperan dalam mendukung koordinasi kolektif dan kemandirian desa wisata, meskipun masih terdapat tantangan dalam pemerataan partisipasi dan penerapan prinsip keberlanjutan. Dengan demikian, modal sosial menjadi faktor penting dalam mendukung partisipasi masyarakat dan keberlanjutan pengelolaan desa wisata berbasis komunitas.

Kata kunci: modal sosial, desa wisata, partisipasi masyarakat, pariwisata berbasis komunitas, keberlanjutan

ABSTRACT

This study aims to analyze the role of social capital in the management of Plosokuning Tourism Village and its relationship with community involvement in supporting the sustainability of community-based tourism. This research employs a qualitative approach using participant observation, in-depth interviews, and Focus Group Discussions (FGD) as data collection methods. The research informants include tourism village managers, the Sleman Tourism Village Communication Forum (Forkom), and external stakeholders. The findings indicate that social capital is formed through three dimensions: bonding, bridging, and linking social capital. Bonding social capital emerges as the dominant dimension, characterized by internal relationships among community members reflected in trust, mutual cooperation, and social solidarity. Bridging and linking social capital are also identified through collaboration among community groups, networks with business actors and other communities, as well as relationships with government and external institutions. The level of community involvement is relatively high, as reflected in participation in operational activities and decision-making processes. Social capital contributes to collective coordination and the self-reliance of the tourism village, although challenges remain in terms of equitable participation and the implementation of sustainability principles. Therefore, social capital is identified as an important factor in supporting community participation and the sustainability of community-based tourism management.

Keywords: social capital, tourism village, community participation, community-based tourism, sustainability