

Fracaso del desarrollo de las aldeas turísticas de Stub

Failure of the development of the tourist villages of Stub

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ABSTRACT

Efforts to improve the economy and sustainable tourism, not only the role of the government, the role of the private sector is also very important in order to synergize with each other to improve the economy and sustainable tourism. This can be done through the company's Corporate Social Responsibility (CSR) program to find out its influence on the development of ecotourism in Kedung Aren Tourism Village, D.I Yogyakarta. This research uses a quantitative associative approach. Qualitative methods improve the interpretation of quantitative data. The data used in this study are primary and secondary data. Furthermore, the data is analyzed by two methods, namely descriptive and inferential statistical methods. This study involved 76 respondents from the community group of Kedung Aren Sleman Tourism Village Yogyakarta who were pseudo-participating. Furthermore, the procedures for this study are observation, structured interviews, and in-depth interviews. The results showed that broadly speaking, community participation in Kedung Aren Tourism Village in the development of tourist villages is still classified as pseudo. Currently, community empowerment is still limited to training in the economic field but does not target sustainability in terms of the environment. This study suggests a synergy between the role of the government and the participation of the community from the smallest elements, namely RT, RW, Dusun, and Desa so that the design of tourism village development is more structured.

Keywords: Corporate Social Responsibility, Role, Tourism.

RESUMEN

Los esfuerzos para mejorar la economía y el turismo sostenible, no es solo el papel del gobierno, el papel del sector privado también es muy importante para crear sinergias entre sí para mejorar la economía y el turismo sostenible. Esto se puede hacer a través del programa de Responsabilidad Social Corporativa (CSR) de la empresa para averiguar su influencia en el desarrollo del ecoturismo en Kedung Aren Tourism Village, D.I Yogyakarta. Esta investigación utiliza un enfoque asociativo cuantitativo. Los métodos cualitativos mejoran la interpretación de los datos cuantitativos. Los datos utilizados en este estudio son datos primarios y secundarios. Además, los datos se analizan mediante dos métodos, a saber, métodos estadísticos descriptivos e inferenciales. Este estudio involucro a 76 encuestados del grupo comunitario de Kedung Aren Sleman Tourism Village Yogyakarta que eran pseudo-participantes. Además, los procedimientos para este estudio son la observación, las entrevistas estructuradas y las entrevistas en profundidad. Los resultados mostraron que, en términos generales, la participación comunitaria en la Villa Turística de la Villa Turística de Kedung Aren en el desarrollo de las villas turísticas todavía se clasifica como pseudo. Actualmente, el empoderamiento comunitario aun se limita a la formación en el campo económico pero no apunta a la sostenibilidad en términos ambientales. Este estudio sugiere una sinergia entre el papel del gobierno y la participación de la comunidad desde los elementos más pequeños, a saber, RT, RW, Dusun y Desa para que el diseño del desarrollo del pueblo turístico sea más estructurado.

Palabras clave: Responsabilidad Social Corporativa, Role, Turismo.

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Introduction

Equitable development and improvement of sustainable tourism need a sustainable effort. One of them is by increasing the role of local governments and the private sector which are very dominant parties and play a role in increasing and developing regional potential. It needs to be underlined that if only local governments handle the management of existing regional potentials, there will be a lot of inequality that occurs. Local governments must be able to read and analyze existing regional potential opportunities, must be able to see which ones need to be improved and maximized their potential in order to accelerate economic growth. According to the Pocket Book of the Ministry of Tourism (2016), the contribution of the tourism sector to the national Gross Domestic Product (GDP) in 2014 has reached 9 percent or Rp. 946.09 trillion. Meanwhile, foreign exchange from the tourism sector in 2014 has reached Rp.

120 trillion and contributed to job opportunities of 11 million people (Anggraini, 2017). DI Yogyakarta is still a destination for tourists to visit, both foreign and domestic tourists. In the period 2017-2020, there was an increase in tourist visits to DI Yogyakarta as shown in Table 1.

