

## ABSTRACT

Sri Gethuk Waterfall has become one of the pioneers in managing tourism destinations in the BUMDes (Village Owned Enterprises), a social enterprise at the village level based on the Social Entrepreneurship approach. The purpose of this study is to analyze the implementation of the concept of Social Entrepreneurship in the practice of managing the Sri Gethuk Waterfall tourist destination. A qualitative descriptive research method was used to analyze the practice of Social Entrepreneurship. Analysis of the actors' actions in implementing the Social Entrepreneurship concept was performed using an interactive analysis method. The results show that the actors in Bleberan Village exerted innovative actions in two domains, particularly the business and institutional domains. In the business domain, the creation process is executed by creating tourism products and independently capturing the market. In contrast, there is a process of modifying social institutions at the community level to support sustainable tourism development in the institutional domain.

Keywords: Social Entrepreneurship, Sri Gethuk Waterfall, tourism

## INTISARI

Air Terjun Sri Gethuk menjadi salah satu pionir pengelolaan destinasi pariwisata dalam wadah Badan Usaha Milik Desa, suatu perusahaan sosial di tingkat desa yang berbasis pada pendekatan *Social Entrepreneurship*. Tujuan penelitian ini adalah untuk melakukan analisis terhadap implementasi konsep *Social Entrepreneurship* dalam praktek pengelolaan destinasi wisata Air Terjun Sri Gethuk. Metode penelitian deskriptif kualitatif digunakan untuk menganalisis praktek *Social Entrepreneurship*. Analisis terhadap tindakan para aktor dalam mengimplementasikan konsep *Social Entrepreneurship* dilakukan dengan metode analisis interaktif. Hasil penelitian memperlihatkan aktor di Desa Bleberan melakukan tindakan inovatif dalam dua ranah yakni ranah bisnis dan ranah institusional. Pada ranah bisnis, proses penciptaan dilakukan dengan menciptakan produk pariwisata dan menjaring pasar secara mandiri, sedangkan dalam ranah institusional terjadi proses modifikasi institusi sosial di tingkat komunitas untuk mendukung keberlanjutan pengembangan pariwisata.

**Kata Kunci:** *Social Entrepreneurship*, Air Terjun Sri Gethuk, pariwisata