

ANALYSIS OF THE ROLE OF COMMUNITY BUSINESS AND SOCIAL CAPITAL IN THE DEVELOPMENT OF COMMUNITY-BASED TOURISM

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ABSTRACT

Community-Based Tourism is stated as the development of tourism that is managed and supervised by the community so that the community has a big role in its development, but the implementation of community-based tourism to achieve sustainable tourism also has negative impacts in the form of cultural degradation, inequality of benefits, economic disparities, lack of participation and capacity from local communities. Contrary to these problems, this study aims to analyze the role of community entrepreneurship in the development of Community-Based Tourism. Primary data collection techniques are through in-depth interviews while secondary data collection techniques are through literature studies. The results of the study show that BUMDes as Community Entrepreneurship in the Village plays a role as a tourism business manager, tourism infrastructure development, the main driver of promotion and marketing, local product development, running partnerships with external parties, and carrying out environmental conservation. Then Social Capital plays a role in increasing community support and participation, increasing trust between communities, tourists and institutions that manage tourism, equality and social inclusion, and minimizing conflicts in society. Efforts that have been made in the development of community-based tourism to achieve sustainable tourism are through the provision of training and education, conservation of the environment, culture and traditions, development of sustainable local products and services, and empowerment of local communities. The challenges faced are the need to optimize the capacity and quality of human resources from managers and the community who act as business actors so that they can optimize collaboration with the pentahelix approach and increase public confidence. Concretely, this tourism development contributes to SDGs 1, 2, 3, 4, 5, 6, 8, 10, 12, and 17

Keywords: *community enterprise, community based tourism, social capital, sustainable tourism.*

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INTRODUCTION

Indonesia is a very rich country, both in terms of culture and natural resources so that it is the main capital to improve the quality of life of the people from all aspects (Sayuti, 2023). One of the sectors that reflects natural and cultural wealth is tourism, where the development of the tourism sector significantly contributes to the acceleration of national growth such as the economic sector, then increases employment, poverty alleviation and preserves cultural values in a sustainable manner (Al-Taai, 2021). Tourism is now designated by the government as a leading sector in national development and is set to become the center of Indonesia's economy in the future, then strengthening the resilience of the tourism sector is also realized through partnerships with fellow G20 members so that the tourism sector experiences rapid and large growth (Tresiana & Duadji, 2018). This is represented by a positive trend in 2022 where the value of foreign exchange generated from the tourism sector increased by 4.26 billion USD. The high foreign exchange was obtained from the number of foreign tourist visits up to 3.92

million people and exceeded the target that had been set, which was ± 3.6 million people. Then the number of domestic tourists also increased by 15%, which is around 633-733 million trips (Central Statistics Agency, 2022) (Anggreni & Budiasih, 2023).

Tourism development is a form of commitment to empower through an emphasis on the quality of resources, the quality offered from the tourism experience (quality of visitor satisfaction), and the quality of local community life (quality of local community) (Wang et al., 2023). To achieve sustainable tourism quality, the Indonesia government has taken an initiative, namely by implementing the concept of community-based tourism which is considered the most ideal concept because it has a great impact on the local community, and provides a tourism experience that is rich in social and cultural values (Nunes & Cooke, 2021).

Community-Based Tourism is stated as the development of tourism that is owned, then managed and supervised by the community so that the participation of the community from the planning stage, implementation stage, monitoring stage to evaluation stage (Goodwin & Santilli, 2009). So that the community has control to manage all tourism activities. Efforts to maintain the traditional pattern of life in the community are a consideration, to ensure that the community and tourists can interact well, understand each other, exchange knowledge and introduce each other to the social values that have existed in the community since ancient times (Edible and Polish, 2022).

The role of the community in the implementation of Community-Based Tourism is strengthened by the existence of social enterprises (Community Enterprises) owned by community groups as agents of change. As well as social capital that supports the community's ability to achieve sustainability from tourism (Wirahayu et al., 2022) (Wirahayu et al., 2019). The results of the discussion with the Head of Tourism Destination Development and Management, South Kalimantan Provincial Tourism Office, show that tourism development in South Kalimantan has been a priority since 2018, where each district is required to accompany and pay attention to villages that have potential and can be developed into tourist villages. Through the development of community-based tourism, the real benefits obtained are the availability of business opportunities to increase income, people's mindsets change due to interaction with visitors, increasing public interest in education, and community involvement is an effective method to preserve culture.

Through the implementation of community-based tourism development, in addition to positive impacts, there are also negative things that then become a burden for the village itself, such as cultural degradation, inequality of benefits, economic disparities, lack of capacity and community participation, and environmental degradation. Cultural Degradation leads to the simplification or deviation of the original cultural elements to meet the expectations of tourists who are offered by being profit-oriented so that it results in the loss of cultural authenticity and obscures the original meaning of traditions or symbols, then results in the reduction of cultural values into commodity goods so that it can degrade the dignity of local culture and traditions. This is also due to the lack of confidence and appreciation from the local community for their cultural and social identity, so that when they are outside or interacting with outsiders, they will refrain from issuing their cultural identity and will even force themselves to blend in with the culture from outside.