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Table 1

The growth of tourist visits has a positive influence on the development of new tourist attractions in DI Yogyakarta. It was recorded that from 2016 to 2019, there was a significant growth in the number of tourist attractions in DI Yogyakarta. Furthermore, the growth of tourist visits ultimately has an effect on the growth of tourism villages which shows that currently the tourism sector is growing into one of the leading economic sectors in Yogyakarta as shown in Table 2.

Table 2

The problem of developing tourist villages according to Rosdiana (2020) is the limited supporting facilities and infrastructure; limited costs or budgets for the development of the tourist sector; not optimal synergy and partnership patterns; the absence of an effective tourism marketing and promotion program, which uses a professional approach and strengthening institutional networks; the unavailability of Human Resources (HR) who are really able to see opportunities and challenges from the tourism sector.

The above happened because the development of tourism villages that were carried out did not embrace all elements of society because the community involved was classified as pseudo (Trunajaya, 2016). In addition, Asmin's research (2017) said that poor understanding of tourism village managers towards tourists causes diversification of tourist attractions to be less diverse and trapped in mass tourism that can damage the environment. This was strengthened by initial observations in Kedung Aren Tourism Village, obtained results where tourism village managers were still stuck with mass tourist attractions and did not involve community participation.

Referring to Oroh's research (2014) increasing the participation and empowerment of rural communities aimed at the welfare of the community is certainly something that must be considered by the government. This is in line with the research of Nugroho and Galih (2021) stated that the government must have a special strategy to attract public interest in order to participate in the implemented program. The government, especially the village government, is also obliged to explore the potential of the village so that the development of tourism villages can drive the village economy. Not only the role of the government, but also the role of the private sector is also very important so that they can synergize with each other to improve the economy and sustainable tourism. In Indonesia, the role of the private sector in the development of tourism villages through the "Assisted Villages" program, the program is a form of corporate Social Responsibility (CSR) of the company. The role of the private sector through CSR programs should be in the form of training aimed at increasing the empowerment of local communities both in well-known tourist villages and tourism villages that are not yet known but have potential (Muliawat et al., 2019).

Based on study Lara et al. (2018), community participation refers to how communities create processes and structures so that rural communities are able to express their needs, prioritize, participate in development and receive benefits in development by focusing on empowering rural

communities. Lee and Jan (2019) concluded that the participation of local communities in tourism management can have many levels depending on internal and external factors of the community. In developing the tourism village program, the community also has an important role in the success of the program. By developing the tourism sector in the village, the area will be able to develop and also have an attraction for tourists who visit the village and of course will improve the living standards of the people in the village.

Coleman in Ringga (2019), added that with a focus on financial capital, social capital is often overlooked, when in fact it plays an economic role in increasing business productivity and efficiency. Coleman in Ringga (2019) explained that social capital plays a very important role in the implementation of community empowerment. Based on the foregoing, the research will boil down to answering how the role of the government, the role of the private sector and social capital on the performance of ecotourism hammers community participation in Kedung Aren Tourism Village.

Literature review dan hipotesis

According to Nugroho (2015) ecotourism is part of sustainable tourism which is only based on natural, rural, and cultural tourism. Ecotourism is a tourism activity that is responsible for nature, empowers local communities, and increases environmental awareness. According to The International Ecotourism Society (2015) ecotourism is a responsible trip to a natural area that preserves the environment, sustains the welfare of local communities, involves interpretation and environmental education. In some regions, a new thought has developed related to this notion of ecotourism. The phenomenon of education is necessary in the form of tourism. This is as defined by the Australian Department of Tourism (Angelica, 2010) which defines ecotourism as nature-based tourism by including aspects of education and interpretation of the natural environment and community culture with ecological sustainability management.

