

Analysis of the Influence of Community Empowerment and Social Capital on Community Empowerment on Tourism Development in North Badung

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Abstract: This study is to examine and analyze: Political empowerment, economic empowerment, social empowerment, psychological empowerment and social capital on community empowerment in tourism development in North Badung; This study uses qualitative and quantitative data types with data sources, namely primary and secondary data. The determination of the population is based on the business sector and the determination of the sample using the Slovin formula with the Proportional Random Sampling technique obtained 155 respondents. The research instrument used observation and interviews with a list of questions and in-depth interviews. In-depth interviews were conducted with the Head of the Tourism Office, Bendesa Indigenous/Traditional Administrators, the Head of the Badung Regency Tourism Office and the Head of Pokdarwis. The research uses quantitative research methods, descriptive analysis techniques, path analysis (Path Analysis), and SEM-PLS analysis tools. The results showed that: (1) Economic empowerment, psychological empowerment and social capital have a positive and significant impact on tourism development in North Badung, while political empowerment has a positive and insignificant effect on community empowerment in tourism development in North Badung.

Keywords: Community Empowerment, Social Capital, Economic Empowerment, Political Empowerment, Psychological Empowerment, Social Empowerment.

INTRODUCTION

Indonesian tourism is experiencing rapid development, as seen from the number of foreign and domestic tourist trips, which show positive growth. This is indicated by the increasing trend of tourist visits from year to year as well as the emergence of new destinations that are expected to attract tourists. Before the Covid-19 Pandemic, tourism as a sector that supports economic growth was not evenly felt in regencies/cities in Bali. This can be seen from the economic growth of the districts/cities and the Province of Bali as in Table 1.

Based on Table 1 it can be seen that in 2018 and 2019, the economic growth of Badung Regency and Denpasar City was higher than that of Bali Province and other regencies/cities, considering that Badung Regency and Denpasar City are tourism accommodation centres in Bali and hotel restaurant tax revenue. as a source of income and as the biggest contributor to economic growth in Bali. Other regencies/cities whose economic growth is still below Bali Province this is due to tourism development in areas that have not been optimally implemented, such as Badung Regency and Denpasar City.

During the Covid-19 Pandemic, in 2020 and 2021 economic growth in regencies/cities in Bali experienced a drastic

Table 1. Regency/City Economic Growth in Bali Province The year 2018-2021 (%).

No.	Regency/City	2018	2019	2020	2021
1	Jembrana	5,59	5,56	-4,98	-0,65
2	Tabanan	5,71	5,58	-6,17	-1,97
3	Badung	6,73	5,81	-16,55	-6,74
4	Gianyar	6,01	5,62	-8,40	1,07
5	Klungkung	5,48	5,42	-6,38	-0,23
6	Bangli	5,48	5,45	-4,10	-0,33
7	Karangasem	5,44	5,50	-4,49	-0,56
8	Buleleng	5,60	5,51	-5,80	-1,22
9	Denpasar	6,42	5,82	-9,43	-0,91
	Bali province	6,31	5,60	-9,33	-2,47

Source: Bali Province Central Statistics Agency, 2022

decline, directly impacting tourism in Bali. World tourism has been hit hard by this Pandemic, and all sectors that support tourism have been paralyzed, with no movement or tourist trips being made. Badung Regency most feels the impact of the Covid-19 Pandemic compared to Denpasar City which both rely on local revenue from the tourism sector. It turns out that Denpasar City with negative economic growth still has better economic growth compared to Badung