Inequality of benefits occurs when some local communities get fewer or no economic and social benefits from tourism development. Some of the factors that cause this include

unequal lack of skills and education, access to capital to conduct business units, social inequality (gender, ethnicity, social status), external parties that dominate the management of business activities too much, lack of access to resources presented as tourist attractions, and unequal access to information. Economic disparity refers to significant differences in the distribution of income and economic benefits generated by the tourism industry among different groups or individuals in society. It includes differences in access to economic opportunities, jobs, income, and profits from the tourism sector. The factors that cause economic inequality are due to the lack of local business opportunities and inequality in the distribution of jobs.

The lack of community capacity and participation leads to a lack of involvement of local communities in decision-making from the planning and implementation stages of tourism development in the village. The lack of community capacity is often the reason, the inclusion of several communities in tourism development. This then has an impact on many aspects, lack of trust from the public, lack of acceptance of tourist arrivals, because some feel that they do not get any benefits from this tourism activity. It is common to find that in the implementation of tourism it does have the potential to cause various problems and conflicts because of various interests that envelop it. Another conflict that is often an obstacle is land, where this land is a vital object in infrastructure development that supports tourist attractions, competition or land use for the development of tourism projects between land owners, tourism managers, and the government is vulnerable to occurring, especially if the land belongs to the local community and is used for farming or other activities.

Balangan Regency is one of the districts that also has special attention in the development of community-based tourism. Liyu Village and Balida Village are villages that are currently active in promoting tourism developed in their respective villages where the majority of the people are Dayak. Liyu Village presents the Dayak Deah Culture which is thick as a native tribe of the Meratus mountains and is equipped with attractions in the form of very beautiful natural tourism. Every year, the community carries out a rice harvest thanksgiving festival known as "Mesiwah Pare Gumboh" and has been included in the agenda of the Kharisma Event Nusantara. This also has a positive impact where the level of visits from the community reaches ± 1657 people in one month. Then Balida Village, which is also dominated by the Banjar Dayak tribe who also live around the Meratus mountains, makes innovations through rice fields that are transformed into cultural tourism areas, not only presenting scenery and rural atmosphere, but this tourist attraction is also combined with a cultural festival held every month, namely "Rancah Mampulang Cultural Market", where visitors can make purchases using "Binggul" like the atmosphere of the old market. These two villages involve BUMDes in their management and optimize the role of POKDARWIS.

So far, the two villages have overcome this problem by establishing good relations with the entire community and encouraging the community to be able to contribute to tourism activities, as well as providing training and skills to meet social capital proficiency. However, of course, this problem is difficult to solve completely, even though it has been implemented according to government regulations and recommendations, there are still communities that have not been touched by the impact of tourism activities and refuse to participate in tourism development due to the influence of individuals who have different interests. From the formulation of the above problem, the purpose of this study is as follows: Analyzing the role

of community entrepreneurship in community-based tourism. Analyzing the role of social capital in the development of community-based tourism. Analyzing the role of Community-Based Tourism to achieve Sustainable Tourism. Analyze the challenges faced in the development of community-based tourism to achieve sustainable tourism. Analyzing sustainable tourism can contribute to the achievement of the SDGs

METHOD

This study uses a qualitative approach, which is defined as an approach used to dig deeper and understand the meaning of a social or humanitarian problem that exists in a group or individual (Creswell & Creswell, 2017). Data analysis was made by inductive methods from a special theme and then continued to a more general theme which was also accompanied by the creation of data feeding interpretation. The qualitative approach is stated to have a flexible writing structure. Based on the two definitions above, it can be concluded that a qualitative approach is an approach that makes great efforts to explore, then describe, and code a social or humanitarian phenomenon that is built inductively, which is more important than the frequency number. The qualitative approach is chosen because it aims to gain an in-depth understanding of a situation (Cooper & Schindler, 2014), in this case regarding the role of Community Entrepreneurship and social capital in the development of Community-Based Tourism in Liyu Village and Balida Village.

Operationally, qualitative data can be analyzed through the following three ways: reducing data, presenting data, and drawing conclusions (Moleong, 2013). After the data collection from the informant's answers is collected, the researcher will do the following: Reduce the data obtained from the results of research in the field by selecting, concentrating on efforts to simplify and transform the data that is still rough and raw from the results of field findings. Presenting data by presenting information in the form of narrative text to sharpen the understanding of the research conducted on the information obtained in the field. Finding the meaning of the data that has been collected to then conclude the findings based on the answers given by the informants in the field. Conclusions were drawn through verification in the form of reviewing the results of data collection in the field.

RESULTS AND DISCUSSION

Description of the Research Object

Liyu Village, known as "Ranu Liyo Danum Mandu", is a village included in Halong District, Balangan Regency. As a village located on the border of Balangan and Tabalong Regencies, Liyu Village is 32 KM from the Regency Capital, the community in this village consists of 132 families where the majority of the population is Dayak Deah. The customs in Liyu Village are very strong, even the community's efforts to maintain traditions are still visible to this day, especially mutual cooperation and Dayak customs. Then the businesses of the village community are mostly rubber farmers, rice farmers, then some start livestock and trading businesses. Balida Village is an expansion of three villages, namely Balang Village, Murung Ilung Village and Balida Village in 1952. The village, which has a population of 294 families and the majority of the population is Banjar tribe, is not far from the capital city of Balangan Regency, which is about 5 KM. Demographically, Balida Village is located at

2o32'56.38" S and 115o48'11.22" N with an area of 486 Ha. Balida has high potential in farming and gardening businesses, especially rice field agriculture and superior rubber tree plantations, which are the main livelihood of the community.

