

Social Capital of the Pujon Kidul Communities in Developing Tourist Village

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Abstract: *The development of the village is one of the efforts to increase the level of well-being, reduce poverty and create jobs. Local people as the main object of development have an important role in the development of a village. Today's tourist village has the potential to achieve and improve the well-being of people linked to economic, social, cultural and environmental activities. This study aims to discover how the typology of social capital in the community of Pujon Kidul Village in the development of the Tourism Village. The analysis was performed using the Miles and Huberman data analysis. The sample used uses interviews with village chiefs, community leaders, organizations and the village community of Pujon Kidul. The results of research show that typology of social capital is classified circle / connection where one of the indicators observed are openness to strangers, adaptation to changes, flexibility, tolerance for networking with higher level institutions. authorities starting government at university.*

Keywords: Development, Typology, Social-Capital, Tourist-Village

1. Introduction

Society is one of the main components of development, community participation becomes one of the important social capital to achieve ideal development. The existence and development of social capital is one of the important assets and becomes the main adhesive tool in carrying out the development activities which are the objective of the community [1]. The elements of social capital in each region are different but are generally linked to the level of trust, participation, adherence to standards, proactive society and concern for others and the environment are the basic components that exist in society [2]. Social capital has the potential and resources that come from the community and the community itself, so its existence must be maintained so that its benefits can continue to be felt by the community [3].

Social capital can be formed by collaborating between parties such as tourist village communities, social / economic / local institutions and government so that it can accelerate the economic development of tourist villages, realize leading tourist villages and maintain local wisdom and preserve the environment [4]. In addition, social capital can also be illustrated and interpreted by the perspective of a neighborhood life, which is mainly lived in the villages [5]. The development of tourist activities has a positive relationship with the quality of life of local people, so that one of the impacts observed is an increase in terms of trade and employment [6]. In the process of developing a tourist village, the role of the community is the main one and becomes the engine of the objectives to be achieved. Good Social Capital is in line with good management of tourism activities, and social capital can also reduce poverty in these locations [7].

Social capital can be formed with several networks, including power relationships that are led by formal and informal leaders, social network that are built strong in the community so that these two roles have different roles and impacts in the development carried out for the community [8]. In the context of the tourist village, the capacity of the

local community in the tourist village is one of the basic capital that must be available and develops slowly in order to develop the desired tourist village so that the existence of community capacity is one of the keys to development [9]. The increase and development of social capital such as centrality, density and level of participation can show how the development potential of the level of independence of the community in the management of activities in the village [10]. Especially for the role of youth is an important component in the development of tourist villages. The role of young people is one of the spearheads in the development of an area / village because young people have more breakthroughs and ideas in terms of innovation or development. In addition to energy, youth contributions will generally take the form of goods, ideas, money, social participation and participation in decision-making [11]. In addition, a sense of belonging and emotional attachment can create group collaboration and joint action [12]. The context for joint action in this case is in the form of expressions of mutual cooperation led by the community [13]. Social capital basically has 3 (three) typology, that is bonding, linking and bridging [14]. The three typologies are part of community groups according to their respective characteristics.

The village of Pujon Kidul is one of the agglomeration themed villages which has developed to become a leading tourist village in the Malang Regency. Pujon Kidul Village is one of the villages that develops Tourism Village with the natural potential of the Sumber Pitu waterfall, of agro-tourism gathering fruits and vegetables, following Gunung Kawi, abroad, Sadukan and Horse Lumping Art, milk processing and educational tourism for cattle breeding. In the process of developing a tourist village that must be identified on the social typology that exists in the community. So, from this research, we can see typologies of social capital in the local village community that can support the development of a leading tourist village.

2. Method

This type of research carried out as part of the research on the typology of the analysis of social capital in the community of Pujon Kidul Village in the development of a leading tourist village is a qualitative descriptive study, describing the typology of capital in the village of Pujon Kidul. This qualitative approach is obtained by interviewing, observing and documenting.

This study used analysis of Miles and Huberman's data. The stages of this analysis are data collection, data reduction, data presentation and the drawing of conclusions [16].

