
Analysis of Social Capital Determinants on the Level of Community Income Increase in Tourism Villages: Bonjeruk Village

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Abstract:

The development of tourist villages depends on the involvement of local communities and their social capital relationships. Social capital describes social life in which people collaborate to increase income. On the other hand, Bonjeruk Village has not succeeded in utilizing its social capital effectively to build and develop its potential. The aim of this research is to study how social capital impacts the income level of people in Bonjeruk Village. Social capital, which consists of the components of social networks, participation, norms, and trust, plays an important role in rural economic development. This study used an associative quantitative approach and involved one hundred respondents with random sampling. Data analysis used the SEM-PLS 4 program. Structural equation model analysis was used to evaluate the relationship between variables. The research results show that the level of participation, social networks and norms in Bonjeruk Village are very positive. However, in contrast to the trust variable in Bonjeruk Village, it is still low, which shows the relationship between social capital and community income. The results show that increasing trust in society is an important component of social capital.

Keywords: *Social capital , income level, tourist village.*

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1. Introduction

Village development is nothing new in Indonesia. Development does not only mean more resources and more welfare, but also how the community benefits from it. Rural-oriented development through community empowerment is a new paradigm. Through Law No. 6 of 2014 concerning Villages, the DPR supports and encourages villages to be advanced, strong, democratic, and independent. One of the real efforts of village community empowerment activities in the context of development can be done by designing tourist villages (Hadi, 2014). In the implementation of tourist villages, of course, it requires community participation, as well as sufficient capital to realize it. A country's ability to manage capital, which includes physical capital, human capital, economic capital, financial capital, natural resource capital, and social capital, greatly determines the success of its economic development (Pirhandini, 2017).

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Human capital can be defined as a collection of knowledge, skills, attitudes, and other characteristics possessed by individuals or communities, which support and enhance their productivity. According to (Becker, 1975) human capital is the value given to workers when they acquire knowledge, skills, and other assets that are useful to employers or companies during the production and exchange process. The Human Capital Theory states that the process of education, values, and skills that are useful to humans can increase their learning ability and productivity, according to Eide in 2005. All of this allows for increased skills or education in the future.

Parker (2005) based on Neo-classical economic theory, physical capital refers to real assets used in the production process of goods and services. Physical capital is considered as one of the main factors of production, along with labor and land. In the Neo-classical growth model, the accumulation of physical capital is considered as one of the driving factors for economic growth.

Economic capital comes from classical economic theory which is further developed in various economic thoughts, economic capital is often considered as a combination of financial capital and physical capital. Economic capital refers to financial resources and assets that can generate income to create wealth. These three types of capital assets are interrelated in the context of economic development, although various types of capital such as human resources, physical capital, financial, and natural have important roles in economic development, there is one capital that is often overlooked, namely social capital (Hikmah, 2019). Social capital is a multidimensional concept with various interrelated definitions, rooted in the social sciences. It can also be understood as the capacity that arises from a sense of general trust in a society or certain segments of that society.

Meanwhile, Putnam (1994) defines social capital as a combination of horizontal associations between individuals that affect the productivity of the local community. This association includes a network of civic engagement and prevailing social norms. There are six main components of social capital, namely: 1). Trust, 2). Social networks, 3). Norms, 4). Participation, 5). Reciprocity, 6). Social cohesion. These components are interrelated and together form the foundation of productive and beneficial social interactions.

There is increasing evidence that social capital has a significant influence on the development and progress of a number of economic sectors, including growth, equity, and poverty alleviation (Ahmad, 2016). The results of studies in various countries by Fukuyama (2002) show that strong social capital will encourage the growth of various economic sectors due to high self-confidence and strong relationships in a wide economic network.

One way to accelerate village development is to develop sustainable tourism to encourage social, cultural, and economic transformation. Tourism villages are a type of tourism that can be developed in rural areas that have tourism potential that can be

developed, such as attractions as attractions (nature & culture).

The development of tourist villages is considered to be able to improve the economy, community welfare, reduce unemployment, preserve natural resources, the environment, and culture, and attract tourists to the village. In NTB as part of the fifth mission of NTB Sejahtera and Mandiri, the 99 tourist villages program has been the main focus of the NTB Provincial Government in the last three years. The government has initiated village development based on optimal utilization of natural resources, cultural preservation, and development of community creativity. Tourist villages in West Nusa Tenggara consist of 18 villages in East Lombok, 16 villages in Central Lombok, 13 villages in West Lombok, 10 villages in Bima, 9 villages in Sumbawa, 9 villages in Dompu, 8 villages in North Lombok, 8 villages in West Sumbawa, 8 villages in Bima City, 4 villages in Mataram, and 4 villages in Bima City. The development of a tourist village will benefit the regional economy, because it will increase employment opportunities (Central Statistics Agency 2021).

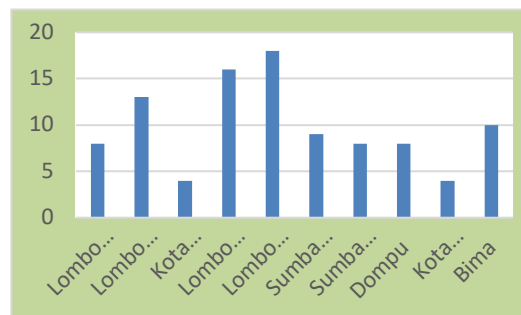


Figure 1. Number of Tourist Villages per Regency in West Nusa Tenggara (99 Tourist Villages)

Source: BPS NTB, 2021

One of the best tourist attractions in NTB is Bonjeruk, which has stunning natural scenery. The expanse of rice fields provides a beautiful view of the typical rural area. The lush bamboo trees provide shade. Bonjeruk Tourism Village, Jonggat District, is one of the beautiful and highly developed tourist attractions in Lombok.