Research Findings

The findings of this study are classified according to the research question. The findings of the study relate to: (1) Analyzing the role of community entrepreneurship in the development of Community-Based Tourism; (2) Analyzing the role of social capital in the development of Community-Based Tourism; (3) Analyzing the role of Community-Based Tourism to achieve Sustainable Tourism; (4) Analyze the challenges faced in the development of Community-Based Tourism. The role of community entrepreneurship in the development of Community-Based Tourism. This sub-chapter presents the findings of the research results in connection with the first research question, namely: "Analysis of the role of community entrepreneurship in the development of Community-Based Tourism". The questions are arranged based on the variables of Community Entrepreneurship which refer to four aspects, namely Entrepreneurial Social Intention, Entrepreneurial Social Orientation, Process, and Results.

Based on the recapitulation of the interview results as presented in Table 2, it can be concluded in relation to the aspects of community entrepreneurship variables as follows:

Aspects of Social Intention of Entrepreneurship

1. Tourism development in Liyu and Balida Villages pays attention to the needs and interests of the community.
2. Tourism managers (BUMDes) in Liyu and Balida Villages have a clear social mission and prioritize the welfare of the community over financial gain.
3. BUMDes Bejalin Jaya and BUMDes Usaha Mulia are confident that they are able to solve existing social problems.
4. BUMDes Bejalin Jaya and BUMDes Usaha Mulia are open to external parties who want to contribute both in the form of social support and other forms of partnerships.

Aspects of Social Orientation of Entrepreneurship

1. BUMDes Bejalin Jaya and BUMDes Usaha Mulia have social innovation as one of the ways to complete the social mission that is the initial motivation.
2. The social risks of tourism development have been identified from the beginning by BUMDes Bejalin Jaya and BUMDes Usaha Mulia.
3. BUMDes Bejalin Jaya and BUMDes Usaha Mulia are proactive towards social interaction with the community, visitors and other external parties.
4. BUMDes Bejalin Jaya and BUMDes Usaha Mulia involve the community in making decisions related to tourism development.

Process Aspects

1. BUMDes Bejalin Jaya and BUMDes Usaha Mulia involve local human resources and natural resources to form, run and develop tourism.
2. BUMDes Bejalin Jaya and BUMDes Usaha Mulia are open to partnering with external parties who have the same goals.
3. BUMDes Bejalin Jaya and BUMDes Usaha Mulia include local participation of the community as business actors who emphasize that economic value and social value are integrated with each other.

Aspect of Results

1. BUMDes Bejalin Jaya and BUMDes Usaha Mulia have carried out social empowerment for the community in collaboration with external parties.
2. Social Entrepreneurship carried out by BUMDes Bejalin Jaya and BUMDes Usaha Mulia has a vital role in solving social problems that are identified together, by forming and developing local products and businesses.

The Role of Social Capital in the Development of Community-Based Tourism

1. This sub-chapter presents the findings of the research results in relation to the second research question, namely; "The Role of Social Capital in the Development of Community-Based Tourism". The questions are arranged based on the Social Capital variable which refers to aspect 1. Network; 2. Trust; 3. Values and norms 4. Social cohesion; 5. Joint action.

Based on the recapitulation of the interview results as presented in Table 3, it can be concluded that the aspects of the social capital variable are as follows:

Social Network Aspects

1. The local community in Liyu Village and Balida Village is open and accepting if any tourists come
2. Tourists are willing to participate as participants or volunteers in cultural events/customs in Liyu and Balida Villages.
3. Promotion is not only carried out by managers (BUMDes and POKDARWIS) but also involves the community and tourists.
4. BUMDes Bejalin Jaya and BUMDes Usaha Mulia have an open attitude and accept cooperation with external parties.

Aspects of Trust

1. Trust between the communities in Liyu Village and Balida Village is always fostered by mutual cooperation and deliberation.
2. The community and tourists in Liyu Village and Balida Village have a good sense of trust in each other so that two-way interaction is established.
3. BUMDes Bejalin Jaya and BUMDes Usaha Mulia still need to increase transparency and increase the capacity of members to increase public trust.

Aspects of Values and Norms

1. The people in Liyu Village are very respectful and appreciate the customary rules that apply in their village, while Balida Village does not have customary rules, only adhering to the rules of the security forces.
2. The people in Liyu and Balida Villages appreciate the existing language and culture, but young people tend to lack confidence in their identity.

Aspects of Social Cohesion Value

1. The sense of unity between individuals in the community in Liyu village is higher than that of the community in Balida Village which tends to be more indifferent, which also affects community involvement in social activities.
2. The community in Liyu Village tends to be more solid than the people in Balida Village, especially in doing big activities.

3. The development of tourism in these two villages has tried to encourage people of all ages to participate, but in Balida Village the elderly people are considered to participate very little and all activities are driven by the Village Head.