Variable	Sub Variable	Indicators	Sources
Typology of social capital	Bonding	<ul style="list-style-type: none"> ▪ Linked, the network is exclusive ▪ There are differences in the indoor and outdoor environment ▪ There is only one alternative answer ▪ Difficult to accept the flow of change ▪ Less accommodating towards foreigners ▪ Prioritize the interests of the group 	[14,15]
	Linking	<ul style="list-style-type: none"> ▪ Easy access to information for group members ▪ Be a group media sharing ▪ Strengthen and increase solidarity ▪ Facilitate the mobilization of group resources ▪ Accomplish together more easily 	[13,14]
	Bridging	<ul style="list-style-type: none"> ▪ Open. ▪ Have a more flexible network. ▪ Tolerant. ▪ Allows to have many alternative answers and problem solving. ▪ Adapt to accept the change. ▪ Tends to have an altruistic, humanitarian and universal attitude 	[13,14]

This research was conducted using interview techniques with the head of the village, community leaders, communities and communities. Linked to regional borders, namely to focus on the administration of the village of Pujon Kidul located in the district of Pujon, Malang Regency. Interview and questionnaire techniques were carried out on samples which were chosen at random. The simple random sampling is used. The populations carried out as sample is random, without taking into account the strata of the population [17].

The use of the Miles and Huberman method is a method used to map / classify the typology of social capital which can be carried out qualitatively. So that the data collected can be classified and reduced to seek conclusions on the typology of social capital in the village of Pujon Kidul. The typologies that will be identified are linking, bonding and

bridging which are commonly used.

3. Result and Discussions

3.1 General Description of Pujon Kidul Village

Pujon Kidul Village, which is currently one of the villages developed into one of the tourist villages of the regency of Malang. This village in 2017 received an award related to the development of the best tourist village and the best in the category of agropolitan villages awarded by the Ministry of Villages, Development of Disadvantaged Villages and Transmigration. In addition, in the development of a tourist village can collect a turnover of up to 3.5 billion. This is so interesting to see the calculation number of people associated with community well-being. The administrative boundaries are:

North side: villages of Ngroto and Pujon Lor
 West side: Pandesari Village
 South side: Perhutani forest
 East side: Sukomulyo Village.

The village of Pujon Kidul has a common feature of land use, namely agriculture. The majority of the population of the village works as a farmer, making the geographic superiority of the region a prominent sector for advancing the village. The area of the village is 59 Ha (rice field), 240 Ha (plantation) and 25 Ha of settlement. The establishment in the village of Pujon Kidul has 18 RT and 9 RW with three hamlets of Krajan, Maron and Tulungrejo.

3.2 Social Capital

The network formed in the community in the development of tourist villages has a good openness. The opening that is planned in terms of how the activities and relationships between individuals in the group and for groups and groups. The network formed in the management of the village not exclusive, everyone can be part of a group or be part of the group formed. This openness has the advantage that people or communities who were not previously in a group or network can contribute easily. In the corridor of the development of tourist villages, all the actors of the village of Pujon Kidul have a role and a function for everyone. All be well connected, without any restrictions on the people who will be involved in the network.

3.3 Network Flexibility

The process that takes place in the development of a tourist village will generally be better if it can benefit all the inhabitants. In the development process, there will be many challenges to be met, one of which is related to community participation and the difficulty in achieving it. But the coherence of the groups which depend on the Pokdarwis and other groups in the development of tourist villages remains consistent with what has been done.

It has become a great opportunity for the village of Pujon Kidul to succeed and function so far. Another advantage

after the process is that participation is not complete / there are people who ignore the walking distance / the gap is automatically lost. In other words, they do not distinguish between insiders (those who build early) and outsiders (those who are not involved in the process). As long as the activities can make a positive contribution to the community, they are accepted as part of the development of the tourist village.

3.4 Tolerance Level

Problems related to community development certainly cannot be predicted or even suddenly arise and did not know the solution that will be made. However, in the development and management of the tourist village of Pujon Kidul, the existence of a high level of tolerance can reduce it. Because tolerance is considered if the village government, tourism awareness groups, religious leaders and the community as one tool that can unite all the differences that exist in society.

That is easily be used as a way to reduce and unify the differences amidst the diverse community of the village of Pujon Kidul which consists of various characters, ethnicities, religions, ethnicities and origins. But it is united with the same vision and great tolerance so that good relations can be established and that the development of a tourist village goes well too.