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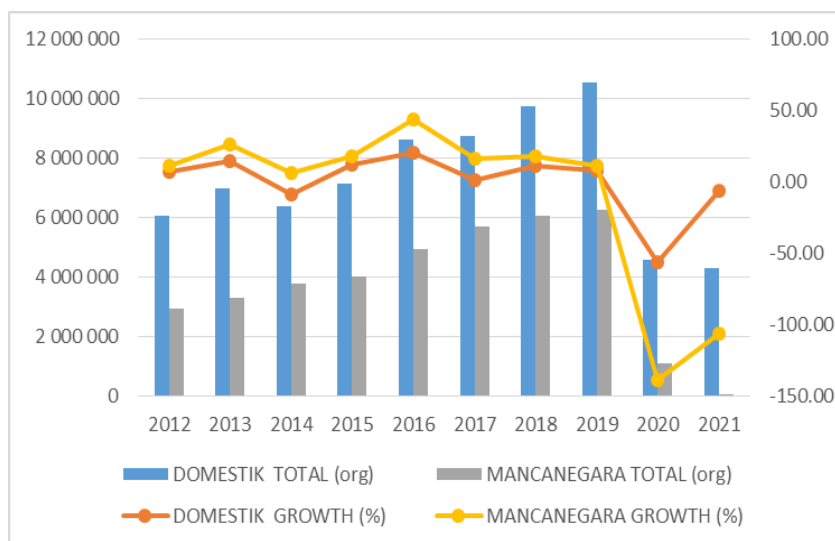


Fig. (1). Development and Growth of Domestic and International Tourists to Bali in 2012-2021.

Source: Bali Province Central Statistics Agency, 2022.

Regency. Apart from relying on regional original income from the tourism sector, Denpasar City also has another source of income that contributes to the receipt of regional original income, namely the trade services sector. Badung Regency, with negative economic growth due to the decline in the tourism sector which resulted in a significant decrease in Regional Original Income, was a dark period for Badung Regency, which relied on Regional Original Income from the tourism sector.

Tourism development is inseparable from the development of the number of tourists visiting both domestic and foreign tourists, and foreign tourist visits are a priority for tourist visits to Bali. Data on the number of domestic and foreign tourists to Bali before the Covid-19 Pandemic can be seen in Fig. (1).

Based on Fig. (1) it can be seen that the decline in the growth of domestic and foreign tourist visits in 2014, as a result of the weakening of the Euro currency against the US dollar as well as bad weather and natural disasters caused tourists to divert their holidays to nearby countries or areas. In 2017 there was a decrease in the number of tourist visits, both domestic and foreign, due to the eruption of Mount Agung in Karangasem Regency which released dust and smoke which disrupted air and land transportation, which was one of the factors causing the decrease in the number of visiting tourists. During the Covid-19 Pandemic, the decline in the tourism sector was most felt, which experienced a significant decline in 2020 from foreign tourist visits, and domestic tourist visits did not experience a significant decline compared to foreign tourists. The visit of domestic tourists has in fact been able to provide colour amidst the sluggishness of the tourism sector in Bali, which so far has never been taken into account.

The consequence that must be faced by Bali towards economic dependence on the tourism business sector is that the tourism sector needs to get serious attention and Bali must improve and overcome various problems such as traffic jams, cleanliness, security and comfort. Striving for the

number of tourist visits to increase yearly requires hard work and commitment as well as the cooperation of various parties. Tourism is considered very sensitive to security and comfort disturbances, such as natural disasters, disease and crime. The development of negative issues regarding tourism in Bali has resulted in tourism conditions being in an unstable/vulnerable position, which has impacted decreasing tourist visits and has resulted in an economic downturn (Pawastra, 2017).

In addition to these negative issues, the challenges facing Bali's economy in the future will be even more severe, such as with the growing development of world tourist destinations, declining quality of Bali tourism, the slowing economic performance of Bali's main trading partners, dependence on access by air and limited infrastructure, increasing food imports, controlling regional inflation and the dependence of the Balinese economy on the tourism business sector (Bali Province Central Statistics Agency, 2019).

Increased economic growth is not always followed by equity. Kuncoro (2004) states that spatial development within the scope of the country is not always evenly distributed, some regions can achieve significant growth, while others experience slow growth. Regions that do not experience the same progress are caused by a lack of available resources and a tendency for investors to choose urban areas or areas that have facilities, such as transportation infrastructure, electricity networks, telecommunications networks, banking, insurance, and skilled workforce. Meanwhile, differences in potential, facilities and conveniences in each region will make industry or economic activity cluster and form an agglomeration.