Joint Action Aspects

1. The people in Liyu Village have the willingness to contribute in the form of energy, while the people in Balida Village have contributions that must be accompanied by appropriate wages.
2. Communication between individuals and groups in the community went quite well in the two villages, only a few family groups had personal problems so they had limitations to communicate.
3. The people in Liyu Village are active in participating in deliberation activities and are willing to give aspirations in decision-making, while the people in Balida Village are less interested in participating in deliberations because of many other busyness, but deliberations are still sought by the Village Head and BUMDes.

The Role of Community-Based Tourism to Achieve Sustainable Tourism

This sub-chapter presents the findings of the research results in relation to the third research question, namely; "Analysis of the Role of Community-Based Tourism to Achieve Sustainable Tourism".

The questions are arranged based on the Sustainable Tourism variable which refers to three aspects, namely Economic, Social, and Environmental.

Based on the recapitulation of the interview results as presented in Table 4, it can be concluded regarding the aspects of the Sustainable Tourism variable as follows:

Economic Aspects

1. Tourism managers in Liyu Village and Balida Village play a role in directing tourists to spend money on business units carried out by community groups.
2. To increase the movement of tourists, managers improve the quality and intensity of promotions which are also carried out through cooperation with external parties and involving the community and tourists.
3. Tourism development in Liyu Village and Balida Village resulted in assets that were then managed by BUMDes.
4. The workforce that is a member of BUMDes is strengthened with skills training to be able to carry out their duties and empower the community with an even distribution of economic value.

Social Aspects

1. The people in Liyu village and Balida Village as hosts welcome and strive to provide the best service to tourists.
2. Tourism development in Liyu Village and Balida Village has sought to provide significant benefits to the community, especially by providing decent jobs.
3. Tourists who visit Tourism in Liyu Village and Balida Village have a good perception and interesting tourist experience.
4. Accessibility to tourist destinations in Balida Village is quite good while Liyu Village still needs to be improved in some parts.

5. Tourism development in Liyu Village and Balida Village pays great attention to access from men and women, so that each gender has played its role and complements each other.

Environmental Aspects

1. Liyu Village relies heavily on natural resources as a tourist destination while Balida Village is not too dependent on natural resources.
2. Tourism managers in Liyu Village and Balida Village have paid attention to environmental aspects and are aware of the environmental contribution to sustainability.
3. The village government in Liyu Village has made special regulations related to the environment, while in Balida Village it feels that there is no need to issue special regulations.
4. Tourism managers in Liyu Village and Balida Village cultivate flora that has been identified as going extinct.

Challenges faced to achieve sustainable tourism

To achieve sustainable tourism, the community faces various challenges that need to be overcome. Based on the results of the research, here are the challenges faced to achieve sustainable tourism. This sub-chapter presents the findings of the research results in relation to the fourth research question, namely; "Analyze the role of challenges faced to achieve sustainable tourism".

Analysis of Findings

Analysis of Related Findings The first question: the role of community entrepreneurship in the development of Community-Based Tourism

Broadly speaking, community entrepreneurship in the village is known as BUMDes, in the development of community-based tourism in Liyu Village and Balida Village, based on the findings it is shown that BUMDes plays a role as a tourism business manager, tourism infrastructure development, the main driver of promotion and marketing, development of local products and services, running partnerships with external parties, empowering local communities and carrying out environmental conservation. The role of Social Entrepreneurship in tourism development can be known through aspects of Entrepreneurial Social Intention, Entrepreneurial Social Orientation, Process, and Results (Dhanusak & Suriyangitkai, 2023).

The development of community-based tourism in Liyu Village and Balida Village is carried out based on the needs of the community that have been identified by BUMDes since the beginning through deliberation, this shows BUMDes' commitment to involve the community from planning in making decisions so that the community has the opportunity to express their opinions, hopes, and even concerns in a tourism development (Piabuo et al., 2022). In addition, BUMDes in both villages are also confident that through the development of tourism, social problems in each village can be solved with interventions provided according to the character of the community, this is also relevant to the understanding related to social entrepreneurship conveyed by (Ohe, 2020) that this social entrepreneurship has an important role in enlarging the social aspect not only the economy through the involvement of local communities.

The main motivation of BUMDes Bejalin Jaya in Liyu Village to become a social enterprise in tourism development is to improve the quality of life, community welfare both from economic to social aspects, and preserve culture. Meanwhile, BUMDes Usaha Mulia from Balida Village has the motivation to solve the community's economic problems, namely

increasing the level of community income and preserving Banjar culture which is currently beginning to be eroded by modern culture. This shows that the development of tourism is part of the empowerment carried out to strengthen and optimize the advantages and potentials possessed by a community based on the resources available in the community which is included in the marginal, weak category both economically and socially (Nwankwo et al., 2007) (Dhanusak & Suriyankitkai, 2023).

To help increase the capacity and confidence of the community to be able to contribute to tourism development, BUMDes collaborates with external parties to provide stimulus in the form of trainings to residents so that they become better, motivated, encouraged, empowered, have the ability and awareness in determining the goals that exist in the community so that they not only act as connoisseurs but also become business actors as part of social enterprises managed by BUMDes, this finding is also supported by the concept that states that the social enterprise ecosystem reduces structural imbalances, resource allocation to create new job opportunities, especially for people who have limitations, so it is necessary to provide quality improvement efforts (Udomraksasup et al., 2021).