With an area of approximately 71.55 ha, Jonggat District is located in the western part of Central Lombok. Jonggat is the 6th district out of 12 districts consisting of 13 villages. The land in Jonggat District is very fertile, the economic activities of the community are mostly focused on agriculture (Syukur, 2019). Before becoming a tourist village, the main livelihood of the Bonjeruk village community was mostly as farm laborers. The agricultural yields obtained each year are uncertain, resulting in low incomes in the community. In addition to being farmers, many Bonjeruk village residents also used to work as craftsmen and beekeepers. This low income has resulted in many Bonjeruk Village residents choosing to migrate to the city or become

migrant workers abroad.

The NTB regional government has designated Bonjeruk Village as one of the tourist village on the island of Lombok that focuses on agrotourism since the end of 2019 (NTBProv.go.id,2019). Bonjeruk Village is one of the tourist villages in West Nusa Tenggara that develops tourism by offering unique natural and cultural tourism. Current natural tourism potentials include Rice Field Panorama, River Panorama (Kokoq Dalam), Traditional Bamboo Market, Coffee and Chocolate Plantiations, and Bonjeruk Dragon Garden. In addition, historical and cultural relics of the kingdom of Datu Jonggat include the Old Mosque of Raden Nune Umas Bonjeruk, the Tomb of Datu Jonggat, Rumah Datu Jonggat, and old houses with ancient architecture. In addition, Bonjeruk Village also has a history because it was once the center of the Dutch East Indies government. Until today, Bonjeruk Village still has the remains of old buildings with ancient European architectural style. The gate with the inscription Bonjdjeroek den 10 Mei-1993 is one of the relics (Murianto, 2019).

Bonjeruk Tourism Village also offers a variety of agrotourism experiences, ranging from fruit plantation activities, agriculture, rice fields and agricultural trade. Tourists can try fresh fruits that have just been picked in the village garden. In addition, the main attraction for visitors who want to cycle while breathing in the cool air is a cycling trip between rice fields and plantations. Bonjeruk tourism village with the concept of developing tourism products in nature and culture. Bonjeruk Tourism Village is a complete package tourism destination that can be enjoyed by visitors who come, because this tourism village offers many natural, cultural, and culinary trips. Alternative tours for visitors such as Canteen 21, Pasar Bambu, Tebing Purba and other tours that can be enjoyed by tourists.

. Table 1. Number of Tourist Visits to Bonjeruk Village 2019-2023

No	Year	Domestic Tourists	Foreign Tourists
1	2019	100	50
2	2020	170	10
3	2021	150	15
4	2022	960	90
5	2023	3.100	600
Amount		4480	775

Source: Bonjeruk Tourism Village Profile, 2023

The table above shows a significant increase in the number of visitors to Bonjeruk Village from 2019 to 2023. However, at the end of 2019-2021, there was a relatively low decline in the number of visitors to Bonjeruk Village. This decline was caused by the COVID-19 virus pandemic in early 2020 throughout Indonesia, which caused access in and out and information services to be closed, resulting in a decline in the Indonesian economy.

The development of Bonjeruk Tourism Village is not only influenced by economic factors, but also highly dependent on the social capital of its community. While economic capital plays an important role in providing tourism infrastructure and facilities, social capital that includes cooperation between residents, mutual cooperation, and local wisdom is the key to creating unique attractions and ensuring the sustainability of this tourism village. The combination of financial investment and strong social ties of the community has driven the transformation of Bonjeruk into a tourist destination that offers authentic experiences for visitors.

After becoming a tourist village, Bonjeruk village experienced very positive developments both in terms of social and economic. Since becoming a tourist village, there has been an increase in employment in the tourism sector, many new businesses have emerged that are managed directly by the surrounding community, an increase in local community income because they see opportunities that can be utilized. In addition, seen from a social perspective, changes in community interaction patterns that occur due to visiting tourists, an increase in awareness of local cultural and natural potential, village infrastructure that has begun to improve since becoming a tourist village and changes in the lifestyle of the community in Bonjeruk village.

This research will concentrate on how the influence of Social Capital Determinants, which consist of components such as Trust, Social Networks, Norms, and Participation, on the income level of the community in Bonjeruk Village after becoming a Tourism Village.

2. Theoretical Background

To answer questions on the existing problems, researchers use references from previous research, namely research from Allifia (2023). In her research, Allifia (2023), studied Community Social Capital and Collective Action in the Development of Tourism Villages. The research method used is a descriptive quantitative approach with SEM-PLS analysis techniques. Based on this research, it has been found that social capital has a positive and significant influence on sustainable tourism development in tourism villages, Malang Regency.

A study conducted in 2019 by Dionisus, Galuh, Florentinus This study uses a literature review method to develop a conceptual model of the relationship between social capital and tourism village development. The study shows that social capital has a very large capacity to increase community participation in the development of their village, including increasing tourism in their village.

