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Nur Riswandy Marsuki, Andi Nursida, Maemunah

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Community empowerment model through integrative social capacitation in the development of Bissoloro Tourism Village, Gowa Regency

Nur Riswandy Marsuki*, Andi Nursida, Maemunah

Sociology Education, Muhammadiyah University of Makassar, Jl. Sultan Alauddin No 259, Makassar, Sulawesi Selatan, Indonesia

*e-mail: riswandymarsuki@unismuh.ac.id

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ABSTRACT

The development of tourism villages in Indonesia is still dominated by programmatic and top-down approaches, which often fail to build the independence and sustainability of village communities. This study aims to formulate a community empowerment model through Integrative Social Capacitation in the development of the Bissoloro Tourism Village, Gowa Regency. This study uses a qualitative approach with a case study design, through data collection techniques in the form of participatory observation, in-depth interviews, and documentation studies involving community actors, tourism village managers, village governments, and related stakeholders. The results show that the reconstruction of sustainable tourism villages is a long-term social process involving five main stages: (1) community social mapping, (2) construction of collective identity narratives based on local potential, (3) strengthening community capacity, (4) participatory institutionalization through village institutions, and (5) transformation of community meaning towards tourism villages. This process positions the community as the main actor who not only participates technically, but is also able to interpret and manage local potential reflectively and sustainably. This study recommends the Integrative Social Capacitation approach as a community empowerment strategy that connects social, cultural, economic, and institutional dimensions within a cross-sectoral and multi-actor collaboration framework. This model contributes to the development of rural sociological studies by offering a conceptual framework for community empowerment that is adaptive and oriented towards the sustainability of tourist villages.

Keywords: tourism village; empowerment; community; social capacity; integrative; reconstruction

1. INTRODUCTION

In recent years, tourism village development has emerged as a central pillar of rural development strategies in Indonesia, driven by policy agendas that promote community-based tourism, local economic resilience, and sustainable development (Mantiri & Rantung, 2024). Tourism villages are increasingly framed as instruments for poverty reduction, cultural preservation, and inclusive growth, particularly in rural areas with limited industrial opportunities. This trend has intensified in the post-pandemic period, as tourism is repositioned as a recovery mechanism for village economies while simultaneously strengthening local social cohesion and identity (Eger et al., 2018; Hsu et al., 2022).

The development of tourism villages has become a crucial strategy for rural development in Indonesia, along with increasing attention to community-based tourism, local economies, and social sustainability (Alwasili et al., 2025). Tourism villages are positioned not only as alternative tourism destinations but also as social spaces where empowerment, collective learning, and strengthening of local village identities take place (Firman, 2021). However, tourism village development practices in various regions still tend to be oriented toward physical achievements, tourism events, and short-term targets, thus failing to fully address the social and cultural dimensions of village communities as key actors in development (Gautama et al., 2020; Haryono et al., 2018).

In the last decade, tourism village development has become a central strategy in Indonesia's rural development agenda, particularly following the institutional strengthening of village autonomy and post-pandemic recovery of local economies (Bernsen et al., 2022). However, empirical evidence from various regions indicates that tourism village initiatives are largely dominated by top-down, project-oriented interventions that prioritize physical infrastructure and short-term economic outputs over long-term social capacity building (Saldarriaga Isaza & Salas, 2024). Consequently, village communities are frequently positioned as program implementers rather than autonomous social actors, leading to weak ownership, fragmented participation, and limited sustainability once external interventions end. These dynamics are particularly evident in emerging tourism villages such as Bissoloro Village in the Gowa Regency, where rich natural and cultural resources coexist with challenges of institutional coordination, community participation consistency, and governance integration (Melnyk et al., 2023).