Disparities in development between regions that have an impact on income inequality can be seen in the number of households in the target districts/cities in Bali Province in Table 2. Overall it can be seen that in the districts included in North Bali (Buleleng Regency), East Bali (Karangasem Regency) and West Bali (Jembrana Regency), the number of Target Households is still very high compared to South Bali

(Badung Regency). Centralized tourism economic activity centres in South Bali make the distribution of the economy and people's welfare unequal (Rhismawati, 2019).

Table 2. Number of Target Households in Districts/Cities in Bali Province in 2019.

No.	Regency/City	Number of Target Households	
		(Thousands)	(%)
1	Jembrana	13,55	4,88
2	Tabanan	18,74	4,21
3	Badung	11,89	1,78
4	Gianyar	19,85	3,88
5	Klungkung	9,66	5,40
6	Bangli	10,08	4,44
7	Karangasem	25,99	6,25
8	Buleleng	34,26	5,19
9	Denpasar	19,83	2,10
	Bali province	163,85	100

Source: Bali Province Central Statistics Agency, 2020.

Based on Table 2, it can be seen that Badung Regency, as the district with the highest regional own-source revenue, still has a relatively high number of Target Households when compared to regencies/cities in Bali Province, whose regional original income is below Badung Regency. The high number of Target Households in Badung Regency is due to uneven development between regions between South Badung, Central Badung and North Badung. The development and development of the tourism sector are still focused on South Badung in the form of providing accommodation, and tourist facilities and developing new tourist attractions, which impacts the distribution of dominant tourists in the South Badung area.

Balancing development between regions in Badung Regency, tourism development and development in North Badung is carried out based on the agricultural sector without neglecting the tourism potential that is owned to be developed, namely the potential for natural tourism, religious tourism and agriculture-based tourism. The imbalance in development between regions between the people of South Badung and North Badung can be seen from the occurrence of income inequality in the form of the number of Target Households by sub-district in Badung Regency.

Table 3. Total Population and Number of Target Households by Region and District in Badung Regency in 2019.

No.	Badung area	Subdistrict	Total population (Person)	Total target households	
				(Person)	(%)
1	South Badung	South Kuta	152.600	493	0,32
		Kuta	102.770	75	0,07

		North Kuta	127.400	689	0,54
		Total	382.770	1257	0,33
2	Central Badung	Mengwi	130.040	4.009	3,08
		Abiansemal	91.280	4.028	4,41
		Total	221.320	8.037	3,63
3	North Badung	Petang	25.910	2.596	10,01
		Total	25.910	2.596	10,01
Badung Regency			630.000	11.890	1,89

Source: Central Statistics Agency Badung Regency, 2020.

Before the Covid-19 Pandemic, based on Table 3 it can be seen that the number of Target Households in North Badung (Petang District) compared to the area's total population had a higher percentage of Target Households than South Badung and Central Badung. South Badung has a very low percentage of Target Households compared to Central Badung and North Badung. Central Badung has the most significant number of Target Households, but when compared to the total population, Central Badung has a lower percentage of Target Households than North Badung. Based on the description above, it can be said that there is an imbalance between North Badung and South Badung.

The efforts made by the Badung Regency Regional Government to overcome this inequality are by developing tourism in North Badung. This is by Badung Regency Regional Regulation Number 17 of 2016 concerning the Badung Regency Tourism Development Master Plan for 2017-2025. The Regional Regulation states that the tourism regional development plan is a formulation of the direction of the regional tourism system, which includes the structure of tourism services, tourism destinations, tourism development areas and tourism strategic areas. The tourism destinations referred to in the regional regulation are North Badung Tourism Destinations, Central Badung Tourism Destinations and South Badung Tourism Destinations.

The development of agriculture-based tourism in North Badung is in line with the principles of sustainable tourism which prioritizes community empowerment and participation in the tourism sector. Research conducted in North Badung focused more on local community research subjects, using the Cittaslow Philosophy approach based on research conducted by Scheyvens (1999) in determining the points of criteria for empowering and involving the community being studied. The consideration is to use the Cittaslow Philosophy approach because his birth background is considered to support the implementation of sustainable tourism which is obtained from his philosophy which is based on local communities and activities that encourage local communities to build their cities with a good quality of life. According to Park and Kim (2015) in Hatipoglu (2015), community participation, in this case, can increase the sense of community belonging to the environment in which they live, assist the individual's role in the larger community and help form individual and community identities. Cole (2006) argues that the active participation of local communities in tourism planning and management is essential in building sustainable tourism,

Table 4. Latent Variables and Indicators.