Social Capital

Social capital according to Putnam (1994), is understood as a collection of horizontal relationships between individuals that affect the productivity of local communities. This includes citizen participation in social networks and prevailing norms. The

concept of social capital has various interrelated definitions, rooted in social science, and refers to shared values and norms that enable communities to collaborate efficiently.

Bourdieu (1986) defines social capital as a combination of resources, both real and potential, connected by a network of established and mutually recognized relationships, as seen in group membership. In essence, the social capital of a society consists of institutions, relationships, attitudes, and values between people that contribute to economic and social development.

Social capital can be understood as a condition that encourages a group of individuals to move together to achieve collective goals. The components of social capital function as a glue that maintains cohesion between group members. The manifestation of this capital can be seen in various forms of collective action, both in the context of interactions between individuals in communities, organizations, institutions, teams, and other groups.

This collective movement is based on a set of distinctive values and norms, including trust, reciprocity, appreciation of participation, tolerance, productivity, and collaboration. These positive values reinforce each other and become determining factors in the quality and social energy produced, which in turn enables collective progress to be achieved.

According to Djohan (2007), increasing social capital has the ability to unite each member of the group and facilitate effective and efficient collective action. Thus, social capital is not only the basis for the formation of togetherness, but also a catalyst for the creation of productive and beneficial joint action for all members of the group.

Fukuyama (1999), quoted by Ulinuhha (2012), describes social capital as a collection of informal values and norms held by members of a group so that they can cooperate with each other and can increase the productivity of society. These informal values and norms include trust, networks, participation, and norms. Unlike financial capital, social capital is an intangible but vital asset in community life. It includes goodwill, empathy, friendship, and close social relationships between individuals in a social group (Hanifah in Syahra, 2003). (Narayan in Suharto, 2016) expands this definition by including rules, norms, obligations, reciprocity, and trust that bind in the social structure and institutions of society.

Trust is a key element in social capital. Putnam (1994) defines it as the willingness to take risks in social relationships, based on the belief that others will act as expected and will not cause harm. Fukuyama (2002) emphasizes the role of trust in uniting society and increasing social capital. Francois (2003) views it as an economic component embedded in a society's culture.

Setiawati and Alam (2010) see trust as a facilitator of cooperation and mutual assistance in society. Pretty and Ward (2000), distinguish between trust in known and

unknown individuals. Liu et.al (2021) link trust to participation in addressing environmental problems. According to Grootaert et al. (2004), mutual trust is a component of social capital that encourages closer social interactions. The output of this social capital is seen in the number and quality of social interactions, where the length of time of social relationships can increase trust between individuals in the community.

The Great Dictionary of the Indonesian Language defines income as the result of work (business, etc.). Income, according to BN Marbun's Income Management Dictionary, is money received by a person, company, or organization in the form of salary, rent, wages, fees, profits, and commissions. A person's profit can also be described as the amount of profit assessed in monetary units received by a person or a group during a certain period of time (Sri Edi, 1987). Soekartawi said that community income is the amount of money received from individual businesses, organizations, or household groups within one week or one month that can be used to meet daily needs. It is often found that with increasing income, the level of consumption of goods and the quality of these goods will also increase.

The Relationship between Social Capital and Income

As stated by Putman, Coleman and Bourdieu, social capital can be considered as one of the capitals embedded in social relations and can be used to increase productivity and economic efficiency, which in turn can also increase income. Trust between economic actors can reduce the need for formal contracts that are usually made before cooperation between organizations. Social networks can also facilitate access to resources such as market information and job opportunities. In rural areas, social capital plays a very important role because of limited access to more formal institutions.

Tourism Village

Tourism village is a combination of accommodation, facilities, and tourist attractions provided and presented within the framework of village community life. Tourism village displays the structure of village community life integrated with norms, procedures, customs, and traditions that apply in the village (Tuanakotta, 2010). According to Supit (2022) a tourist village is defined as a rural area that offers an atmosphere that reflects the authenticity of the village, both in terms of customs, daily life of the village community, socio-culture, traditional architecture, village spatial structure, and has the potential to be developed and various tourism elements, such as accommodation, culinary, attractions, and other tourism needs. An important factor in the development of a tourist village is the authenticity of the village and the integrity of several existing tourism components. A tourist village is the development of an area by utilizing elements that exist in the village community that can be used as characteristics of tourism products, into a series of integrated tourism activities and have a special theme.

In the fifth mission, Prosperous and Independent West Nusa Tenggara, the 99 tourist

villages program is one of the main programs of the West Nusa Tenggara government. This program has been the main focus of the Provincial government in the last three years to achieve the goal of becoming a village that can utilize the potential of nature, culture, and creativity. Bonjeruk Village, located in Jonggat District, Central Lombok Regency. Bonjeruk Village is famous for its many tourist attractions, including agrotourism and food. The development of tourist villages encourages local economic growth.

3. Methodology

Research Location

This research was conducted in Bonjeruk Village, District, Central Lombok Regency. Bonjeruk Village is divided into fourteen hamlets: Loang Tune Hamlet, Rejenng Hamlet, Bonjeruk Duah Hamlet, Bonjeruk Dalam Hamlet, Purwangse Hamlet, Bejelo Hamlet, Bat Peken Hamlet, Bat Peken Timuk Hamlet, Peresak Hamlet, Bunbuak Hamlet, and Montong Hamlet. Bonjeruk Village is famous for agrotourism and educational tourism.

