

ABSTRAK

MODAL SOSIAL DALAM PENGEMBANGAN PARIWISATA BERKELANJUTAN DI DESA WISATA SUMBER AGUNG, KEMILING, BANDAR LAMPUNG

Oleh

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Penelitian ini bertujuan untuk menganalisis peran modal sosial dalam pengembangan pariwisata berkelanjutan di Desa Wisata Sumber Agung, Kecamatan Kemiling, Kota Bandar Lampung. Penelitian ini menggunakan pendekatan kualitatif dengan fokus pada tiga aspek modal sosial menurut Robert D. Putnam (1993), yaitu kepercayaan, norma sosial, dan jaringan sosial. Data diperoleh melalui observasi, wawancara mendalam, dan dokumentasi dengan informan yang terdiri dari pemerintah desa, pokdarwis, dinas pariwisata dan ekonomi kreatif, pelaku UMKM, masyarakat lokal, dan wisatawan. Hasil penelitian menunjukkan bahwa aspek kepercayaan antar aktor telah terwujud melalui kegiatan gotong royong, kerjasama dalam berkegiatan, dan dukungan pemerintah daerah, meskipun belum sepenuhnya menghasilkan kerjasama yang optimal. Pada aspek norma, belum ada Peraturan Desa (Perdes) khusus mengenai pengelolaan desa wisata, yang berakibat pada tatakelola masih bersifat informal dan bergantung pada kesadaran kolektif. Sementara itu, pada aspek jaringan sosial Kerjasama antaraktor telah terbentuk namun pemanfaatan jaringan eksternal, terutama dalam promosi digital dan sistem informasi terpadu, masih belum terkelola secara maksimal. Secara keseluruhan, modal sosial di Desa Wisata Sumber Agung telah hadir namun perlu memperkuat kelembagaan dan integrasi jaringan agar mampu mendorong keberlanjutan lingkungan, peningkatan kesejahteraan ekonomi masyarakat, serta harmonisasi sosial budaya secara lebih efektif.

Kata Kunci: Modal Sosial, Pariwisata Berkelanjutan, Kepercayaan, Norma Sosial, Jaringan Sosial, Desa Wista.

ABSTRACT

SOCIAL CAPITAL IN THE DEVELOPMENT OF SUSTAINABLE TOURISM IN SUMBER AGUNG TOURISM VILLAGE, KEMILING, BANDAR LAMPUNG

By

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This study aims to analyze the role of social capital in the development of sustainable tourism in Sumber Agung Tourism Village, Kemiling District, Bandar Lampung City. This research employs a qualitative approach focusing on three dimensions of social capital proposed by Robert D. Putnam (1993), namely trust, social norms, and social networks. Data were collected through observation, in-depth interviews, and documentation involving informants from the village government, tourism awareness group (Pokdarwis), the Department of Tourism and Creative Economy, MSME actors, local communities, and visitors. The findings indicate that the aspect of trust among stakeholders has been manifested through mutual cooperation activities, collaborative tourism programs, and support from the local government, although it has not yet fully resulted in optimal cooperation. In terms of norms, the absence of a specific Village Regulation (Perdes) concerning tourism village management has led to governance practices that remain informal and largely dependent on collective awareness. Meanwhile, regarding social networks, collaboration among stakeholders has been established; however, the utilization of external networks—particularly in digital promotion and integrated information systems—has not been managed optimally. Overall, social capital in Sumber Agung Tourism Village has been present but requires strengthened institutional capacity and better network integration to effectively promote environmental sustainability, improve local economic welfare, and enhance socio-cultural harmony.

Keywords: *Social Capital, Sustainable Tourism, Trust, Social Norms, Social Networks, Tourism Village.*