No.	Latent	Indicators	References
1.	Political Empowerment (X ₁)	1) Efforts to attend the community at the banjar meeting (X1.1) 2) Efforts to participate in brainstorming (X1.2) 3) Efforts involved in planning (X1.3) 4) Efforts involved in the implementation (X1.4) 5) Efforts to engage in supervision (X1.5)	Scheyvens (1999), Nurhasanah (2017), Ndraha (2003), Murphy (2003), Saskara (2017), Rahayu (2018)
2.	Economic Empowerment (X ₂)	1) Efforts to explore tourism potential in the region (X2.1) 2) Efforts to improve human tourism resources (X2.2) 3) Efforts to protect local businesses (X2.3) 4) Efforts to use local products (X2.4) 5) Government efforts involve traditional villages (X2.5)	Scheyvens (1999), Nurhasanah (2017), Ndraha (2003), Murphy (2003)
3.	Social Empowerment (X ₃)	1) Efforts to create harmonious relationships (X3.1) 2) Efforts to socialize government programs (X3.2) 3) Efforts to preserve the environment (X3.3) 4) Efforts to preserve culture (X3.4) 5) Efforts to involve the community (X3.5)	Scheyvens (1999), Timothy (2007), Nurhasanah (2017), Ndraha (2003), Murphy (2003), Rahayu (2018)
4.	Psychological Empowerment (X ₄)	1) Efforts to be optimistic about the future (X4.1) 2) Efforts to believe in ability (X4.2) 3) Efforts to become more independent (X4.3) 4) Efforts to grow a sense of pride (X4.4) 5) Efforts to appreciate uniqueness (X4.5)	Scheyvens (1999), Nurhasanah (2017), Saskara (2017), Rahayu (2018)
5.	Social Capital (X ₅)	1) Trust (X5.1) 2) Social network (X5.2) 3) Social norms (X5.3) 4) Social values (X5.4)	Putnam (1996), Woolcock dan Narayan (2000), Fukuyama (1995)
6.	Community Empowerment (Y ₁)	1) Political ability (Y1.1) 2) Economic capability (Y1.2) 3) Social skills (Y1.3) 4) Psychological ability (Y1.4)	Malhotra et al.(2002), Kartasasmita (1996), Nur Jaya (2017), Widjajanti (2011)

and local Community Empowerment is at the top in terms of participation, ensuring better implementation in realizing sustainable tourism in destination areas. According to Andari (2016), tourism travel prioritizes and minimizes the negative aspects of conventional tourism in the environment, enhances the local community's cultural integrity and evaluates environmental and cultural factors. Tourism is also integral to promotional activities to reduce, reuse, recycle, energy efficiency, water conservation, and Community Empowerment to develop economic activities.

Tourism practices that pay more attention to the environment will promote environmental, cultural and community sustainability in the tourist sites visited. The conventional tourism development model and ignoring the environment must be abandoned and switch to an eco-based and sustainable tourism travel model for local communities who are directly involved in it. In addition, it can minimize the destruction of nature, support area protection, promote local Community Empowerment, respect more local culture and values, and serve to increase public awareness about nature and envi-

ronmental conservation (WTO, 2002). Local communities both directly and indirectly face the positive and negative impacts of tourism activities, and participation is needed to ensure that tourism's benefits meet the community's needs (Tosun & Timothy, 2003; Cole, 2006). Local people understand more about the nature and characteristics of tourism products than outsiders because tourism products and activities are often associated with rituals, traditions, and local cultural values and meanings.

Local communities are more likely to know what will be appropriate for local situations in the tourism planning and development process (Tosun, 2006). Thus, local communities are recognized as essential resources and elements in every aspect of tourism activities, and the importance of community inclusion and participation from the start of tourism planning has been widely recognized in the context of sustainable tourism and community-based tourism (Bramwell et al., 2010). Community involvement in sustainable tourism development is in line with the implementation of Cittaslow, namely the knowledge and skills of local residents

and can improve local economic and social welfare. Improved communication between residents, local businesses and (local) government provides better opportunities to develop communities more sustainably (Pink, 2008).

