



SOCIAL CAPITAL FOR BIDADARI BEACH TOURISM DEVELOPMENT

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ABSTRACT. This study aims to analyze the form and role of social capital in the management of the Pantai Bidadari tourist attraction by BUMDes Sepakat Sejahtera in Subik Village, Buay Pematang Ribu Ranau Tengah District, South OKU Regency. The research method used is qualitative with a case study approach. Data were collected through observation, in-depth interviews, and documentation, then analyzed using Robert Putnam's social capital theory which includes three main dimensions: trust, networks, and norms. The results of the study indicate that social capital plays an important role in building collaboration between managers, communities, and village governments. The form of trust is reflected through the involvement of local communities in managing and accepting village policies. Social networks are formed through mutual cooperation, socialization activities, and participation in youth organizations. Social norms develop through obedience to local rules in maintaining coastal sustainability. Social capital is a driving force in strengthening community participation and supporting the sustainability of tourism management. This study emphasizes the importance of strengthening social capital as a strategy for empowering and developing sustainable community-based tourism.

Keywords: Social capital, Tourism, BUMDes

INTRODUCTION

Tourism is currently one of the leading sectors in local and national economic development. Its existence not only offers opportunities for increasing income, but also opens up employment opportunities and encourages the preservation of local culture. The development of this sector is highly dependent on the synergy of various parties, especially the involvement of the community as the main actor in development.

At the village level, tourism is often a strategic alternative in efforts to improving community welfare. The potential of abundant natural resources needs to be managed wisely so that it is not only utilized economically but also able to revive the social values that develop in society. One relevant concept in this context is social capital (Silalahi & Agustina, 2024).

Social capital includes trust, norms, and social networks that function as social glue and support various forms of cooperation in society. According to Robert Putnam, social capital is an important prerequisite for realizing effective collaboration and

coordination in social life, including in tourism management (Nashar et al., 2023) Social capital enables individuals and groups to act collectively to achieve common goals.

The Bidadari Beach tourist attraction in Subik Village, Buay Pematang Ribu Ranau Tengah District, South OKU Regency, is one of the developing destinations. Managed by BUMDes Sepakat Sejahtera, Bidadari Beach offers beautiful natural scenery and adequate accessibility. Since it opened in 2019, the number of visitors has increased significantly.

However, in practice, the management of Bidadari Beach still faces various challenges. There are still limitations in terms of supporting infrastructure, low public awareness of tourism potential, and weak coordination between stakeholders. In fact, the success of village tourism is largely determined by solid collaboration between the village government, BUMDes, local communities, and external parties.

In this context, social capital is an important instrument in bridging the interests of the parties involved. Trust between actors, norms that regulate collective behavior, and the social networks that are built are the main determinants of the sustainability of tourism management programs. Social capital acts as social energy that encourages community participation and solidarity.

BUMDes Sepakat Sejahtera strives to build community-based tourism management, where the community is not only an object but also a subject in development. The community is involved in activities such as mutual cooperation, stall management, provision of facilities, and tourism promotion through social media. This is an early indication of the formation of active and productive social capital (Mappasomba et al., 2024).

However, not all elements of society are optimally involved. The role of youth, women, and marginalized groups is still limited in the decision-making process and implementation of activities (Ma'ruf, 2020). This shows that strengthening social capital still needs to be done in a more inclusive and sustainable manner. This study aims to examine in depth the form and role of social capital in the management of Bidadari Beach tourism. The main focus is to analyze the dimensions of trust, norms, and networks formed in the interaction between tourism management actors.

By understanding the dynamics of social capital that occurs, this article is expected to provide theoretical contributions to the development of sociology of development studies, as well as practical recommendations for BUMDes managers, village governments, and related parties in building participatory, sustainable, and community-based tourism management.

METHOD

This study uses a qualitative approach with a case study type. This approach was chosen to gain a deep understanding of the dynamics of social capital in the management of the Pantai Bidadari tourist attraction by BUMDes Sepakat Sejahtera in Subik Village, Buay Pematang Ribu Ranau Tengah District, South OKU Regency. Case studies allow researchers to explore the social context and relationships between actors in more detail and holistically (Rustendi, n.d.).