The Role of the Government in Tourism Development

According to Nguyeng et al. (2020) the role of the government in the field of tourism includes a) planning, b) development, c) policies, and d) regulations. Meanwhile, according to Martins et al. (2017) the role of the government in tourism development includes a) the role of the government in regulation, b) the role of the government in providing facilities and infrastructure, c) the role of the government in planning, and d) the role of the government in conducting supervision.

Ojong et al., (2013) said the role of the government in tourism development is as follows: 1) providing proper socialization to local communities about the potential and impact of tourism; 2) the government must provide a conducive environment to encourage the role of local communities; 3) conduct education for the community to increase public knowledge and concern for sustainable tourism. Government policy should be a driving factor for the development of destination attractions.

Research by Suryaningsih et al. (2018) stated that the village government uses the income received from the results of tourism villages to carry out village development and community empowerment such as: 1) conducting training to improve community skills so that they can participate in becoming tourist actors, 2) recruiting community residents who want to participate in becoming tourism actors, 3) developing arts in tourism villages, and 4) develop community participation in the field of tourism by inviting the community to actively participate. The role of local governments is required to provide more excellent services and empower the community as they can improve community welfare.

Based on the evidence of empirical research that has been carried out, the first hypothesis is as follows

H1 = The Role of the Private Sector in Tourism Development

The role of the private sector in tourism is in implementing policies for the contribution of experts, infrastructure development, and technology. The freedom of the role of the private sector as the management of the tourism business, of course, must be opened as widely as possible so that their creativity in managing the tourism industry can be honed properly. The private sector as the owner of capital is certainly very instrumental in creating new motivations in the tourism industry as well as unique changes in the tourism business so that the business it manages is profitable.

The private sector in managing a tourism business certainly has a method in calculating the profits and losses obtained. The private sector generally invests in tourism because of the long-term benefits that they can obtain by means and systems of managing tourism places that are good, unique, interesting, and fun. The most important strength of the private sector is its dynamic nature towards market development as well as the strength of capital owned (Yescombe, 2007).

Kirana and Rike (2020) said that the role of the private sector is to help the government to provide stimulus in the form of innovations created by the private sector so that the government can adopt these innovations and even jointly formulate innovations in terms of development. The role of the private sector has a hand in providing injections of things in the form of material and non-material. In this study, the role of the private sector was seen through CSR in fostering the development of tourism villages. CSR is the concept of actions taken by a company as a form of corporate responsibility towards the social and surrounding environment in which the company was founded (Pertiwi and Ludigdo, 2013). CSR is carried out with the aim of maintaining the company's relationship with the environment so as to create sustainable development and business. Kotler and Lee (2005), the development of CSR has caused the business world, which was once only profit-oriented, now also pays attention to human welfare (people), as well as balance with the universe (planet).

CSR has basic principles in its implementation that can be drawn with the concept of developing tourism villages. Triple bottom lines are three aspects that companies must pay attention to in explaining CSR practices. The three aspects include social, economic, and environmental

aspects. The economic aspect concerns the prosperity or economic well-being of the community, the social aspect concerns social justice, while the environment concerns the quality of the environment (Rienstra, 2005). Based on the evidence of empirical research that has been carried out, the first hypothesis is as follows

H2 = The Role of Community Participation in Tourism Development

Astawa (2002), states that the participation of community members is the involvement of community members in development. The involvement of community members in development starts from the time the activity is in the planning stage to the implementation of the program carried out in the local community, it is a form of active community empowerment. Especially when the development program carried out is oriented towards achieving development results carried out by the community effectively and efficiently both from the aspect of input or input (human resources, funds, equipment/facilities, data, plans, and technology), process aspects (implementation, monitoring and supervision), as well as output or output aspects (achievement of effective and efficient targets).