Research Instruments

Data collection was carried out using the primary survey method through a questionnaire. The data collection technique used by the researcher was a survey technique through Google Form. In this study, the questionnaire used relied on structured questions with limited question types. The researcher used a 5-point Likert scale in the questionnaire, where scale 1 indicates "Strongly Disagree" and scale 5 indicates "Strongly Agree". The questions in the questionnaire are not in the form of points, but use structured questions that require structured descriptions from respondents as answers. This study conducted sampling using random sampling. The population in this study was the Bonjeruk Village community with a population taken from the number of Bonjeruk Village residents, namely 14,144 people. based on the Slovin formula, the population in this study was 100 respondents.

Analytical Method

This study uses an associative quantitative approach with the Structural Equation Modeling Partial Least Square (SEM-PLS) method of Smart PLS 4.1 software to determine the relationship between social capital and the income level of the tourist village community in Bonjeruk Village. Three types of activities can be carried out simultaneously in structural equation modeling: checking the validity and reliability of the instrument (in the context of nominative factor analysis), testing the relationship model between variables (in the context of path analysis), and producing a structural equation model. Consisting of two stages of analysis, known as the outer model, and the structural model, each of which is suitable for use in this study.

4. Empirical Findings/Result

Impact of the Development of Bonjeruk Tourism Village

The existence of this tourist village benefits the community who participate in the development of Bonjeruk tourism, especially in improving their economy. The increase in income obtained by the community is quite significant because they participate and work together in improving the economy through the development of tourist villages. The management of Bonjeruk Tourism Village still needs a lot of improvement, both internally and externally. First, the tourist area still needs to be cleaned, and the second is to improve the facilities available at the location and improve the quality of human resources through the management of Bonjeruk Tourism Village. Tourism awareness groups or POKDARWIS can help by providing training or socialization and education to the local community to increase tourism awareness. Bonjeruk Tourism Village has many facilities and infrastructure that have been equipped to provide comfort for visitors.

However, because this tourist village is still in the same district as the Mandalika Special Economic Zone, a significant increase in visitors will occur if it is managed and improved periodically with the right market strategy.

Characteristics of Social Capital

Social capital is a collection of horizontal relationships between individuals that affect the level of production of society (Putnam, 1994). Social capital in a group has a concept that is divided into several elements. Respondents' social capital is explained in 4 indicators in social capital, namely trust, social networks, social norms and participation.

Table 2. Results of Frequency Distribution of Social Capital in Bonjeruk Village

Variables	Indicator	SD	D	N	S	SA
		%		%	%	%
Trust (T)	I believe in my fellow citizens (T1)	0.02	0.01	0.1	0.38	0.49
	I trust people from different backgrounds (T2)	0.01	0.14	0.47	0.37	0.01
	I believe in the village government (T3)	0	0.3	0.03	0.26	0.41
	I believe in community leaders (T4)	0.04	0.03	0.18	0.47	0.28
	I trust religious leaders (T5)	0	0.02	0.18	0.45	0.35
	I believe in village institutions (T6)	0	0.02	0.24	0.42	0.32
	I believe in the information related to the program (T7)	0	0.15	0.01	0.41	0.43

Network social (SN)	I always work together with the community (SN1)	0	0.04	0.12	0.4	0.44
	I always participate in religious activities (SN2)	0	0.01	0.1	0.45	0.44
	I always participate in social activities (SN3)	0	0.06	0.16	0.47	0.31
	I am active in giving opinions (SN4)	0.06	0.05	0.21	0.35	0.33
	I often communicate with other people (SN5)	0	0.01	0.09	0.44	0.46
	I am active in organizations or groups in the village (SN6)	0.07	0.05	0.2	0.25	0.43
Norm (N)	I obey the customs that apply in this village (N1)	0	0.01	0.11	0.47	0.41
	I always attend mutual cooperation activities (N2)	0.01	0.04	0.19	0.31	0.45
Participat ion (P)	I always attend village meetings (P1)	0.06	0.09	0.16	0.29	0.4
	I am involved in the planning and development of village tourism (P2)	0.03	0.07	0.16	0.39	0.35
	I participate in social activities in the village (P3)	0.01	0.03	0.21	0.32	0.43
	I contribute to problem solving in the village (P4)	0.06	0.04	0.21	0.33	0.36
	I support tourism village development programs (P5)	0.01	0.02	0.11	0.35	0.51

Source: results of frequency distribution data processing

1. Trust (T)

In social relationships, trust is based on the belief that others will act as expected and will not act to the detriment of oneself or one's group . (Putnam, 1995). Based on Table 1, the indicator statement was answered Agree (S) by the majority of respondents. This shows the high frequency of information and mutual cooperation, openness of information, and mutual trust between communities. The distribution of statements for each indicator regarding the trust variable is as follows:

- a. The indicator of the level of trust in others (T1) is intended to identify the level of public trust in the dissemination of information related to the village. 38% of those who answered agreed, and 49% of them strongly agreed that the people around them have trust.
- b. Regarding trust in people with different cultural backgrounds (T2), 47 percent of respondents stated neutral, and 14 percent stated disagree. In fact, this attitude can hinder tourism activities. Because there are tourism activities, the village community must be able to accept visitors or tourists from various cultural backgrounds.

However, some people in Bonjeruk Village do not trust people with different cultural backgrounds.