The social orientation of tourism business actors in Liyu Village and Balida Village shows that BUMDes have awareness and responsibility for the social impact arising from tourism activities that are managed and promoted, this is relevant to the research conducted by (Jon et al., 2023) which states that the orientation of business actors is something that needs to be studied by the community, so that all forms of tourism activities managed can be held accountable, considering that the greatest impact will have on the community and the surrounding environment.

The findings in the study also show that BUMDes Bejalin Jaya and BUMDes Usaha Mulia are able to overcome social problems that have been identified through social innovations carried out, this success is shown by the improvement of road access in Liyu Village, then the entire village area is covered by the internet network, the increase in adolescents who continue their education to higher education is increasing, Liyu village is now one of the Advanced Villages that has achieved various achievements, Then the community is no longer dependent on the selling price of rubber because there are other jobs that are no less promising, even now each group of business units has its own market. Then the people in Balida village admitted that they have experienced a 2-3 fold increase in income since this tourism development was carried out, especially for communities that are members of business units in tourist areas, Balida Village has also achieved various achievements as a result of tourism development. In addition, these two BUMDes also show their commitment to environmental responsibility through sustainable management efforts, this is in line with research that states that empowering the use of the right innovations can encourage people to have capacity beyond their expectations, even local communities with minimal education are able to be empowered if their aspirations and needs are handled and identified appropriately (Kawharu, 2019). In addition, the success of this tourism development according to (Kraemer & Edinger-Schons, 2019) Judging from the social mission that is the motivation and the extent to which the manager has succeeded in exploring new opportunities to achieve the goals of this mission.

The community in these two villages has also tried to be proactive towards tourists who come to visit the village, so that they are able to make social interaction run both with fellow

communities, as well as with external parties and BUMDEs' efforts to involve the community in tourism development are part of efforts to achieve sustainability.

Analysis of Findings Related to Question Two: The Role of Social Capital in the Development of Community-Based Tourism

The development of community-based tourism is realized with many components, one of which is social capital. Furthermore, the role of the community in development is not only to apply an open view and mindset, but also to maintain the results of development that has been carried out in the context of tourism development. So it can be seen that public awareness in the planning and development process will be successful and maintained if the community has this culture, as social capital for development. The role of social capital in the development of community-based tourism can be known through aspects of social networks, beliefs, values and norms, social cohesion and joint action.

The aspect of social networks between communities, organizations and tourists is an important aspect in tourism development. The findings of the study show that the community's response to tourists is quite open and tries to provide the best service according to their abilities, it encourages tourists to be able to participate in cultural events or customs that are carried out so that the role of the community in developing networks makes synergy with external parties stronger and plays a role in supporting the sustainability of tourism (Rocca & Zielinski, 2022).

This social network was also formed through promotions carried out through social media (Facebook, Youtube, Instagram, and Tiktok) as the main media for managers in Liyu and Balida Villages, even the community and tourists also participated in promotional activities through personal social media accounts. The impact of the promotion is not only an increase in tourist visits but also offers to cooperate in various forms. Then, tourism managers from Liyu and Balida Villages agreed that the high intensity of cooperation with external parties does not guarantee the success of a tourism. Although this cooperation supports in several aspects, the more parties involved, the more interests need to be realized so that it is likely to deviate from the main motivation, which is to solve social problems. Therefore, although cooperation with external parties is an important part of achieving sustainability, it needs to be considered so that human resources can be improved and not completely dependent on external parties (Windiani et al., 2022).

The level of trust between individuals or groups of people as well as visitors plays an important role in shaping social relationships that are catalysts for achieving tourism sustainability. The priority of BUMDes Bejalin Jaya and BUMDes Usaha Mulia is trust between communities because it has a significant influence on the level of community participation, support for tourism projects developed, management of conflicts that occur internally and externally, fair distribution of economic benefits, and the reputation of tourist destinations (Ghodbane & Alwehabie, 2023)

Regarding the trust between tourists and the community for the two villages, it is quite positive, and the level of trust between tourists and the community will have an impact on the interaction that takes place between the two parties and the tourism experience and affect the social system in community life. Therefore, this trust needs to be nurtured and grown (Nieuwenhuizen, 2022).

Public trust in organizations that manage tourism is crucial because it affects the level of community participation in tourism development. BUMDes which have a vital role in the

development and management of tourism in Liyu Village and Balida Village strive to uphold transparency related to the performance carried out so that trust between the community and the manager is maintained, even though the capacity of the manager and the community has not been maximized, but BUMDes always tries to involve the community in various tourism activities, this certainly makes the community feel appreciated and support each other, especially in achieving solutions to social problems, as well as minimizing the possibility of conflicts between communities and tourism managers (Nascimento et al, 2021).

Values and Norms in Liyu Village are very thick with customs so that not only the rules from the security and religious authorities apply, but mainly there are customary rules that serve as a fence for the community to act. While in Balida Village, the laws or rules that apply are only rules from the security and religious side, there is no customary law that is closely applicable in the community. Based on the findings in the study, the people in Liyu Village are more obedient and obedient to the customary law that applies in the community where the order of customary law is higher than the rules made by the security forces, in certain cases the settlement is always prioritized by customary law.