The purpose of community participation is that people are aware that they have the power to make decisions and they are entitled to benefit from the development they have planned (Tosun, 2006). Therefore, community involvement of the planning process for decision-making is generally considered mandatory (Chok et al., 2007). Isbandi (2007) concluded that there are three important elements of participation, namely 1) participation means mental and emotional involvement, 2) motivates persons to contribute to the situation, and 3) encourage people to accept responsibility in activity. The role of local communities is very important because it is able to make object-based or nature-based tourist attractions more attractive. In addition, tourism will rest on public ownership as well as community ownership. The facilities in the tourist area basically only act as a complement to a travel comfort. The arrival of tourists to a destination is more due to the power of nature, especially the culture of the local community. So, the local community is the real tourism development manager who is able to give color and uniqueness to their tourist destinations.

Based on the evidence of empirical research that has been carried out, the first hypothesis is as follows

H3 = The Role of the Social Capital in Tourism Development

Coleman in Ringga (2019), argues that to be able to understand the structure and way in which the social world functions it is necessary to discuss capital in all its forms, it is not enough just to discuss capital as it is known in economic theory. It is also important to know those forms of transactions that in economic theory are considered as non-economic because they cannot directly maximize material profits. Inayan in Ringga (2019) defines social capital as the ability of people to make associations (relate) to each other and subsequently become a very important force not only for economic life but also for every other aspect of social existence.

On the same path, Rasmen (2017) defines social capital as a set of values or norms embodied in behaviors that can encourage the ability and capability to work together and coordinate to make a major contribution to sustainable sustainability. According to Cohen and Prusak (2001), social capital is as any relationship that occurs and is bound by a trust, mutual understanding, and shared values that bind group members to make possible joint actions efficiently and effectively.

According to Inayah in Ringga (2019), the main elements of social capital are 1) participation in a network, 2) reciprocity, 3) trust, 4) social norms, 5) values, and 6) proactive action. Marwani dala Rasmen (2017) stated that the use of social capital in development is very important. This is because (1) social capital allows citizens to solve collective problems more easily; (2) social capital as a wheel that allows society to move more smoothly; and (3) social capital refers to people's lives. The same thing was conveyed by Coleman in Ringga (2019), that social capital is an important source for individuals to be able to influence the individual's ability to act and provide a good quality of life.

Based on the evidence of empirical research that has been carried out, the first hypothesis is as follows

H4 = Community Participation Mediates the Influence of the Role of Government, Private Sector and Social Capital on Tourism Development

Research methods

The method used in the discussion of research results is a quantitative method. The data used in this study are primary and secondary data. Furthermore, the data is analyzed by two methods, namely descriptive and inferential statistical methods. The population in this study was in the community in Tridadi Village and was involved in the community group for the development of Kedung Aren Tourism Village, which amounted to 76 people. Meanwhile, the sample of this study was selected by the saturated sample method. The qualitative approach in this study uses data collection carried out with non-behavioral observations, literature studies and in-depth interviews. Later, the instrument that will be used before will be tested for validity and reliability to test the validity of the instrument. This study uses descriptive analysis techniques and quantitative analysis techniques with structural equation modeling (SEM), especially Partial Least Square (PLS).

Results of research and discussion

Instrument Validity and Reability Test

An instrument is said to be valid if it has a correlation coefficient between grains and the total score in the instrument greater than 0.3 with a significance level of 0.05. Table 3 displays a summary of the results of the instrument validity test of each research variable.

Table 3.

The results show that the correlation of all indicator items with the total score item is to have a correlation value above

0.3 with significant (< 0.05). so it can be concluded that the research instrument is valid.

Table 4.

Table 4 shows that Cronbach's Alpha value for the entire item is > 0.7 so it is concluded that the entire instrument item is reliable.

Direct and Indirect Influence

Analysis of direct influences. indirect influences. or total influences. can explain the relationship between research variables (latent variables). Direct influence is indicated by the coefficient of all arrows with one end. on the contrary indirect influence occurs through the role of one or several intermediate variables. To find out the direct influence between construct variables. it can be seen from the results of the analysis of path coefficients values shown in Table 5.