Various studies have shown that top-down and programmatic approaches to village tourism development tend to result in pseudo-participation, community dependence on external actors, and weak program sustainability after the intervention ends (Istiyanti, 2020). This situation emphasizes that the primary issue in tourism village development lies not solely in the availability of natural or cultural potential, but rather in the ability of village communities to understand, interpret, and manage this potential collectively and sustainably (Nurliatin & Fahmi, 2024). Therefore, tourism villages must be understood as dynamic social processes, not simply development projects (Damayanti, 2016).

From a rural sociological perspective, community empowerment is a crucial prerequisite for achieving sustainable tourism village development (Sugiarti & Galing Yudana, 2016). Empowerment is not only defined as improving community technical skills, but also as a process of strengthening social capacity, collective awareness, and community bargaining power within development relations. This process requires an approach that simultaneously integrates social, cultural, economic, and institutional dimensions, and encourages cross-actor collaboration within a participatory governance framework (Ramadhani & Saputra, 2022).

The Bissoloro Tourism Village in Gowa Regency is an example of a village with strong natural and cultural tourism potential; however, it faces challenges related to sustainable management, consistent community participation, and integration between development actors (Priyanto & Dyah Safitri, 2016). These dynamics make Bissoloro a relevant locus for examining how the community empowerment process plays out in tourism village development and for formulating a sustainability-oriented social reconstruction model. See [Table 1](#)

Table 1. Tourist Attractions of Bissoloro Village

No	Attraction Category	Main Tourist Attractions	Core Characteristics
1	Natural tourism	Panorama of mountains, valleys and sea	Highland landscape with expansive views, sunrise sunset, and city panoramas
2	Natural tourism	Pine forest & camping area	Nine pine forest areas developed as camping areas with basic facilities
3	Natural tourism	Waterfall	Several natural waterfalls (Barassang, Tappalang, Patue, Timurung, Kanropa, Malasa', Epeka)
4	Agro Tourism	Corn fields and rice fields	Agricultural landscape on the hillside that strengthens the aesthetics and potential of educational tourism
5	Cultural Tourism	Daily activities of the community	Social interaction and local life as experience-based attractions
6	Cultural Tourism	Traditional palm sugar production	Traditional production processes as an attraction for educational tourism and cultural preservation

Source: Processed from primary data (2025)

Based on these conditions, this study aims to formulate a community empowerment model through Integrative Social Capacitation in the development of the Bissoloro Tourism Village, Gowa Regency. Integrative Social Capacitation is understood as an empowerment approach that positions the community as the subject of development through stages of social mapping, construction of collective identity narratives, capacity building, participatory institutionalization, and transformation of the community's meaning of the tourism village (Marsuki et al., 2025). With this approach, tourism village development is no longer seen as a momentary intervention, but rather as a long-term social process that enables village communities to become key actors in building social, economic, and cultural sustainability (Maclure, 2023).

2. METHOD

This research uses a qualitative approach with a case study design to understand the community empowerment process in the development of the Bissoloro Tourism Village in Gowa Regency. A qualitative approach was chosen because this research focuses on social processes, meanings, interactions, and the dynamics of relationships between actors in the context of tourism village development, which cannot be adequately explained through quantitative approaches (Saebani, 2024). The research was conducted in the Bissoloro Tourism Village, Gowa Regency, which was purposively selected based on its natural and cultural tourism potential, local community involvement, and the dynamics of ongoing tourism village management. The research subjects included tourism village managers and the Tourism Awareness Group (Pokdarwis), village government officials, community leaders, local MSMEs, village youth, and other stakeholders involved in tourism village development.

Data collection was conducted using several techniques: 1) Participatory observation, to directly observe tourism village management activities, community social interactions, and community participation practices in various activities. 2) In-depth interviews, conducted semi-structured with key informants to explore the experiences, perceptions, and meanings constructed by the community regarding tourism village development. 3) Documentation study, including village planning documents, reports on tourism village activities, village regulations, and relevant archives and publication materials. Research informants were selected using purposive sampling techniques, considering their direct involvement and knowledge of the tourism village development process. To enrich the data, informant selection was also developed through snowball sampling, especially to reach community actors who have strategic roles but are not formally listed in the institutional structure (Saebani, 2024).