- c. At the level of trust in the village government (T3), Among those who answered, 30% stated that they disagreed, and 41% stated that they strongly agreed with the statement of trust in the village government. Some of those who answered considered that the village apparatus had done its job well to build the village, while some of those who chose to disagree with this indicator because the community considered that the village government needed to improve its performance and become more transparent.
- d. At the level of trust in community leaders (T4), 47% of respondents agreed that community leaders in Bonjeruk Village are competent and committed to helping village development.
- e. At the level of trust in religious figures (T5), most respondents agreed with the statement that they trust the village government and agreed that religious figures in the village environment have an important role as guides or role models in village development.
- f. On the indicator of the level of trust in village institutions (T6), 42 percent of respondents agreed that POKDARWIS can play a positive role in developing tourist villages, with more focused village institutional performance and good results. However, two percent of respondents disagreed because they believed more in institutional performance.
- g. Regarding the level of trust in information about programs to be implemented by the village government (T7), 43% of respondents strongly agreed with the statement, but 15% of respondents disagreed because they thought many programs were just plans and never materialized. The government has provided clear information to the people of Bonjeruk Village about development programs to be implemented, especially those that will involve the community.

2. Social Network (SN)

According to J. Mawardi (2007) Social networks reflect cooperation and coordination that can be carried out by each individual or group based on inherent values. A good group social network can help individuals communicate or obtain information, which results in good reciprocal values. Most respondents Strongly Agree (SA) with the statement given, as shown in Table 1. This can indicate that the social network or relationship formed is good. This good relationship can make it easier for individuals or groups to achieve their goals. This is in line with the opinion of (Hasbullah 2006) which states that good and strong relationships in a group or organization will create a sense of togetherness, so that it can facilitate the achievement of the desired goals. The following is the distribution of statements for each indicator in the social network variable:

- a. In the first indicator, namely the willingness to collaborate and work together to achieve mutual success (SN1), 44% of respondents stated Strongly Agree that the community always works together to achieve the success of the tourism village development program. To run government programs in the future, this collaborative effort is very important. For a long time, the community has worked together to build and develop tourism activities

- b. 44% of respondents strongly agree with the idea that people should participate in religious activities in the village, according to the second indicator, the level of participation in religious activities (SN2). One way people can show tolerance and friendship is by participating in religious activities. However, 2% of respondents who disagreed argued that participating in religious activities depends on personality or personal interests.
 - c. Based on the indicator of community participation level in social activities (SN3), 47% of respondents agreed that being part of village social activities is important. One way individuals can gather and strengthen relationships with each other is by taking part in social activities. However, 6% of respondents disagreed with the statement. Because they have many more important activities to do, they think it is not important to participate in village social activities.
 - d. In the statement about the level of activeness in expressing opinions (SN4), 33% of respondents strongly agree that actively expressing opinions is very important in meetings between residents and that one way to make a contribution that can influence village development is by participating in village meetings or conferences. However, 5% of respondents strongly disagree with this idea because they feel that actively expressing opinions is not important to them and if they have the opportunity to participate in meetings or conferences.
 - e. In the statement of the level of communication with others (SN5), 46% of respondents strongly agree that communication is very important. They think that communication can improve family relationships between individuals.
 - f. In the statement of being active in groups or organizations in the village (SN6), 43% of respondents stated that they strongly agree to participate in activities carried out by groups or organizations in the village. These activities can give people the opportunity to convey their aspirations or build relationships with others. However, 7% of those who answered disagreed with this idea because they believed that there were no benefits they would gain from participating in group or organization activities in the village.
3. Norm (N)

According to Hasbullah (2006) Social norms can affect the strength of relationships between individuals because they can increase social cohesion, which contributes positively to the development of society. Norms are principles or rules set by a community or society, and their violation results in sanctions. Table 1 shows that most people who answered Strongly Agree (SA) with the statement given. This shows the principle of mutual respect and the application of rules and sanctions to control the good behavior of each individual or group. The following is the distribution of statements made by each indicator regarding the social norm variable:

- a. On the indicator of the level of obedience to applicable norms (N1), 41% answered strongly agree with the statement. Bonjeruk Village is one of many villages that has strong traditions and customs passed down from generation to generation so that many norms apply. As a result, most respondents consider norms to have become part of their lives.
- b. On the indicator of the level of attendance in mutual cooperation activities or traditional events (N2), 45% of respondents strongly agreed that it was very important

to participate in mutual cooperation activities in the village. However, several participants were of the opinion that these activities should be more relevant to current conditions.

4. Participation (P)

Putnam (1993) emphasized participation as the key to building and maintaining social networks, norms of reciprocity, and trust that form social capital. Participation in the context of social capital as an investment in a network of relationships that can be utilized for the benefit of individuals or groups. In Table 1, Most people who answered Strongly Agree (SA) to the statement. This shows that the people of Bonjeruk Village are very involved in the development of tourist villages. The following is the distribution of statements for each indicator in the participation variable:

- a. On the indicator of always attending village meetings (P1) As many as 40% of respondents agreed that it is important for them to always attend every village meeting to find out how village development is developing. In this case, the community is provided with a forum to exchange opinions and can be used as a forum to strengthen relationships between individuals. However, a number of people who answered disagreed because they believed there was more important work that could be done than attending village meetings.
- b. In the indicator of involvement in village tourism planning and development (P2), 35% of respondents strongly agree that the community is always involved in planning the development of Bonjeruk tourism village. According to them, being involved in planning the development of tourism village is one way to make a contribution that can influence village development. However, some respondents disagree with the statement because they do not want to bother themselves to be involved in planning the development of tourism village.
- c. On the indicator of participation level in social activities in the village (P3), 43% of respondents strongly agree that participating in social activities in the village is a way to maintain good relationships between people. However, some respondents oppose this idea because they think there are no benefits to be gained from participating in social activities in the village.
- d. On the indicator of the level of contribution in solving problems in the village (P4), 36% of respondents strongly agree that participating in solving problems in the village is very important because the community can find out what is really happening in the village government. However, some respondents opposed the statement because they thought the village government would not accept the answer if they provided a solution.
- e. In the indicator of the level of support for tourism village development programs (P5), 51% of respondents strongly agreed that supporting tourism village development programs greatly influences the success of the programs being run, because there are several programs that directly involve the community so that the tourism village development program can run smoothly.

Income Level Characteristics

The following is the distribution of statements for each indicator for the income level variable as seen based on group and individual income.

Table 3. Results of Frequency Distribution of Income Levels

Indicator	SD	D	N	S	SA
	%	%	%	%	%
I actively work with other community members to develop tourist villages (K1)	0.01	0.1	0.17	0	0.41
I feel my income has increased since being involved in developing tourist villages (K2)	0.04	0.1	0.19	0	0.35
I participate in economic efforts related to tourist villages (K3)	0.05	0	0.15	0	0.35
I participate in marketing the products/services of community groups together (K4)	0.03	0	0.16	0	0.39
I feel there has been an increase in income since joining the village tourism community group (K5)	0.05	0.1	0.14	0	0.36
I have an active individual business to increase income (I1)	0.05	0.1	0.09	0	0.52
Income from tourism village activities helps improve my family's welfare (I2)	0.02	0	0.17	0	0.31
I regularly participate in the development of tourist villages (I3)	0	0.1	0.18	0	0.42
The frequency of my individual income increases has increased in the last 6 months (I4)	0.06	0	0.2	0	0.36
My individual income has increased significantly since the tourist village was	0.04	0.1	0.14	0	0.36

established (15)

Source: results of frequency distribution data processing

The respondents' answer choices are explained in Table 2, which illustrates that most respondents experienced an increase in income since the existence of tourist villages based on groups or individuals. In this case, people who are members of tourism awareness groups (POKDARWIS) most often participate in the development of tourist villages so that they can increase group income compared to the level of income of the community individually.

Outer Model Analysis

Reflective outer model analysis was conducted on the variables of trust, social networks, norms and participation (construct reflex). The results of the instrument feasibility test on the reflective model of 20 social capital indicators showed that there were five social capital indicators that were removed from the model because they had an outer loading factor (LF) value below 0.70 (Hair, et.al 2019).

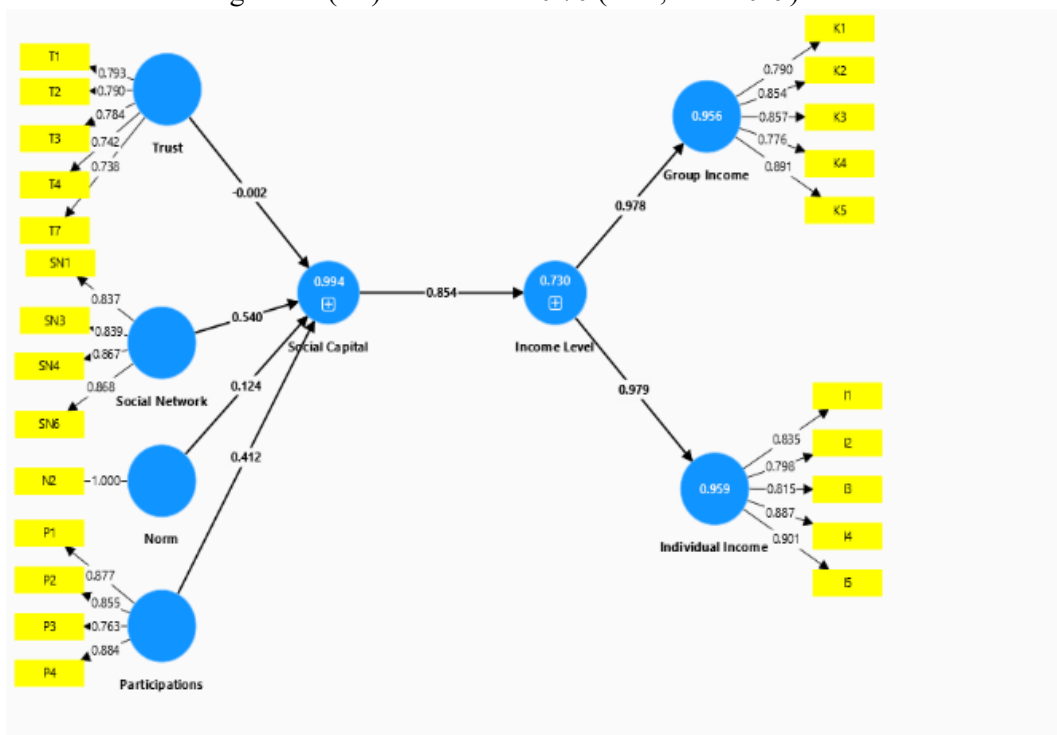


Figure 2. Outer Model Analysis Results

Source: SEM-PLS data processing results

Figure 2 shows the latent variable model, consisting of income level and social capital

variables, as model 1, where the social capital variable is related to income level. The reflective relationship model includes trust, social network, norm and participation variables along with their indicators. The reflective model occurs when the latent variable influences the manifest variable. While the formative relationship model looks at income levels per group and individual, the reflective model looks at when the latent variable influences the manifest variable. In the formative model, the manifest variable influences the latent variable with the direction of causality flowing from the manifest variable to the latent variable.