The attitude and actions of the community to maintain and maintain social values in their communities support cultural preservation, community empowerment, ecological and environmental balance, maintain ethics and morality in society, and foster appreciation for diversity (Ghodbane & Alwehabie, 2023). This form of appreciation for customary rules and local values also forms social interaction between the people in Liyu village and tourists who come to visit (Sayuti, 2023).

Based on the findings of the study, it is known that customary rules and norms that apply in the village play a very important role in increasing togetherness and solidarity, maintaining applicable social norms, becoming a traditional order that is obeyed by the community and regulating the management of surrounding resources, this is also relevant to the theory stated by (Lin, 2002) that the prevailing customary rules have a positive impact if applied and imbued by the community, especially if accompanied by awareness and empathy to embrace each other to achieve the same goal. This then forms the social character of the community, which is open. Then the results of this research are also in accordance with the theory presented by Putnam, (2002) that the configuration of norms and values that grow in a community will strengthen the relationship between individuals and have a positive impact on the organization/community.

Effective communication, trust, which makes the community have a high level of solidarity, fosters a sense of unity between individuals and influences the ability and awareness of the community to take joint action in developing tourism (Lin, 2002) (Putnam, 2002). Then this forms a bond and solidarity between parties so that the sense of responsibility for existing tourism activities is not only the manager but all related parties including the community, this is shown by mutual cooperation activities to the cooperation that is formed (Putnam, 2002). Social capital in a society that is formed and developed will greatly help tourism managers to solve problems effectively, where collaboration allows for a wider exchange of ideas and knowledge, allowing people to identify and solve problems more effectively. Then collaboration can stimulate innovation and creativity, because there are various perspectives and expertise that come together to create new solutions. In addition, high social cohesion

creates a sense of solidarity and support between individuals. It can improve the psychological well-being and overall happiness of the community (Lin, 2002).

Analysis of Findings Related to Question Three: The Role of Community-Based Tourism to Achieve Sustainable Tourism

Sustainable tourism is sought to minimize negative consequences where tourism activities not only pay attention to the needs of tourists, but also the needs of the community as hosts, social enterprises and the environment. Sustainable tourism is assessed from social, economic and environmental aspects.

The development of community-based tourism in Liyu Village and Balida Village has quite affected daily life, for example increasing public concern for the environment to increasing people's lifestyle. Then it also has a positive influence on the world of education for children in the village. Meanwhile, in terms of security, it is also considered increasingly conducive, where the crime rate is decreasing and almost non-existent. The development of community-based tourism also provides great benefits for the local community, especially through the efforts of BUMDes as managers who provide opportunities for the community to play an active role through business units that are created and agreed upon so that they can have an economic impact, and also can still introduce the culture and social values that exist among the community to tourists (UNWTO, 2017).

In line with the development of community-based tourism managed by BUMDes, many changes have occurred in the community and the community's response to these changes is important to pay attention to. The findings in this study show that not all people are ready to accept changes that are the impact of tourism development, there are still parties who refuse to participate as tourism actors for various reasons, this is in line with research conducted by (Sayuti, 2023) that in tourism development, the readiness of the community to implement tourism together and have the same goal needs to be built before the planning stage to anticipate rejection from certain parties in the community, because this will greatly affect the sustainability of tourism (Al-Taai, 2021).

As an effort to achieve sustainability, the job opportunities available from the development of community-based tourism are very open to all ages, even from young people to the elderly, where for Liyu village it has been divided into several groups and so for Balida village which has agreed on the division of business so that it does not compete with each other and supports equal distribution of revenue. BUMDes, Village Government, Government and surrounding companies also collaborate to provide training for community groups according to their needs to increase human resource capacity, this effort is also a step to eliminate jealousy conflicts between groups, maximize understanding and the desire of the community to be fully involved in tourism development without leaving the social elements that they have (Baiocco et al., 2023).

Tourism development also supports gender equality which is part of the social element, this gender equality is not only about women but also equality for men. In Liyu Village and Balida Village, it has been seen that women and men have their respective roles and complement each other so that it can be called "gender cooperation" and no longer just gender equality, because looking at various opportunities how groups of men and women complement each other in carrying out various events, it shows that the division of roles forms a beautiful harmony (Bakas, 2017). Community-Based Tourism Managers (BUMDes) are also very open and

provide equal access to women and men to be involved in tourism activities, this is considered an effort by BUMDes to maximize the human resource capacity of all communities without exception so that the sense of pride in their identity and tourism is even greater (Boluk & Panse, 2022).

The development of community-based tourism is also inseparable from efforts to achieve economic aspects, where high cost expenditures from tourists are one of the aspects to be achieved. Tourist spending in Liyu Village and Balida Village is directed to accommodation, consumption, and spending on local products. Although there is no difference in costs for local and non-local tourists. To encourage spending from tourists, managers and several related stakeholders also provide promotions that include the uniqueness of local products both from social media and directly (Christensen et al., 2021).