The unit of analysis in this study is the community empowerment process within Bissoloro Tourism Village. Informants were selected using purposive sampling based on their direct involvement in

tourism village development, including village officials, Pokdarwis members, community leaders, youth representatives, and local MSME actors. Snowball sampling was employed to identify additional key actors who played strategic but informal roles. Data collection was conducted over a six-month period through participatory observation, semi-structured interviews, and document analysis. Data saturation was used as the criterion for determining sample adequacy. To minimize researcher bias, the study employed source and method triangulation, member checking, and peer discussion throughout the analysis process (Saebani, 2024).

Data analysis was conducted inductively and thematically, with the stages of data reduction, data presentation, and conclusion drawing. Data obtained from observations, interviews, and documentation were analyzed simultaneously to identify patterns, categories, and key themes related to the community empowerment process. This analysis stage served as the basis for formulating the Integrative Social Capacitation model as the conceptual findings of the study. Data validity was ensured through source and method triangulation techniques, member checking, and peer discussions to ensure the consistency and credibility of the research findings. Thus, the research results are expected to have an adequate level of validity and reliability in explaining the social dynamics of community empowerment-based tourism village development (Chaerunnisa, 2012).

3. RESULT AND DISCUSSION

This section presents and discusses the empirical findings by explicitly linking each stage of the community empowerment process to the formulation of the Integrative Social Capacitation Model. Rather than treating empowerment as a set of isolated activities, the findings demonstrate that tourism village development in Bissoloro unfolds as a cumulative and interdependent social process, in which each stage conditions the effectiveness of subsequent stages. The discussion integrates empirical evidence with relevant theoretical perspectives to clarify the model's conceptual contribution.

Despite the growing body of literature on community-based tourism and village empowerment, prior studies tend to emphasize technical participation, economic outcomes, or institutional arrangements in isolation. Few studies conceptualize tourism village development as an integrated social process that simultaneously reconstructs community awareness, collective identity, institutional capacity, and meaning (Akbar et al., 2020). Moreover, empirical evidence from eastern Indonesian contexts remains limited. Addressing these gaps, this study contributes by formulating an Integrative Social Capacitation model based on an in-depth qualitative case study of Bissoloro Tourism Village, offering a process-oriented framework that explains how empowerment is socially constructed, institutionalized, and sustained over time.

3.1. Social Mapping as a Foundation for Community Empowerment

The results of this study confirm that social mapping is a fundamental initial stage in the reconstruction and development of Bissoloro Tourism Village. Social mapping is not positioned merely as a technical instrument for inventorying the physical potential of the area, such as natural resources, landscapes, and tourist attractions, but rather as a participatory and reflective social process. Through this approach, social dimensions that have often been marginalized in development planning, such as actor structures, local power relations, social capital, and cultural values and norms that exist within the community, can be more comprehensively identified.

The social mapping process opens up space for the community to recognize its own internal dynamics, including the configuration of formal and informal leadership, influential social networks, and patterns of interaction between social groups. This awareness encourages the community to understand the position, role, and capacity of each actor in tourism village development. At the same time, social mapping also reveals various structural challenges faced by the community, such as fragmented citizen participation, the dominance of certain actors in decision-making, and unequal access to development resources and information (Firman, 2021).

From a rural sociology perspective, social mapping serves as a medium for collective reflection, enabling communities to develop structural awareness of the social conditions that shape their lives. This mapping not only generates descriptive knowledge but also critical knowledge that helps communities understand how social relations and power influence opportunities and constraints in tourism village development (Gautama et al., 2020). Thus, social mapping serves as the initial step in the empowerment process, as it encourages a transformation from the community's position as an object of development to a subject with analytical capacity and bargaining power in the planning process.