Community Empowerment contributes to increasing the economy and community income in an effort to improve people's welfare (Saskara, 2017). Social Capital plays a role in improving community welfare with Social Capital indicators in the form of social trust, social cooperation as the norm, and social networks (Saskara, 2017). The well-being of individuals or society is closely related to individual abilities/abilities. Capability can be interpreted as the ability or empowerment of individuals or organizations that are able to create prosperity for individuals or for society. Empowerment is the result of an empowerment process that increases the ability and independence of the community in improving the quality of life and welfare (Mardikanto & Soebiato, 2015).

This research is focused on examining the not optimal development of tourism in Badung Regency based on aspects of the influence of Political Empowerment, Economic Empowerment, Social Empowerment, Psychological Empowerment and Social Capital towards Community Empowerment in tourism development in North Badung and the analysis carried out in this study is based on the conditions and situation prior to the Covid-19 Pandemic.

RESEARCH METHODS

The research design used is a quantitative research design based on the formulation and research objectives with an associative level of expansion. The research location was in North Badung, namely Petang District, Badung Regency. The reason for choosing the research location is that the community's welfare is still low, which is indicated by the

number of target households in North Badung, which is relatively high compared to South Badung.

The research population is people in North Badung based on sources of income in the business sector who directly or indirectly benefit from tourism development. The business sectors that are a source of income for the people of North Badung include agriculture, livestock, plantations, trade, industry, mining, electricity/gas/drinking water, transportation/communication, banks/financial institutions, government/services and construction. The total population based on the business sector is 28,046 people. The research sample is a portion of the population taken as a data source and can represent the entire population of people in North Badung.

Based on the sample calculation using the solving formula, a total sample of 155 people was obtained, and the sample was determined using a proportional random sampling technique based on the primary source of livelihood or the business sector of the people of North Badung.

The research instruments used include observation and interviews. Based on the primary research problems, and the conceptual framework of the research, this research is associative research, namely research to determine the effect or relationship between 2 (two) variables or more. This study uses descriptive analysis techniques and multiple regression analysis with an analysis tool using SEM-PLS (Partial Least Square).

RESULTS AND DISCUSSION

In Table 5. it can be seen that all indicators for all constructs have a loading factor (original sample) above 0.7. In addition to the results of the loading factor coefficient > 0.7 , it is also seen that all indicators have a T-statistics > 1.960 and a probability value < 0.05 . Thus it can be stated that all valid indicators reflect their respective constructs.

Table 5. Loading Factor Each Indicator on the Research Construct.

No	Variable Relations	Original Sample	Standard Deviation	T Statistics	P Values	Information
1	$X_{1,1} <- X_1$	0,763	0,047	16,375	0,000	Significant
2	$X_{1,2} <- X_1$	0,736	0,052	14,090	0,000	Significant
3	$X_{1,3} <- X_1$	0,839	0,033	25,386	0,000	Significant
4	$X_{1,4} <- X_1$	0,827	0,036	23,216	0,000	Significant
5	$X_{1,5} <- X_1$	0,803	0,036	22,018	0,000	Significant
6	$X_{2,1} <- X_2$	0,796	0,038	20,938	0,000	Significant
7	$X_{2,2} <- X_2$	0,792	0,038	21,034	0,000	Significant
8	$X_{2,3} <- X_2$	0,725	0,054	13,487	0,000	Significant
9	$X_{2,4} <- X_2$	0,766	0,035	21,715	0,000	Significant
10	$X_{2,5} <- X_2$	0,773	0,032	23,958	0,000	Significant
11	$X_{3,1} <- X_3$	0,827	0,034	24,139	0,000	Significant
12	$X_{3,2} <- X_3$	0,797	0,039	20,252	0,000	Significant
13	$X_{3,3} <- X_3$	0,827	0,034	24,003	0,000	Significant