Table 4. Outer Model Analysis Results

Variable Indicator	Loading Values	Information
I1 <- Individual Income	0.835	Valid
I1 <- Income Level	0.794	Valid
I2 <- Individual Income	0.798	Valid
I2 <- Income Level	0.789	Valid
I3 <- Income Level	0.807	Valid
I3 <- Individual Income	0.815	Valid
I4 <- Income Level	0.884	Valid
I4 <- Individual Income	0.887	Valid
I5 <- Income Level	0.873	Valid
I5 <- Individual Income	0.901	Valid
K1 <- Income Level	0.768	Valid
K1 <- Group Income	0.790	Valid
K2 <- Group Income	0.854	Valid
K2 <- Income Level	0.842	Valid
K3 <- Group Income	0.857	Valid
K3 <- Income Level	0.845	Valid
K4 <- Income Level	0.744	Valid
K4 <- Group Income	0.776	Valid
K5 <- Group Income	0.891	Valid
K5 <- Income Level	0.875	Valid

N2 <- Norm	1,000	Valid
N2 <- Social Capital	0.730	Valid
P1 <- Participation	0.877	Valid
P1 <- Social Capital	0.859	Valid
P2 <- Social Capital	0.808	Valid
P2 <- Participation	0.855	Valid
P3 <- Participation	0.763	Valid
P4 <- Participation	0.884	Valid
P4 <- Social Capital	0.842	Valid
SN1 <- Social Capital	0.810	Valid
SN1 <- Social Network	0.837	Valid
SN3 <- Social Network	0.839	Valid
SN3 <- Social Capital	0.775	Valid
SN4 <- Social Network	0.867	Valid
SN4 <- Social Capital	0.841	Valid
SN6 <- Social Capital	0.844	Valid
SN6 <- Social Network	0.868	Valid
T1 <- Trust	0.793	Valid
T2 <- Trust	0.790	Valid
T3 <- Trust	0.784	Valid
T4 <- Trust	0.742	Valid
T7 <- Trust	0.738	Valid

Source: SEM-PLS data processing results

Based on Table 3, all variables have a Loading Factor (LF) >0.70, which means that each item is valid for measuring each variable indicator.

Table 5. Composite Reliability and Average Variance Extracted

Variables	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Group Income	0.890	0.894	0.920	0.697
Income Level	0.947	0.949	0.955	0.678
Individual Income	0.902	0.905	0.927	0.719
Participation	0.867	0.879	0.909	0.716
Social Capital	0.927	0.929	0.940	0.664
Social Network	0.875	0.876		0.727
Trust	0.831	0.839	0.879	0.592

Source: SEM-PLS data processing results

Composite Reliability (CR) > 0.70 indicates that each variable item used is consistent/reliable in measuring how social capital affects income levels. Overall, the variables have a level of reliability that is acceptable to respondents.

The Average Variance Extracted (AVE) value shows good convergent validity, because each item used to measure the influence of social capital on income levels has a value above 0.50. All constructs have Cronbach's alpha above 0.8, indicating good internal reliability.

Inner Model Analysis

Structural model analysis is performed on variables by evaluating p-values and t-statistics. P-value and t-statistic are obtained based on the analysis results in Table 5. The p-value of all constructs meets the significant standard, which is <0.05 so that all variables are significant. Furthermore, the t-statistic value test is carried out on the t-table value. If the t-statistic value > t-table, the model is accepted. Therefore, the hypothesis that social capital affects 97% of income can be accepted.