This finding aligns with Robert Chambers's view of community-based development, which emphasizes the principle of "putting the last first," namely, placing the experiences, local knowledge, and voices of marginalized groups as the starting point for development. In the context of Bissoloro Tourism Village, social mapping serves as a means to reverse the top-down development logic and move toward a more inclusive and contextual bottom-up approach (Damayanti, 2016). By utilizing social mapping as a foundation, the community empowerment process is oriented not only toward economic improvement through tourism but also toward strengthening social cohesion, participatory justice, and the village's socio-cultural sustainability.

3.2. Construction of Collective Identity Narratives of Tourism Villages

The next stage in the reconstruction of Bissoloro Tourism Village is the construction of a collective identity narrative based on the results of social mapping. This research shows that the identity of Bissoloro Tourism Village does not exist as something natural or given, but rather is formed through a dynamic and multi-layered social process. This process involves intensive dialogue, negotiation of interests, and the achievement of social consensus among various community actors, both formal actors such as the village government and tourism village managers, and informal actors such as traditional leaders, youth leaders, and women's groups.

The collective identity narrative is formulated through a collaborative effort to select, interpret, and highlight specific elements of the village's social and cultural reality. In this context, the uniqueness of the natural landscape, local traditional practices, collective history, and the values of togetherness and mutual cooperation are the main symbols agreed upon as the foundation for tourism village development. This selection process demonstrates that the identity of the tourism village is not simply a reflection of the village's objective conditions, but rather the result of a symbolic construction imbued with social meaning and significance.

The construction of this identity narrative plays a strategic role in strengthening the community's sense of belonging to the tourism village. When the community is actively involved in the narrative formulation process, the tourism village identity is not perceived as an external project, but rather as a representation of the community's collective self (Haryono et al., 2018). This sense of belonging becomes important social capital that encourages participation, commitment, and shared responsibility in the management and sustainability of the tourism village.

Within the framework of the theory of the social construction of reality (Berger and Luckmann), the identity of Bissoloro Tourism Village can be understood as the product of a continuous process of externalization, objectivation, and internalization (Istiyanti, 2020). The collectively agreed-upon narrative is externalized through various social practices such as tourism activities, cultural rituals, and village promotion then objectified as the "official image" of the tourism village, and subsequently internalized by community members and external actors as a legitimate social reality. Thus, the collective identity narrative serves as a source of social legitimacy for community-based tourism management practices, as well as a shared frame of reference in addressing the dynamics of change and the challenges of tourism development.

3.3. Strengthening Community Capacity in an Integrative Framework

Community capacity building in Bissoloro Tourism Village is understood as a holistic and ongoing process, not limited to improving technical tourism skills alone. This research shows that community capacity building encompasses strengthening the social, organizational, and cultural dimensions, as well as

the community's reflective capacity to understand and respond to the dynamics of tourism village development. Therefore, capacity building is positioned as a social learning process that occurs collectively and contextually.

Practically, tourism management training such as in tourist services, homestay management, and tourism product development is combined with strengthening local institutions, particularly the role of the Tourism Awareness Group (Pokdarwis) as the community's coordination hub. Pokdarwis functions not only as the technical implementer of tourism activities but also as a space for organizational learning, participatory decision-making, and an arena for negotiating interests between community actors. Furthermore, the collective learning process through hands-on practice (learning by doing) is a crucial mechanism for building self-confidence, social solidarity, and community adaptive capacity (Lesmana & Sulandjari, 2023).

The research findings confirm that an integrative approach that connects social, cultural, economic, and institutional dimensions has proven more effective in fostering community independence than a partial sectoral approach. Sectoral approaches tend to result in dependence on external actors and position communities as program recipients, while integrative approaches foster the development of internal community capacity to manage resources, resolve conflicts, and independently formulate directions for tourism village development.