14	X _{3,4} <- X ₃	0,791	0,041	19,484	0,000	Significant
15	X _{3,5} <- X ₃	0,881	0,022	40,169	0,000	Significant
16	X _{4,1} <- X ₄	0,867	0,023	38,487	0,000	Significant
17	X _{4,2} <- X ₄	0,812	0,033	24,595	0,000	Significant
18	X _{4,3} <- X ₄	0,829	0,031	27,048	0,000	Significant
20	X _{4,4} <- X ₄	0,791	0,035	22,829	0,000	Significant
21	X _{4,5} <- X ₄	0,817	0,035	23,566	0,000	Significant
22	X _{5,1} <- X ₅	0,906	0,019	48,216	0,000	Significant
23	X _{5,2} <- X ₅	0,872	0,026	33,867	0,000	Significant
24	X _{5,3} <- X ₅	0,901	0,020	44,690	0,000	Significant
26	X _{5,4} <- X ₅	0,913	0,017	52,500	0,000	Significant
27	Y _{1,1} <- Y ₁	0,835	0,026	31,613	0,000	Significant
28	Y _{1,2} <- Y ₁	0,800	0,030	26,524	0,000	Significant
29	Y _{1,3} <- Y ₁	0,866	0,018	48,240	0,000	Significant
30	Y _{1,4} <- Y ₁	0,798	0,036	22,356	0,000	Significant

Information:

X ₁ : Political Empowerment	X ₅ : Social Capital
X ₂ : Economic Empowerment	Y ₁ : Community Empowerment
X ₃ : Social Empowerment	
X ₄ : Psychological Empowerment	

Source: processed data, 2022.

Table 6. Discriminant Validity Fornell-Larcker Criterion and Correlation Between Research Constructs.

No.		X ₁	X ₂	X ₃	X ₄	X ₅	Y ₁
1	X ₁	0,795					
2	X ₂	0,792	0,771				
3	X ₃	0,742	0,763	0,825			
4	X ₄	0,74	0,747	0,82	0,824		
5	X ₅	0,769	0,74	0,824	0,807	0,898	
6	Y ₁	0,762	0,714	0,715	0,818	0,823	0,825

Information:

X ₁ : Political Empowerment	X ₅ : Social Capital
X ₂ : Economic Empowerment	Y ₁ : Community Empowerment
X ₃ : Social Empowerment	
X ₄ : Psychological Empowerment	

Source: processed data, 2022.

Table 6 shows that the value of the square roots of the AVE for the variable is greater than the correlation of the latent variable with other variables. Thus, from the results of the

Fornell-Larcker Criterion test above, it can be stated that the construct is declared valid.

Table 7. Cronbach's Alpha Value and Composite Reliability, Average Variance Extracted (AVE) Research Construct Variables.

No.	Variabel	Cronbach's Alpha	Composite Reliability	(AVE)
1	Political Empowerment (X1)	0,854	0,895	0,631
2	Economic Empowerment (X2)	0,829	0,880	0,594
3	Social Empowerment (X3)	0,882	0,914	0,681
4	Psychological Empowerment (X4)	0,881	0,913	0,678
5	Social Capital (X5)	0,920	0,943	0,806
6	Community Empowerment (Y1)	0,844	0,895	0,681

Source: processed data, 2022.

Table 8. Endogenous Construct R² Value.

No.	Endogenous Construct	R ²	Information
1	Community Empowerment (Y ₁)	0,942	Strong

Source: processed data, 2022.

Table 9. Coefficient Value of Direct Influence Between Research Constructs.

No	Variable Relations	Original Sample	Standard Devisiasi	T Statistics	P Values	Information
1.	X1 -> Y1	0,042	0,039	1,073	0,284	Nonsignificant
2.	X2 -> Y1	0,223	0,090	2,470	0,014	Significant
3.	X3 -> Y1	0,245	0,108	2,279	0,023	Significant
4.	X4 -> Y1	0,340	0,116	2,943	0,003	Significant
5.	X5 -> Y1	0,188	0,075	2,502	0,013	Significant

Information:

X1 : Political Empowerment	X5 : Social Capital
X2 : Economic Empowerment	Y1 : Community Empowerment
X3 : Social Empowerment	
X4 : Psychological Empowerment	

Source: processed data, 2022.