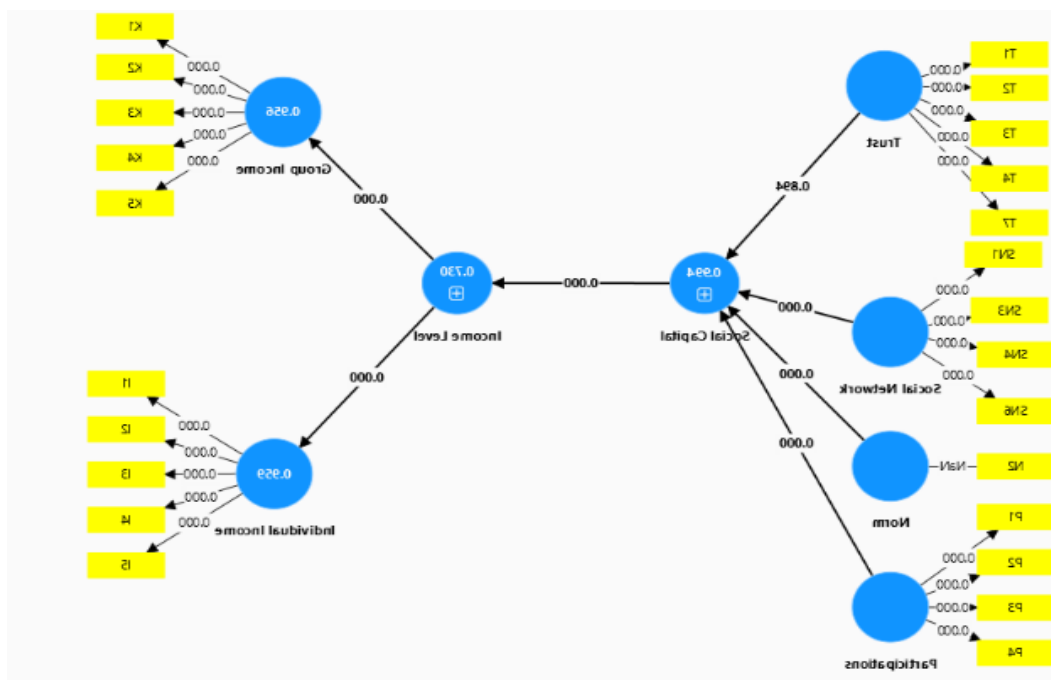


Figure 3. Results of Inner Model Analysis
Source: SEM-PLS data processing results

Table 6. Results of the Inner Model Formative Analysis

Variables	Path coefficient	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Income Level -> Group Income	0.978	0.978	0.004	220.245	0.000
Income Level -> Individual Income	0.979	0.979	0.004	245.881	0.000
Norm -> Social Capital	0.124	0.124	0.021	5.902	0.000
Participations -> Social Capital	0.413	0.413	0.026	15.704	0.000
Social Capital -> Income Level	0.855	0.855	0.037	23.011	0.000

Social Network -> Social Capital	0.54 0	0.538	0.017	32,525	0.00 0
Trust -> Social Capital	- 0.002	-0.002	0.012	0.134	0.89 4

Source: SEM-PLS data processing results

Based on the table above, the order of the variables that most influence social capital is network, participation, norms and trust. The social network variable has a significant effect on the social capital of the Bonjeruk Village community with a path coefficient value of 0.540. This means that if there is an effort to increase the social network, the social capital of the Bonjeruk Village community will increase and will affect the level of community income so that the development of the Bonjeruk Tourism Village will be more successful. The social network formed in the Bonjeruk Village community is based on the level of community activity and participation. The Bonjeruk Village community interacts in the form of exchanging information, exchanging opinions and collaborating. Interaction between groups or communities that is often carried out can create good relationships in a group and create togetherness and can increase community participation in the group. Thus, if the social network is improved, social relations will also improve, making it easier to develop a tourist village together.

The participation variable has a significant effect on the social capital of the Bonjeruk Village community with a path coefficient value of 0.412. In other words, participation has a significant positive effect on social capital in Bonjeruk Village. Social capital is related to the level of community participation in activities related to the development of tourist villages or social activities. Participation is one of the important elements in the development of social capital; it can also be considered as an indirect component that helps improve the individual's economy.

The norm variable has a significant effect on the social capital of the Bonjeruk Village community with a path coefficient value of 0.124, indicating that norms have a positive effect on social capital, but its effect is relatively weak compared to the social network and participation variables. This relatively small effect reflects the complexity of norms in Bonjeruk Village. The norms that exist in the Bonjeruk Village community are based on mutual respect, respect, rules and sanctions, and the principle of justice in the group. The norms formed in the Bonjeruk Village community can regulate the actions and attitudes of the community to be in accordance with what is expected of their group.

Meanwhile, the trust variable shows a very weak negative relationship to the social capital of Bonjeruk Village with a path coefficient value of -0.002. This means that trust does not have a significant influence on social capital in Bonjeruk Village. This may be due to social dynamics where trust becomes less important than other factors

in building social capital.

The Relationship between Social Capital and Income Level in Tourism Villages

The results of SEM analysis in Bonjeruk Village show that the social network variable, which is built through social interaction and participation in social and religious activities, is the most significant relationship between social capital and the development of tourist villages. The network reflects the cooperation and coordination carried out by each group or individual based on active social ties. To produce positive reciprocal values and increase their participation in the development of tourist villages, the people of Bonjeruk Village have the ability to share information or opinions and collaborate with other parties. The high sense of kinship, togetherness and level of participation will affect the success of the development of Bonjeruk Village into one of the best tourist villages in West Nusa Tenggara. Thus, if the social network is strengthened, the development of tourist villages will be even more successful.

The social network variable has great potential to influence the income level of the Bonjeruk Village community through various mechanisms. Its influence on social capital, which then has a strong impact on income levels, shows the importance of building and maintaining social networks as a strategy to improve economic welfare.

5. Conclusions

The most significant relationship between social capital and village development is the variable of network, participation and norms. While trust does not show a significant influence. Social networks are built through cooperation, involvement in religious and social activities, and social interaction. Participation is defined as the ability of a person who participates in a group or community to unite in a pattern of social relations. Customary rules and events are examples of norms.

The income level of the Bonjeruk Village community has increased since it became a tourist village. However, the Bonjeruk Village community needs greater trust in the village government and individuals involved in the development of the tourist village. Therefore, the government's efforts to build a tourist village must run better. Trust in the network of relationships between the government and all levels of society and participation are the main components that are very important to ensure that development runs smoothly. Developing a tourist village requires strong social capital in the form of social networks, participation, norms and trust.

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