The location of the study was determined purposively, namely in Subik Village, because this village is one of the areas that is actively developing the village tourism sector with direct support from BUMDes. The focus of the research is directed at

identifying forms of social capital (trust, norms, and social networks) and how social capital plays a role in supporting the management and development of Pantai Bidadari.

Data sources consist of primary and secondary data. Primary data were obtained through participatory observation and in-depth interviews with key informants consisting of BUMDes administrators, village government, local business actors, and the surrounding community. While secondary data were obtained through village documents, BUMDes activity reports, and related literature.

The informant determination technique was carried out purposively, by selecting individuals who have important roles and adequate knowledge in tourism management (Silalahi & Agustina, 2024). There are three categories of informants: (1) key informants (decision makers in BUMDes and village government), (2) main informants (community actors directly in tourism management), and (3) supporting informants (external stakeholders such as the Tourism Office and community leaders).

Data collection was carried out through three main techniques: (1) direct observation at the tourism management location, (2) in-depth interviews with semi-structured guides, and (3) documentation in the form of photos, activity archives, and administrative records of Bidadari Beach management.

The validity of the data was tested through source and method triangulation techniques, namely by comparing information from various sources and different data collection methods. Triangulation was carried out to ensure the consistency and validity of the information obtained in the field.

Data analysis was carried out interactively with the Miles and Huberman analysis model, which includes three stages: data reduction, data presentation, and drawing conclusions (Simorangkir et al., 2024). The analysis process is carried out continuously from the data collection stage to the writing of the results, in order to ensure the connection between field data and the theoretical framework of social capital used (Mappasomba et al., 2024). This method is expected to fully describe the social reality that is developing in Subik Village in the context of community-based tourism management, as well as contribute to the development of a sociological approach to village tourism studies.

RESULT AND DISCUSSION

Social capital has been proven to be a key element in the management and development of the

Bidadari Beach tourist attraction in Subik Village. Based on the results of the study, the main dimensions of social capital, which include trust, social networks, and norms, have played a significant role in shaping the pattern of relationships between tourism management actors and encouraging local community participation (Nursalim et al., 2023).

In this study, the determination of informants was carried out purposively by considering their involvement and knowledge of the management

process of the Bidadari Beach tourist attraction in Subik Village. Informants consist of various actors who have strategic positions, both in decision-making, technical implementation, to social support and external policies. Grouping informants aims to obtain rich and in-depth data from various perspectives, in order to understand how social capital functions in the context of community-based tourism management. The categories of informants involved in this study can be seen in Table 1 below.

Table 1. Categories of Informants in the Study

Informant Category	Number	Criteria	Role/Purpose
Key Informants	3 people	Core BUMDes administrators (Chairperson, Secretary, Treasurer) - Village Head or Village Officials	Provide strategic information related to decision-making, tourism governance policies, and development direction
Primary Informants	4 people	Active BUMDes members - Tourism site facility managers - Local business actors (e.g., food vendors, rental service providers)	Provide operational insights on tourism site management and community economic participation
Supporting Informants	3 people	Community leaders - Youth Offer organization members (Karang Taruna) - Representatives from the relations influencing tourism dynamics	Provide general perspectives, social support, and external stakeholder
Total Informants	10 people	—	—

First, trust is the initial foundation for the formation of community involvement in tourism management. The village government and BUMDes management have succeeded in building trust through a direct approach to the community and transparency in management. This trust encourages the community to participate in activities such as environmental protection, tourism promotion, and opening small businesses around the coastal area. In addition, local figures such as the village head act as agents of social legitimacy that strengthen community trust in village policies.

Second, the social network formed through mutual cooperation relations, youth organizations, traders, and tourism facility managers becomes a collective force in supporting the sustainability of Bidadari Beach tourism. The practice of mutual cooperation in maintaining the cleanliness of the beach and building facilities is evidence of the strong social cohesion of the Subik Village community. Relations with external parties, including promotion through social media and cooperation with accommodation providers, also show the formation of mutually beneficial horizontal and vertical networks.