In Table 7 it can be seen that the Cronbach's Alpha, rho_A, and Composite Reliability values for each construct are all worth > 0.70 and the Average Variance Extracted (AVE) values for each construct are all worth > 0.60. Thus, all measurements used in this study are reliable, so the data obtained can be further analyzed.

Table 8 shows the R-square value of 0.942 for the Community Empowerment (Y1) construct and 0.978. This means that variations in changes in the Community Empowerment (Y1) construct can be explained by the constructs of Political Empowerment (X1), Economic Empowerment (X2), Social Empowerment (X3), Psychological Empowerment (X4), and Social Capital (X5) of 94.2 percent. Other factors explain the remaining 5.8 percent.

Path coefficient (β₁) = 0.042; t_{count} = 1.073 and P_{value} = 0.284. The path coefficient (β₁) = 0.042, meaning that Political Empowerment has a positive influence on Community Empowerment of 0.042. Coefficient t_{count} = 1.073 < 1.650 and

P_{value} = 0.284 > 0.05. This means that the influence of Political Empowerment on Community Empowerment is insignificant. Thus it can be said that Political Empowerment has a positive effect on Community Empowerment but not significant. Based on the hypothesis that Political Empowerment has a positive effect on Community Empowerment in tourism development in North Badung is untested. This means that Political Empowerment on Community Empowerment in tourism development in North Badung has a positive but not significant effect.

Path coefficient (β₂) = 0.223; t_{count} = 2.470 and P_{value} = 0.014. The path coefficient (β₂) = 0.223, which means that Economic Empowerment has a positive effect on Community Empowerment of 0.223. Coefficient t_{count} = 2.470 > 1.650 and P_{value} = 0.014 < 0.05, this means that the effect of Economic Empowerment on Community Empowerment is significant. Thus it can be said that there is suitability and the validity of the Economic Empowerment hypothesis has a

positive effect on Community Empowerment in tourism development in North Badung. This means that the effect of Economic Empowerment on Community Empowerment on tourism development in North Badung is significantly positive.

Path coefficient (β_3) = 0.245; $t_{\text{count}} = 2.279$ and $P_{\text{value}} = 0.023$. The path coefficient (β_3) = 0.245, this means that there is a positive effect of Social Empowerment on Community Empowerment of 0.245. Coefficient $t_{\text{count}} = 2.279 > 1.650$ and $P_{\text{value}} = 0.023 < 0.05$, this means that the effect of Social Empowerment on Community Empowerment is significant. Thus it can be stated that there is conformity and has been tested for the truth of the hypothesis which states that Social Empowerment has a positive effect on Community Empowerment in tourism development in North Badung. This means that the effect of Social Empowerment on Community Empowerment on tourism development in North Badung is significantly positive.

Path coefficient (β_4) = 0.340; $t_{\text{count}} = 2.943$ and $P_{\text{value}} = 0.003$. The path coefficient (β_4) = 0.340, which means that there is a positive effect of Psychological Empowerment on Community Empowerment of 0.340. Coefficient $t_{\text{count}} = 2.943 > 1.650$ and $P_{\text{value}} = 0.003 < 0.05$, this means that the effect of Psychological Empowerment on Community Empowerment is significant. Thus it can be stated that there is suitability, and the hypothesis has been tested, which states that Psychological Empowerment has a positive effect on Community Empowerment in tourism development in North Badung. This means that the effect of Psychological Empowerment on Community Empowerment on tourism development in North Badung is significantly positive.

Path coefficient (β_5) = 0.188; $t_{\text{count}} = 2.502$ and $P_{\text{value}} = 0.013$. The path coefficient (β_5) = 0.188, which means that there is a positive influence of Social Capital on Community Empowerment of 0.188. Coefficient $t_{\text{count}} = 2.502 > 1.650$ and $P_{\text{value}} = 0.013 < 0.05$, this means that the influence of Social Capital on Community Empowerment is significant. Thus it can be stated that there is suitability and validity of the hypothesis of Social Capital has a positive effect on Community Empowerment in tourism development in North Badung. This means that the influence of Social Capital on Community Empowerment in tourism development in North Badung is significantly positive.