Table 5.

To determine the indirect influence between construct variables. it can be seen from the results of the analysis of indirect effects values displayed in Table 6.

Table 6.

The Influence of the Role of the Government, the Role of the Private Sector and Social Capital on Community Participation in Kedung Aren Tourism Village

The results of data analysis to determine the purpose of the first study is to analyze the influence of the role of government. the role of the private sector and social capital on community participation. Table 5 shows that directly the government role variable (X1) has a significant positive effect on community participation (Y1). The calculated value of the test of the influence of the role of government (X1) on community participation (Y1) is greater than the t_{table} ($6.340 > 1.96$) and the value of significant P value ($0.000 < 0.05$). so it can be concluded that the role of government directly has a significant positive effect on community participation. This means that the role of the government directly positively affects the participation of the community. the increase in the value of the role of the government causes an increase in the value of community participation.

The private role variable (X2) directly had an insignificant positive effect on the community participation variable (Y1). The calculated value of the test of the influence of the role of the private sector (X2) on community participation (Y1) is greater than t_{table} ($0.974 < 1.96$) and significant P value ($0.330 > 0.05$). so it can be concluded that the role of the private sector directly has an insignificant positive effect on community participation. This means that the hypothesis that the role of the private sector directly positively affects community participation is rejected. the increase in the value of the private role does not cause an increase in the value of community participation.

The social capital variable (X3) has a significant positive effect on community participation (Y1). The calculated value of

the test of the effect of social capital (X3) on community participation (Y1) is greater than t_{table} ($2.994 > 1.96$) and significant P value ($0.003 < 0.05$). so it can be concluded that social capital directly has a significant positive effect on community participation. This means that social capital directly affects the participation of the community. the increase in the value of social capital causes an increase in the value of community participation.

The Influence of the Role of the Government, the Role of the Private Sector, Social Capital and Community Participation on the Performance of Ecotourism in Kedung Aren Tourism Village

Table 5 shows the government role variable (X1) directly has an insignificant positive effect on the ecotourism performance variable (Y2). The calculated value of the test of the influence of the government's role (X1) on ecotourism performance (Y2) is greater than t_{table} ($0.504 < 1.96$) and significant P value ($0.614 > 0.05$). So it can be concluded that the role of the government directly has an insignificant positive effect on the performance of ecotourism. This means that the hypothesis that states the role of the government directly positively affects the performance of ecotourism is rejected. the increase in the value of the role of the government does not cause an increase in the value of ecotourism performance.

Variable peran swasta (X2) secara langsung berpengaruh positif tidak signifikan terhadap variabel kinerja ekowisata (Y2). Nilai thitung from the private role influence test (X2) On the Performance of Ecotourism (Y2) larger than t_{table} ($1.1494 < 1.96$) and significant P value ($0.251 > 0.05$). So it can be concluded that the role of the private sector directly has an insignificant positive effect on the performance of ecotourism. This means that the hypothesis that states the role of the private sector directly positively affects the performance of ecotourism is rejected. the increase in the value of the private role does not cause an increase in the value of ecotourism performance.

The social capital variable (X3) has a significant positive effect on ecotourism performance (Y2). The calculated value of the test of the effect of social capital (X3) on ecotourism performance (Y2) is greater than t_{table} ($2.831 > 1.96$) and significant P value ($0.005 < 0.05$). So it can be concluded that social capital directly has a significant positive effect on the performance of ecotourism. This means that social capital directly affects the performance of ecotourism. an increase in the value of social capital causes an increase in the value of ecotourism performance.

Community participation (Y1) directly has a positive and significant effect on the performance of ecotourism (Y2). Value t_{hitung} from the test of the effect of community participation (Y1) on ecotourism performance (Y2) greater than t_{table} ($2.394 > 1.96$) and significant P value ($0.017 < 0.05$). So it can be concluded that community participation directly has a significant positive effect on the performance of ecotourism. This means that the hypothesis that states that community participation directly positively affects the performance of ecotourism is accepted. the more the value of community participation. the value of ecotourism performance also increases.