Within the theoretical framework of empowerment, these findings reinforce the view that community empowerment is a multidimensional and transformative process. Empowerment cannot be reduced to improving technical skills or economic capacity alone, but rather encompasses increasing critical awareness, strengthening local institutions, and the community's ability to reflect on experiences and learn from its own practices. Thus, strengthening community capacity in Bissoloro Tourism Village not only contributes to the success of community-based tourism management but also lays the foundation for long-term social sustainability and village independence (Masunah et al., 2012).

3.4. Participatory Institutionalization and Governance of Tourism Villages

The results of this study confirm that the sustainable development of Bissoloro Tourism Village is largely determined by the extent to which the community empowerment process is institutionalized in a participatory manner within the tourism village's governance. Participatory institutionalization is understood not simply as the establishment of formal structures or administrative rules, but rather as a social process that integrates the values of participation, inclusivity, and accountability into decision-making mechanisms and the management of tourism resources.

In Bissoloro Village, the establishment and strengthening of tourism village institutions, such as the Tourism Awareness Group (Pokdarwis) and village deliberation forums, provide a space for articulating the interests of various groups within the community. These institutions serve as a vehicle for social negotiation, allowing for the deliberative accommodation of differing interests, aspirations, and social positions. Through joint decision-making mechanisms, the community is involved not only in the implementation phase but also in the planning, evaluation, and direction-setting stages of tourism village development.

This institutionalization process has important implications for the sustainability of empowerment practices. By institutionalizing participatory principles within the village's social structure, empowerment practices do not stop at the individual or group level, but are internalized within the rules of the game, collective norms, and institutional procedures of the tourism village. This strengthens program continuity, reduces dependence on specific key actors, and creates mechanisms for leadership regeneration and organizational learning at the community level. From the perspective of Anthony Giddens' structuration theory, tourism village institutions can be understood as a dialectical arena between agents and structures. Institutional structures provide a set of rules and resources that frame community action, while at the same time, the community, as a social agent, actively reproduces, negotiates, and transforms these structures through everyday social practices. Thus, tourism village governance is not static, but is continually reshaped through interactions between actors and structures within a dynamic social context (Nurliatin & Sudi Fahmi, 2024).

These findings demonstrate that participatory institutionalization is a crucial prerequisite for the realization of adaptive and sustainable tourism village governance (Priyanto & Dyah Safitri, 2016). When communities have institutional space for meaningful participation, tourism villages develop not only as economic entities but also as arenas for social learning and local democratization, strengthening village independence and social resilience (Asnuryati, 2023).

3.5. Transformation of Meaning and Social Reconstruction of Tourism Villages

The final stage of the integrative social capacity building process in the development of Bissoloro Tourism Village was marked by a transformation in the community's understanding of the tourism village itself. This research found a paradigm shift at the community level, from understanding the tourism village solely as an economic instrument and source of additional income, to a broader understanding as a social learning space, an arena for collective identity expression, and a source of community pride. This shift in meaning reflects a change in the community's social and cultural awareness, which is a crucial foundation for the sustainability of the tourism village.

This transformation of meaning does not occur instantly, but rather is the result of the accumulation of a series of social mapping processes, the construction of collective identity narratives, strengthening community capacity, and participatory institutionalization in tourism village governance. Through active involvement in each of these stages, the community gradually builds a new relationship with the tourism village, not as an object of external policy or project, but as a social space that represents shared values, aspirations, and a shared future (Atmoko, 2014). In this context, the tourism village becomes a medium for collective reflection, enabling the community to reinterpret its social experiences and construct shared meaning for the changes that occur.

This transformation of meaning is a key indicator of the success of social reconstruction of the tourism village based on community empowerment. When the tourism village is understood as part of the community's identity and social life, community commitment to its management, maintenance, and development becomes more sustainable (Abadi et al., 2022). Participation is no longer driven solely by short-term economic incentives, but by an awareness of the social, cultural, and symbolic values inherent in the tourism village. Conceptually, these findings confirm that the sustainability of a tourism village is determined not only by economic achievements, such as increased income or the number of tourist visits, but also by the community's ability to produce, interpret, and reproduce the social values that underlie tourism practices. The values of togetherness, mutual cooperation, collective ownership and social responsibility are key elements that support this sustainability.