The cost expenditure obtained from tourists is inseparable from the level of tourist movement which includes the intensity of the visit and the duration of the visit (Tupamahu et al., 2023). This then makes tourists end up communicating often with the community, this is a bridge to promote and direct tourists to increase their spending while visiting tourism to buy certain products made by community business groups (Tabares et al., 2022). The promotion carried out by all parties has a great influence on the level of tourist movement, this was also conveyed by BUMDes Bejalin Jaya and BUMDes Usaha Mulia that the form of cooperation carried out with stakeholders is promotion, one of which is promotion and really helps to increase the network for potential tourists (Olszewski-Strzyżowski, 2022).

Tourism management carried out by BUMDes Bejalin Jaya and BUMDes Usaha Mulia has resulted in several assets. For assets in Balida village, namely all facilities and infrastructure in Rancah Mampulang Tourism, while for Liyu Village, the resulting assets are in the form of homestays on the riverside which are tourist destinations, vehicles and traditional halls. The existence of this asset will certainly increase the intensity of tourism operations, but BUMDes still strives to ensure that the condition of the asset is maintained and can operate so as to support all forms of tourism activities (Chansuchai, 2019). The company also contributes to the provision of these assets, especially for Balida Village.

Then the managers of community-based tourism also continue to strive to continue to care about the environment which is a form of social responsibility carried out by managers, and this is also integrated with all communities so that they have the same understanding and responsibility so that active tourism activities do not leave a negative impact on the environment (Ginting, 2019). As a form of commitment from the management in Liyu Village, PEMDes Liyu has issued regulations to maintain environmental sustainability and tourism sustainability such as a ban on fishing in the river using poison, then a ban on taking orchids in the forest, regulations related to waste and destruction of property, especially deliberately damaging the environment around the tourist area, while in Balida Village there have been no regulations related to the environment made by PEMDes.

Analysis of Findings Related to Question Four: Analysis of Challenges Faced in the Development of Community-Based Tourism

As a village that develops community-based tourism and grows to be more independent, BUMDes as a tourism manager in Liyu Village and Balida Village also has challenges in the development process. In this study, several challenges were found, where the management of BUMDes Bejalin Jaya and BUMDes Usaha Mulia agreed that the first challenge faced was to

ensure that the Management Resources had the capacity to carry out management so that tourism could achieve sustainability and have a great positive impact on the welfare of the community, not only based on the profit aspect. This is relevant to researcher Farah et al., (2021) who also stated that the existence of tourism can be maintained if the human resources who manage tourism have adequate quality and capacity, because this will affect the implementation of tourism activities, then related to efforts to maintain active participation from local communities, as well as in efforts to achieve social missions that are motivation for BUMDes as managers. Next, Human Resources from tourism managers need to be considered because they have a key role in the overall tourism experience which concerns aspects of service to tourists, destination management, contribution to the local community's economy and understanding of tourist needs (Citta & Fattah, 2020).

The second challenge faced by managers in Balida Village is the equal distribution of understanding and awareness related to community-based tourism, creating and encouraging driving figures in the village, not only village heads, BUMDes administrators, and PEMDes but all levels of society so that the innovations developed can be maximized and the benefits are felt together. Understanding tourism is an important matter so that people have readiness to face changes that occur in the tourism development process, can participate in all tourism activities. Regarding mutual cooperation in Liyu Village, most of the community has been actively involved and upholds the culture of mutual cooperation, while for Balida Village, community participation in mutual cooperation activities still needs to be maximized because only some of the community participated, which was initiated mainly by the Village Head and not the desire of the community. With an even understanding, it will make people aware to have the spirit to be directly involved in becoming tourism actors. This also happened in Nglanggeran Village in a study conducted by (Putri & Suminar, 2023) that tourism awareness and understanding need to be sought for the community so that it can inspire and encourage initiatives from local communities to take advantage of the potential possessed in each village.

In addition to human resources and understanding factors, the next challenge faced by Liyu Village and Balida Village is the suboptimal implementation of the pentahelix approach. In the development of tourism that wants to achieve sustainability, the optimization of the pentahelix approach is important, especially related to collaboration with various stakeholders in order to facilitate development in all aspects, not only human resources but also accessibility, promotion, capital, and infrastructure that supports tourism activities. Managers need to implement the pentahelix model in tourism development so that the impact of tourism activities can produce optimal positive impacts for people who pay attention to all aspects, not only economic aspects (Maturbongs & Lekatompessy, 2020).

The fourth challenge that managers also face is the lack of public confidence to be proud of their identity. Most people feel insecure with the culture that exists outside with more modern and interesting treats, so often when young people continue their education, they leave the village to hide their identity and identity and then adjust to use other cultures. This makes BUMDes Bejalin Jaya feel that if this continues to happen, gradually young people will no longer feel interested and proud of their cultural values. The same thing also happened in Balida Village. In fact, the culture that we have today as a unique identity and characteristic is seen by tourists from the outside, and it is interesting to learn. This is relevant to research from (Putri & Suminar, 2023) which also states that, in the development of tourism, it is necessary to pay

attention to the readiness of the community itself, how the community can be ready and proud of its cultural richness, natural wealth and characteristics, because pride in its potential is the main capital to provide an interesting tourist experience to tourists, then tourists can also feel through interaction with the community, that the value is valuable (Citta & Fattah, 2020).