Community Participation Mediates the Influence of the Role of the Government, the Role of the Private Sector and Social Capital on the Performance of Ecotourism in Kedung Aren Tourism Village

Table 6 shows that community participation mediates the influence of the government's role on ecotourism performance. Value t_{hitung} from testing the indirect influence of the role of government (X1) on the performance of ecotourism (Y2) through community participation (Y1) greater than t_{table} ($2.140 > 1.96$) and significant P value ($0.033 < 0.05$). This means that the hypothesis that states that community participation mediates the influence of the government's role on ecotourism performance is accepted. given that it directly has a positive effect not significantly and indirectly through community participation. the role of the government has a significant positive effect on the performance of ecotourism. it can be stated that community participation mediates partially (full mediation) the influence of the role of the government on the performance of ecotourism.

The calculated value of the test of the indirect influence of the role of the private sector (X2) on the performance of ecotourism (Y2) through community participation (Y1) is smaller than t_{table} ($0.908 < 1.96$) and significant P value ($0.365 > 0.05$). This means that the hypothesis that states that community participation mediates the influence of private roles on creative economy performance is rejected. it can be stated that community participation does not mediate (no mediation) the influence of private roles on ecotourism performance.

The calculated value of the test of the indirect effect of social capital (X3) on ecotourism performance (Y2) through community participation (Y1) is smaller than t_{table} ($1.628 < 1.96$) and significant P value ($0.140 > 0.05$). This means that the hypothesis that states community participation mediates the influence of private roles on creative economy performance is rejected. then it can be stated that community participation does not mediate (no mediation) the influence of private roles on ecotourism performance.

The government's efforts initiated the formation of a forum for the community to organize and participate in developing tourist areas in the form of Tourism Awareness Groups (POKDARWIS). In the end, POKDARWIS becomes one of the elements of stakeholders who come from the community and have a strategic role in developing and managing the potential of natural and cultural wealth owned by an area to become a tourist destination. Increasing community participation in the form of POKDARWIS itself is regulated by the government in various regulations such as Law of the Republic of Indonesia Number 10 of 2009 concerning Tourism. Presidential Instruction of the Republic of Indonesia Number 16 of 2005 concerning Cultural and Tourism Development Policies. Regulation of the Minister of Culture and Tourism Number PM. 07/HK.001/MKP-2007 concerning the Second Amendment to the Regulation of the Minister of Culture and Tourism Number PM. 17/HK.001/MKP-2005 concerning the Organization and Work Procedure of the Ministry of Culture and Tourism. and the Regulation of the Minister of Culture

and Tourism Number PM.04/UM.001/MKP/08 concerning Tourism Awareness. In accordance with the Regional Regulation of Gunungkidul Regency Number 5 of 2013 concerning the Implementation of Tourism. POKDARWIS is under the guidance of the Tourism Office. Every year the Gunungkidul Regency Tourism Office provides guidance to POKDARWIS in the form of training on improving human resources in managing tourism villages and destination governance. Currently, POKDARWIS functions as a driving force for tourism activities in Kedung Aren Tourism Village.

In addition, related to tourism development in Kedung Aren Tourism Village, one of the government programs to increase community participation is to provide assistance in the form of village funds for the management of BUMDes so that they can support tourism villages. BUMDes itself in operating relies on cooperation between the community by integrating various business sectors such as tourism, wholesale, village economic businesses, and TPS. Where to obtain the village fund, POKDARWIS is obliged to be part of BUMDes in order to have legal force from the government. The advantage of being part of BUMDes is that POKDARWIS has the legal power to manage government land and attract levies to visitors.