3.5 The Views of Change

All levels of village government, Pokdarwis, community leaders and community representatives represent a full range of innovation and creativity that develops mainly related to the progress of the village. The possibilities for the development of tourist villages by visitors can be done easily by supporting the current concept and will be sustain.

The tourist spots are also the results from the adoption and modification of the commonly concepts. The openness to opinions that can lead to change in a better direction is a spirit that continues to be supported by government and local communities. The contribution of the changes are necessary for the community to implemented the concepts easily. This is will add the value and positive power, and minimize the negative impacts. The existence of a broad vision will facilitate improvement and progress at any time to make Pujon Kidul better day by day. The whole village apparatus, the community, community leaders, religious leaders and Pokdarwis are in synergy in their development, and in the process, the views of young and old do not become obstacles because openness to change and vision are online.

3.6 Accommodation to others parties

Pujon Kidul is one of the villages of the administration of the Pujon sub-district and of the Malang regency. The tourism service in Pujon Kidul is the top and potential destination of rural villages in Malang Regency. The local government will coordinate and integrated with other regency like the city of Malang and its surroundings (Batu city), which contributes to the development and becomes a strategic place to conduct collaborations in the field of research.

The existence of integrases and networks that occur with external institutions makes the potential developed, given the existence of external institutional cooperation, views and contributions on the development of tourist villages can progress quickly, of course, with a new and fresh concept. The relationship between the village government and external or higher institutions is also ensured by tourism awareness groups that are done through one door, namely the village.

Many parties have collaborated with Pujon Kidul Tourism Village, starting with universities / colleges, banks, the private sector and other governments and also with the presence of foreigners who wish to get involved in the development of tourist villages. All elements of the village are aware that foreigners who have different and higher capacities and knowledge will be able to help development of villages at the same time contributions of ideas, creativity, energy and funds. The community can strengthen existing groups through more creative and applicable breakthroughs in collaboration with parties outside the village.

3.7 Proportion of Interest

The proportion of interests in this case is not an individual interest but an emphasis on the usefulness of the tourist village can be used by many parties. In the development of the tourist village, this begins with collective actions by groups of the village. However, what is good and unique is that they do not just give priority to the target group, but rather to the perceived utility used for the whole village community in particular and the community around the village. They did not give priority only to groups in the network, but are used for all the communities of Pujon Kidul.

3.8 Group Strength

The succeed depend on the vision that determined with the role of the group and the members of the group. Obstacles and challenges in the realization of the Pujon Kidul Tourism Village is a story that did not escape this diving trip. The problem that arise are fund crowding, opposition from residents, conflicts of interest and incapacity for human resources and also the desirable tourist village.

The commitment and the leadership of the village apparatus and Pokdarwis are essential to resolve and provide the best solutions related to these conditions. Which is the solidity in the development process of Pujon Kidul Village becomes easier and more accessible. The solidity of the group is reflected in the clear division of tasks and responsibilities, mutual cooperation in a problem or development and deliberation which is a solution for finding problems that need to be discussed. The solidity held by the inhabitants of all of the village is classified as very good. This will achieve the coordination and advantages for all parts of the village members with the existing community relationships.

4. Conclusions

Based on the results of the research that has been done, several conclusions can be drawn as follows.

- 1) The nature of the social networks formed in the Pujon Kidul community is 'open' in which all parties can contribute to the development of the village
- 2) The flexibility of management in the social network formed also makes no distinction between insiders (who build early) and foreigners (who are not involved in the process) who are generally willing to contribute positively.
- 3) The level of tolerance of the Pujon Kidul community is very well reflected in the development process. There are no discriminating the diversity of origins and tolerance with others.
- 4) The vision is open and the wider changes become keys to the development of the tourist village
- 5) The involvement of outsiders who wish to contribute to the development of village tourism also has a place and a portion as well, so that the capacity of the village can collaborate with nearby institutions.
- 6) The importance of development gives priority to all communities, not just groups. And in balance with the solidity between the groups and their members in development and mutual cooperation.

Thus, by examining the conditions and characteristics above, it can be concluded that the typology of social capital in the community of the village of Pujon Kidul is classified in the form of connection (linking of social capital). This is reflected in these facts and is one of the clear examples of a network with authorities outside the village such as government agencies, educational institutions and others.

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