Analysis of Findings Related to Question Five: Contribution of sustainable tourism to the achievement of the SDGs

SDGs		Liyu Village	Balida Village
SDGs 1 (No Poverty)	(No Poverty)	The development of community-based tourism in Liyu Village and Balida Village has an economic impact with additional income for the local community and the opening of new jobs for young people, the elderly, and women's groups and others. The benefits in this economic aspect also encourage the reduction of poverty rates in these two villages and in the Balangan district area.	
SDGs 2 (Zero Hunger)	(Zero Hunger)	The existence of business communities in these two villages provides an increase in income for the local community so that it is able to meet the nutritional needs of the community. Then tourism development reduces dependence on the agricultural sector only. This can create income alternatives that can aid in food supply and improve food security.	
SDGs 3 (Healthy and prosperous life)	(Healthy and prosperous life)	Tourism development has great potential to make a positive contribution to the health and well-being of local communities through community empowerment and efforts to overcome poverty levels, cleanliness and environmental management, women's empowerment and gender equality.	
SDGs 4 (Quality Education)	(Quality Education)	Tourism development in these two villages seeks to encourage tourism education programs to increase understanding and awareness of culture, history, and the environment in tourism destinations. This can involve educational tours, cultural workshops, and field learning experiences. Then incorporate education about local culture and the environment into formal and informal education programs. As well as strengthening cooperation with educational institutions, including schools and universities, to provide practical experience and employment opportunities for students. These two villages have strongly supported equality between women and men, based on the presentation from BUMDes Bejalin Jaya and BUMDes Usaha Mulia that women and men have their respective roles and are balanced so that there is no discrimination, all of them have equal access in their efforts and contributions to developing tourism. This is also strengthened by the statement from the Anthropologist that in these two villages it is no longer gender equality, but rather gender cooperation where women and men occupy their boxes appropriately and portions that complement each other until harmony and compactness are created to support each other.	
SDGs 5 (Gender Equality)	(Gender Equality)	BUMDes as managers and tourism business actors also support the contribution of women, not only men, in empowerment activities in the form of education and training so that they can become business actors who appreciate and are proud of their potential and cultural heritage.	
SDGs 6 (Clean Water and Proper Sanitation)	(Clean Water and Proper Sanitation)	Revenue from the tourism sector can be used to build and maintain clean water infrastructure, including drilling wells and providing safe access to drinking water for local communities and visitors. Encourage sustainable water resource management practices, including water use efficiency in tourism facilities and water conservation promotion to visitors	
SDGs 8 (Decent Work and Economic Growth)	(Decent Work and Economic Growth)	Tourism development in Liyu Village provides many job opportunities for the community, both young and elderly, this encourages the local community to prepare themselves and improve the quality of work or products produced so as to contribute to increasing economic value. The training provided also supports increasing community capacity and provides a good social impact so that people not only become connoisseurs but also able to become tourism actors. Balida Village also shows the same statement	

		as Liyu Village, that the development of tourism is the first door to increase economic value, the existence of widely available job opportunities for all people so that depending on the intentions and abilities possessed by the community, if it is pursued, it will definitely be very developed and sustainable.
SDGs 10 (Reducing inequality)		Tourism development in Liyu village and Balida village contributes to poverty alleviation and economic inequality, empowering local communities through education and training so that this tourism development provides a fair and inclusive work environment for local communities.
SDGs (Responsible Consumption and Production)	12	The high commitment from managers and the community related to environmental sustainability makes the development of tourism contribute to SDGs goal 12, then promote and encourage tourists to also choose to use sustainable products and educate tourists related to sustainability.
SDGs (Partnerships to achieve the Goals)	17	Tourism managers in both villages are open to developing tourism in partnership with the government, private companies and NGOs so that they can increase the exchange of knowledge, skills, and best practices (UNWTO, 2017).

CONCLUSION

Based on the results of research that has been carried out to analyze the role of community entrepreneurship and social capital in the development of community-based tourism, the following conclusions can be drawn: BUMDes as Community Entrepreneurship in Liyu Village and Balida Village has a role as a tourism business manager, tourism infrastructure development, the main driver of promotion and marketing, development of local products and services, running partnerships with external parties, empowerment of local communities and carrying out environmental conservation. Social capital plays a role in increasing community support and participation in tourism development, increasing trust and sociability between communities, contributing to community empowerment, improving relations between local communities and external parties, social equality and inclusion, and minimizing conflicts in the community. The efforts that have been made by BUMDes Bejalin Jaya and BUMDes are noble efforts to achieve sustainable tourism, namely through the provision of training and education, conservation of the environment, culture and traditions, development of sustainable local products and services, and empowerment of local communities. The challenges faced start from the need to optimize the capacity and quality of human resources from managers and the community who act as business actors. Then the lack of understanding and awareness from the community has an influence on the intensity of community participation in tourism activities. Next, the pentahelix approach needs to be maximized by the management. The development of Community-Based Tourism in Liyu Village and Balida Village makes a real contribution to efforts to achieve the SDGs, especially SDGs Goal 1, Goal 2, Goal 3, Goal 4, Goal 5, Goal 6, Goal 8, Goal 10, Goal 12 and Goal 17.

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