The role of the private sector is less targeted at community involvement in every CSR program they carry out because the community is the main actor in the implementation of the program is not involved in the planning of every CSR program given. The role of the private sector through CSR is more communication to community leaders in Tridadi Village so that they do not explore what is needed by the community in developing tourism villages. The tau tau community is collected in a forum and immediately given training according to the CSR provided by the company.

This is in line with research by Indiarjo et al. (2020) said that in carrying out sustainable tourism development (ecotourism) in Jambangan village, CSR carried out has not involved many local communities but directly to village officials. In addition, the development of tourism villages has not adjusted to local characteristics and resources, this has an impact on the lack of CSR in the promotion of tourist products and physical products that support the economy of tourism villages (Aryanto, 2022).

The community in Kedung Aren Tourism Village feels that the importance of existing networks in community groups to help in managing and supervising the potential of the village and village infrastructure. So that the existing network in the Kedung Aren Tourism Village community group will increase the community's willingness to participate, and the community has a strong awareness of participation. The people of Kedung Aren Village feel the importance of participation in managing the potential and infrastructure of the village to achieve village progress.

The results of this study are in line with research conducted by Hasbulah (2006) which says that social capital as an investment in order to obtain new resources. According to Fukuyama (2005) states that by relying on norms and values together associations between people will generate beliefs that end up having great and measurable economic value. Putnam (1993) provides a statement that corroborates that good social capital will give birth to a harmonious community life.

The government helps implement ecotourism in Kedung Aren Tourism Village by only providing one-way training in ecotourism-based tourism village managers. This means that regarding the implementation of ecotourism in Kedung Aren Tourism Village, the government does not take part in the implementation of environmental conservation because there is no environmental conservation program that has been implemented. Until now, more local communities have taken an important role in carrying out environmental conservation with various afforestation activities, village cleaning, and the use of local wisdom they have to protect the environment.

Viewed from environmental and cultural aspects, the role of the private sector is less targeted at increasing understanding and implementation of nature and culture. The role of the private sector is less felt to play an active role in assisting environmental and cultural conservation activities or at least providing additional knowledge on how to align community tourism activities with environmental protection activities and also maintain the preservation of the community's indigenous culture. The role of the private sector should help the community in providing related understanding. Environmental conservation programs that can go hand in hand with tourism activities, this is what is less felt by the community.

The role of the private sector in research is limited to still generally not targeting the performance of ecotourism. For example, in the development of ecoprints carried out by batik groups. Indeed, ecoprint utilizes plants and flowers from the surrounding nature, meaning that to reduce waste due to batik coloring, the ecoprint method is considered to be able to preserve the environment. The problem is that this program is also not supported by replanting cocoa trees because if the cocoa tree leaves are picked continuously, sooner or later there will be environmental damage. Preferably, the CSR program carried out is also the purchase of tree seedlings so that nature conservation is maintained.

The basis of putnam theory emphasizes social capital as a value about mutual trust between members of society and society as a whole towards its leaders. So that the community in Kedung Aren Tourism Village in maintaining their commitment to developing ecotourism has built a trust in the form of community trust with ecotourism managers. This can be seen from the close familial and kinship relationship between the community and the ecotourism manager so that the community believes that if they can unite and trust each other, then they can develop the potential of their village through the development of ecotourism, such as if the ecotourism manager needs the help of manpower or self-help from traders or the community to beautify tourist attractions, traders or the community do not hesitate to give it.

Conclusion and Suggestions

In general, community participation in Kedung Aren Tourism Village Tourism Village in the development of tourist villages is still classified as pseudo. Considering that the community's involvement in planning, development, and evaluation is still passive. The suboptimal role of the government and the private sector in providing community

empowerment in the environmental sector. Currently, community empowerment is still limited to training in the economic field but does not target sustainability in terms of the environment. Efforts to increase community participation with the strategy of Speaking of which. Ameng-ameng. Lure is a local strategy that exists in the lives of the people of Kedung Aren Tourism Village.

