

ABSTRAK

PERAN MODAL SOSIAL DALAM MENINGKATKAN KESEJAHTERAAN MASYARAKAT

(Studi Kasus di Eco Camp Mangun Karsa, Padukuhan Karang,
Kelurahan Girikarto, Kecamatan Panggang, Kabupaten Gunung Kidul,
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Penelitian ini bertujuan mendeskripsikan penerapan modal sosial, menganalisis perannya terhadap kesejahteraan masyarakat, serta mengidentifikasi potensi penguatannya di Eco Camp Mangun Karsa, Padukuhan Karang, Kelurahan Girikarto, Kecamatan Panggang, Kabupaten Gunung Kidul. Penelitian menggunakan pendekatan kualitatif dengan metode studi kasus melalui wawancara mendalam, observasi, dan dokumentasi terhadap pengelola, Perkumpulan Eco Camp Mangun Karsa, masyarakat sekitar, dan relawan. Hasil penelitian menunjukkan bahwa modal sosial yang terdiri dari kepercayaan, jaringan sosial, dan norma memberikan kontribusi pada kesejahteraan ekonomi, sosial, dan lingkungan. Kepercayaan awalnya tinggi, jaringan sosial luas, dan norma gotong royong kuat, namun menurun akibat ketidakjelasan legalitas, lemahnya transparansi, dan pergeseran nilai. Aspek ekonomi terbantu oleh keberadaan embung, pertanian, peternakan, wisata edukatif, dan lapangan kerja. Aspek sosial meliputi penguatan hubungan antarwarga dan akses informasi. Aspek lingkungan mencakup program konservasi, reboisasi, dan penanaman produktif meskipun partisipasi warga menurun. Potensi penguatan modal sosial mencakup faktor pendukung seperti relawan solid, jejaring eksternal, potensi alam, dan nilai sejarah Romo Mangun, namun faktor penghambat berupa ketidakjelasan legalitas, lemahnya komunikasi, dan konflik internal. Rekomendasi difokuskan pada penguatan legalitas, transparansi, dan partisipasi aktif demi keberlanjutan Eco Camp Mangun Karsa.

Kata kunci: modal sosial, kesejahteraan masyarakat, ekowisata, Eco Camp Mangun Karsa.

ABSTRACT

**THE ROLE OF SOCIAL CAPITAL IN IMPROVING
COMMUNITY WELFARE**

*(A Case Study at Eco Camp Mangun Karsa, Padukuhan Karang, Girikarto Village,
Panggung District, Gunung Kidul Regency, Special Region of Yogyakarta Province)*

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This study aims to describe the implementation of social capital, analyze its role in community welfare, and identify its potential for strengthening at Eco Camp Mangun Karsa, Padukuhan Karang, Girikarto Village, Panggang District, Gunung Kidul Regency. The research employed a qualitative approach using a case study method through in-depth interviews, observations, and documentation involving the management, the Eco Camp Mangun Karsa Association, local residents, and volunteers. The findings reveal that social capital comprising trust, social networks, and norms contributes to economic, social, and environmental welfare. Initially, trust was high, social networks were extensive, and the norm of mutual cooperation was strong; however, these aspects declined due to unclear land legality, weak transparency, and shifting values. The economic aspect has been supported by the presence of a reservoir, agriculture, livestock farming, educational tourism, and job creation. The social aspect includes strengthened relationships among residents and improved access to information. The environmental aspect encompasses conservation programs, reforestation, and productive planting, despite declining community participation. The potential for strengthening social capital lies in supporting factors such as solid volunteers, extensive external networks, natural potential, and the historical legacy of Father Mangun, but inhibiting factors include unclear legality, weak communication, and internal conflict. Recommendations focus on strengthening legality, enhancing transparency, and fostering active participation to ensure the sustainability of Eco Camp Mangun Karsa.

Keywords: social capital, community welfare, ecotourism, Eco Camp Mangun Karsa.