Thus, the Integrative Social Capacitation Model formulated in this study represents a community empowerment approach that positions tourism villages as a sustainable and transformative social process. Tourism villages are understood not as short-term, output-oriented development projects, but rather as dynamic processes continuously shaped through social interaction, collective learning, and the reproduction of meaning by the community itself (Anam, 2019). This approach provides theoretical and practical contributions to the development of equitable, sustainable, community-based tourism villages firmly rooted in local social realities (Apriliandra et al., 2022).

The Integrative Social Capacitation Model views tourism village development as a continuous social process that begins with social mapping to build community awareness of its potential and social structure. This process continues with the construction of a collective identity narrative through dialogue and agreement between community actors, which is then reinforced through strengthening the community's social, organizational, and reflective capacities (Marsuki et al., 2025). The formed capacities are institutionalized through participatory institutionalization in tourism village governance, so that empowerment values are internalized within the village's social structure. All these stages culminate in transforming the meaning of tourism villages as spaces for social learning and community social reconstruction, rather than simply as short-term economic projects.

4. CONCLUSION

This study concludes that the development of community-based tourism villages requires an integrative and sustainable social capacitation approach. The success of Bissoloro Tourism Village is determined not only by the economic and technical aspects of tourism, but also by the community's ability to build social awareness, construct collective identity, strengthen participatory capacity and institutions, and transform the meaning of tourism villages as a shared social process. The formulated Integrative Social Capacitation Model emphasizes that tourism villages are arenas for empowerment and social reconstruction, not merely short-term development projects. These findings provide a conceptual contribution to the study of rural sociology and community-based tourism by emphasizing the importance of social, cultural, and institutional dimensions in tourism village development. Practically, this study recommends that tourism village development policies should not stop at sectoral interventions and technical skill enhancement, but should be directed toward strengthening participatory social processes, collective learning, and institutionalizing inclusive governance. Thus, tourism villages can develop sustainably as spaces for community empowerment and strengthening village social cohesion.

This stage represents the novel conceptual contribution of the Integrative Social Capacitation Model. Unlike linear or output-oriented models, this study demonstrates that empowerment culminates in a transformation of meaning, which stabilizes behavioral change and institutional commitment. The model thus positions meaning-making as a boundary condition for sustainability, offering a theoretical explanation for why technically successful tourism villages may still fail socially over time.

Ethical Approval

Not Applicable

Informed Consent Statement

All participants were informed of the purpose of the study, and informed consent was obtained prior to data collection. Participation was voluntary, and all responses were kept confidential and used solely for academic research purposes.

Authors Contributions

NRM contributed to research conceptualization, literature review, data analysis, and drafting of the manuscript. AN and M contributed to data collection, content analysis of policy documents, and revision of the manuscript.

Disclosure statement

No potential conflict of interest was reported by the author(s).

Data Availability Statement

The data presented in this study are available on request from the corresponding author due to privacy reasons.

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Notes on Contributors

Nur Riswandy Marsuki

Nur Riswandy Marsuki is a lecturer in Sociology Education at Universitas Muhammadiyah Makassar, Indonesia. His academic interests focus on the sociology of social empowerment, community development, and tourism education, with particular attention to community-based tourism and participatory development.

Andi Nursida

Andi Nursida is a lecturer in Sociology Education. Her academic interests focus on social pathology and local wisdom, with particular attention to social problems, community resilience, and the role of indigenous knowledge in social development.

Maemunah

Maemunah is a lecturer in Sociology Education. Her academic interests focus on development studies and cultural education, with particular attention to socio-cultural development and education-based community empowerment.

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