The limitation in this study lies that the questionnaire looked at how respondents joined the POKDARWIS group in Kedung Aren Tourism Village. Based on the conclusions of the research results as described above, the first suggestion can be submitted, the existence of a road map for the development of tourist villages synergized with RT, RW, Hamlets and Villages. By synergizing the development of tourism villages in the future is more planned, structured. This is done when assistance from the government and CSR comes can be directly conditioned according to the existing roadmap. This roadmap will contain the short, medium and long term of tourism village development. The second suggestion to improve the performance of ecotourism, the role of the government and the private sector in providing community empowerment programs not only focuses on the economic and social fields but also provides environmental and cultural-based community empowerment programs. This is needed because the community's understanding of environmental and cultural-based community empowerment programs is still very minimal. It requires socialization and training from the government on policies and regulations in general and specifically related to the concept of ecotourism so that the community can manage tourism villages with a clear ecotourism concept.

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Anexos

Table 1. Tourist Visits to DI Yogyakarta

Year	Number of travellers
2017	5 229 298
2018	5 689 091
2019	6 549 381

Source: Tourism Statistics of the Tourism Office in Yogyakarta, 2020 Source: Bappeda DI Yogyakarta, 2020

Table 2. Tourist Visits to DI Yogyakarta

No	Elements	Year			
		2016	2017	2018	2019
1	Advanced	24	24	25	48
2	Developed	30	30	57	39
3	Grown	31	31	50	48
4	Worth Selling	0	31	82	135

Table 3. Research Instrument Validity Test Results

Constructs	Elements	Year	
		Pearson Correlation	Sig
The Role of Government (X1)	X11	0.806	0.000
	X12	0.697	0.000
	X13	0.796	0.000
	X14	0.784	0.000
Private Sector (X2)	X21	0.843	0.000
	X22	0.859	0.000
	X23	0.812	0.000
Social Capital (X3)	X31	0.647	0.000
	X32	0.495	0.000
	X33	0.803	0.000
	X34	0.841	0.000
Community Participation (Y1)	Y11	0.686	0.000
	Y12	0.746	0.000
	Y13	0.783	0.000
	Y14	0.812	0.000
	Y21	0.788	0.000
Ecotourism Performance (Y2)	Y22	0.795	0.000
	Y23	0.840	0.000
	Y24	0.705	0.000
	Y25	0.839	0.000

Source: Data Processed 2022

Table 4. Research Instrument Validity Test Results (2)

Konstruk	Cronback's Alpha
The Role of Government (X1)	0.768
Private Sector (X2)	0.787
Social Capital (X3)	0.785
Community Participation (Y1)	0.749
Ecotourism Performance (Y2)	0.849

Source: Data Processed 2022

Table 5. Path Coefficients. T-Statistic. P-Values

	Original sample	Standar Desviation	t statistics	p-value	Significance
$X_1 > Y_1$	0.642	0.101	6.340	0.000	Significance
$X_2 > Y_1$	0.116	0.119	0.974	0.330	Insignificant
$X_3 > Y_1$	0.179	0.060	2.994	0.003	Significance
$X_1 > Y_2$	0.081	0.160	0.504	0.614	Insignificant
$X_2 > Y_2$	0.121	0.105	1.149	0.251	Insignificant
$X_3 > Y_2$	0.333	0.118	2.831	0.005	Significance
$Y_1 > Y_2$	0.391	0.163	2.394	0.017	Significance

Source: Data Processed 2022

Table 6. Indirect Effects

Relationships	Mediation	Original Sample	Standard Deviation	t statistics	p values	Significance
$X_1 > Y_2$	Y_1	0.251	0.117	2.140	0.033	Significance
$X_2 > Y_2$	Y_1	0.045	0.050	0.908	0.365	Insignificant
$X_3 > Y_2$	Y_1	0.070	0.043	1.628	0.140	Insignificant

Source: Data Processed 2022