Third, social norms in the Subik Village community play a regulatory role in the collaboration process. There are unwritten agreements on how the community behaves in the tourist area, including maintaining order, cleanliness, and active involvement in social activities. These norms are reinforced through village deliberations, community activities, and informal social sanction systems that maintain consistent community participation.

This social capital-based tourism management is also able to encourage community empowerment. Many residents who previously had no income now work as traders, parking service providers, or facility managers. This change not only has an impact on the economic aspect, but also increases the sense of ownership and responsibility of residents towards the sustainability of tourism (Sari et al., n.d.) However, the management of Bidadari Beach tourism is not yet fully optimal. It was found that there is still inequality in the distribution of roles between groups, especially the involvement of youth and women which is still limited. In addition, the lack of technical training and weaknesses in coordination between stakeholders are obstacles to

strengthening social networks more broadly (Astuti & Noor, n.d.)

This condition shows that although social capital has been formed and is functioning, efforts need to be made to develop it more systematically and inclusively. Strategies to increase the institutional capacity of BUMDes, wider involvement of community groups, and strengthening cross-sector collaboration are important steps forward.

Thus, social capital-based tourism management not only requires local cultural capital, but also policy support that can strengthen the social structure of the community. A management model that emphasizes the values of trust, solidarity, and collective participation has proven to be an effective approach to creating sustainable and empowering

tourism. The results of the study indicate that social capital has an important contribution in the management of the Pantai Bidadari tourist attraction by BUMDes Sepakat Sejahtera. The three main dimensions of social capital according to Robert Putnam—namely trust, social networks, and norms—can be identified in real terms through the activities and social interactions of the community in Subik Village. Each dimension is not only present as an abstract concept, but is also implemented in the daily practices of the community, both in the form of cooperation, economic participation, and strengthening social values. Table 2 below presents a summary of the forms and roles of social capital as found in the management of the Pantai Bidadari tourist attraction.

Table 2. Forms and Roles of Social Capital in the Management of Bidadari Beach Tourism

Dimension of Social Capital	Form	Role	Field Findings (Examples)
Trust	-Trust between community and village government - Support for tourism managers	-Increases participation of community - Strengthens legitimacy of tourism governance	-Community members willingly join in gotong royong (communal work) and run small businesses - Village officials facilitate community engagement
Social Network	- Gotong royong for beach cleanliness - Involvement of youth organization (Karang Taruna) - External partnerships (e.g., hotels, social media promotion)	-Builds cooperation among tourism actors - Expands tourism promotion and local economic networks	-Regular community clean-up every two weeks - Village head and youths use social media for promotion
Norms	-Unwritten rules for managing the tourism site - Informal agreements on community roles	-Serves as a guide for collective behavior - Preserves social harmony and tourism sustainability	-Prohibition against littering - Community meetings to decide on tourism-related activities
Community Empowerment (Result of Social Capital)	-Active participation in tourism-related businesses - Changes in economic and social status	-Increases household income - Enhances sense of ownership and responsibility	-Emergence of food stalls, rental services, and community-managed parking areas

CONCLUSION

This study shows that social capital plays a strategic role in the management and development of the Pantai Bidadari tourist attraction in Subik Village, Buay Pematang Ribu Ranau Tengah District. The three main dimensions of social capital—trust, social networks, and norms—have proven to be collective forces that support the sustainability of community-based tourism management.

Trust between the community and the village government encourages active involvement in

various management activities, from mutual cooperation to initiatives to open businesses around tourist locations. Social networks are built through cross-actor cooperation, both internally in the village and with external parties such as the media and tourism industry players. Meanwhile, social norms are the basis for forming collective awareness to maintain order, cleanliness, and sustainability of the tourist environment.

In addition, social capital has contributed to the economic empowerment of local communities. Tourism management not only creates new sources

of income but also strengthens a sense of ownership of village assets. However, challenges are still found in the aspect of social inclusion, especially the participation of youth and women's groups, as well as BUMDes institutions that need to be strengthened structurally and functionally.

Thus, strengthening inclusive and sustainable social capital is key to creating a village tourism management model that is participatory, competitive, and has a direct impact on community welfare..

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