

Keberlanjutan pariwisata berbasis masyarakat kerap terancam oleh ketergantungan pada segelintir aktor kunci, sehingga ketika mereka tidak lagi aktif, pengelolaan desa wisata rentan mengalami stagnasi. Penelitian ini bertujuan menganalisis peran modal sosial dalam penerapan *Community-Based Tourism* (CBT) sebagai mekanisme yang mendorong regenerasi aktor kunci di Desa Wisata Pentingsari, Kecamatan Cangkringan, Kabupaten Sleman. Menggunakan pendekatan kualitatif deskriptif dengan desain studi kasus, data dikumpulkan melalui wawancara mendalam, observasi, dan dokumentasi terhadap pengurus inti, warga dusun, perangkat dusun, kelompok pemuda, dan kelompok lansia. Penelitian ini berpijak pada tiga kerangka analisis: teori modal sosial dengan dimensi kepercayaan, jaringan sosial, dan norma; konsep CBT dalam empat aspek ekonomi, sosial, budaya, dan lingkungan; serta pendekatan kapabilitas kolektif.

Hasil penelitian menunjukkan bahwa modal sosial di Desa Wisata Pentingsari terbentuk kuat melalui tiga dimensi. Kepercayaan antarwarga tumbuh melalui sejarah panjang gotong royong dan diperkuat oleh transparansi pengelolaan keuangan serta sistem rolling homestay yang adil. Jaringan sosial berfungsi ganda sebagai koordinasi internal sekaligus jembatan kemitraan dengan pihak eksternal seperti perbankan, dinas pariwisata, dan sesama desa wisata. Norma gotong royong, toleransi, dan nilai *grapyak* telah terinternalisasi sebagai etos kolektif yang melandasi seluruh pengelolaan. Modal sosial yang kuat ini memperkuat penerapan CBT dalam aspek ekonomi melalui distribusi hasil usaha yang adil kepada 138 Kepala Keluarga; aspek sosial melalui keterlibatan inklusif lintas lapisan masyarakat; aspek budaya melalui integrasi kearifan lokal ke dalam paket wisata sebagai living heritage; serta aspek lingkungan melalui program pengelolaan sampah berbasis kesadaran kolektif.

Penelitian ini juga menemukan bahwa motor penggerak Desa Wisata Pentingsari bukan satu figur tunggal, melainkan jaringan kolektif aktor yang saling melengkapi. Regenerasi aktor kunci terwujud melalui kapabilitas kolektif yang dihasilkan oleh tiga faktor: aksi kolektif dalam proses pemilihan kepengurusan yang demokratis, transfer pengetahuan yang sistematis melalui pendampingan lintas generasi dan pelatihan SDM, serta kepemimpinan lintas generasi yang terstruktur. Penelitian ini menyimpulkan bahwa modal sosial bukan sekadar pelumas bagi keberhasilan CBT, melainkan mekanisme generatif yang secara aktif memproduksi kapabilitas kolektif untuk mendorong regenerasi aktor kunci secara berkelanjutan, menjadikan regenerasi bukan sekadar pergantian individu, tetapi proses penguatan kapasitas bersama yang menjamin keberlangsungan pengelolaan desa wisata lintas generasi.

Kata Kunci: Modal Sosial, *Community-Based Tourism*, Regenerasi Aktor, Kapabilitas Kolektif, Desa Wisata Pentingsari

ABSTRACT

The sustainability of community-based tourism is frequently threatened by over-reliance on a small number of key actors, leaving village tourism management vulnerable to stagnation when those actors are no longer active. This study aims to analyze the role of social capital in the implementation of Community-Based Tourism (CBT) as a mechanism for promoting the regeneration of key actors in Pentingsari Tourism Village, Cangkringan District, Sleman Regency. Using a qualitative descriptive approach with a single case study design, data were collected through in-depth interviews, observation, and documentation involving core management figures, village residents, local officials, youth groups, and elderly groups. The study draws on three analytical frameworks: social capital theory encompassing the dimensions of trust, social networks, and norms; CBT concept covering economic, social, cultural, and environmental aspects; and the collective capability approach.

The findings reveal that social capital in Pentingsari Tourism Village is strongly constituted across three dimensions. Trust developed through a long history of mutual cooperation and was reinforced by financial transparency mechanisms and an equitable homestay rotation system. Social networks function in a dual capacity as both internal coordination among community members and external partnerships with banks, tourism agencies, and other tourism villages. Norms of gotong royong, tolerance, and the grapyak disposition have been internalized as a collective ethos underpinning all aspects of management. This robust social capital directly strengthens CBT implementation: economically through equitable distribution of business surplus to all 138 households; socially through inclusive participation across all community segments; culturally through the integration of local wisdom into tourism packages as living heritage; and environmentally through collective awareness-based waste management practices.

The study further finds that the driving force behind Pentingsari Tourism Village is not a single local hero figure, but a complementary network of collective actors. The regeneration of key actors is realized through collective capabilities generated by three interconnected factors: democratic and transparent collective action in leadership succession processes; systematic knowledge transfer through intergenerational mentoring and capacity-building training; and structured intergenerational leadership that balances experience and innovation. This study concludes that social capital is not merely a lubricant for CBT success, but a generative mechanism that actively produces collective capabilities to sustain the regeneration of key actors across generations, making regeneration not simply a matter of replacing individuals, but a process of shared capacity-building that ensures the long-term continuity of community-based tourism management.

Keywords: Social Capital, Community-Based Tourism, Actor Regeneration, Collective Capability, Pentingsari Tourism Village