The Influence of Political Empowerment on Community Empowerment

Based on the study's results, it was stated that Political Empowerment on Community Empowerment in tourism development in North Badung had a positive and insignificant effect. In this study it was found that the Political Empowerment that had been implemented had not been able to directly and significantly increase Community Empowerment in tourism development in North Badung.

The effect of the Political Empowerment variable on Community Empowerment is insignificant and can be seen in the respondents' perceptions of several indicators on the Political Empowerment variable that have low scores (1 and 2). The indicators that get low scores are X1.2 (efforts to participate in brainstorming), X1.3 (efforts to engage in planning), X1.4

(efforts to engage in implementation), X1.5 (efforts to engage in supervision). This means that there are problems with Political Empowerment and supported by several respondents stated that they have never been directly or indirectly involved in tourism development in North Badung. Based on one of the statements submitted by respondent Mrs. Ida Ayu Putu Ristayani on Wednesday, October 5, 2021, as follows.

"....related to Political Empowerment, I have never been involved or attended meetings and provided advice related to tourism development, but regarding positive things I will provide support related to this tourism development...."

The local government has made efforts to involve the community in tourism development in North Badung, this is done by inviting the community to take part in training and increasing competence regarding tourism, but there are very few training participants. This is because tourism is still the second business sector, considering that people in North Badung are more dominant in the agricultural sector. Anak Agung Ratih Damayanti, Head of Special Interest Tourism Development Department of Badung Regency Tourism Development, stated the following on Monday, September 13 2021.

"....The structure of society in North Badung, which is mostly engaged in the agricultural sector, makes the agricultural sector the main source of livelihood, while the tourism sector is still the second choice as a part-time job. When many tourists visit, the community prioritizes jobs in the tourism sector, considering that tourism can bring profits faster and vice versa when visitors are quiet they focus more on the agricultural sector...."

The results of the research conducted are consistent with the results of research conducted by Wu (2010), who researched African-Americans related to the influence of Political Empowerment on the empowerment of workers using multivariate regression analysis, the results showed that Political Empowerment did not have a significant effect on African-American Community Empowerment.

Even though Political Empowerment does not significantly influence Community Empowerment, it does not mean that Political Empowerment is not needed. Political empowerment must be implemented optimally to increase community involvement in tourism development in North Badung. Political Empowerment is carried out by involving the community in meetings at the banjar and village levels which discuss matters related to tourism development in North Badung and motivating and providing opportunities for the community to convey their ideas or opinions at these meetings. Banjar meeting or Paruman Banjar has an essential role in gathering the community.

The community, especially male banjar residents, must attend the banjar meeting or the banjar meeting and if the community is absent or unable to attend without notification/discharge, they will be subject to sanctions or dedosan. While banjar meetings are a sufficient time to deliver tourism development programs or activities in North Badung, there are times when the community attends meetings only to fulfill their obligations but do not participate in consulting as a habit. On the other hand, the presence of the community,

even though they did not give their opinion, can already be said that the community knows about the tourism development activity program in North Badung. The development of tourism in North Badung in planning, implementing and supervising does not only involve men, of course women also need to be involved either directly or indirectly, through the delivery of information to the Family Welfare Movement organization in banjars and villages or social media that located in the banjar or village.

This is by what was conveyed by Kalid (2019) who said that strong Community Empowerment allows communities to successfully build sustainable tourism development through community support for tourism and community support for tourism has an essential function in connecting the Community Empowerment chain for supported tourism locally. Likewise with the results of research conducted by Nur Jaya (2017), which states that empowerment is the output of the empowerment process carried out on the community, which is measured by the capacity to take action and collective ability (Utama, 2010) as well as the ability to make decisions and the ability to access markets (Sadono, 2012). In addition, Political Empowerment in tourism is marked by opening opportunities for the community to participate in decision-making processes related to tourism development. Communities can voice their tourism concerns in forums and participate in discussions to resolve existing problems (Scheyvens, 2000).

Political Empowerment has a positive impact, resulting in citizen support for tourism development (Ranasinghe, 2018). Sustainable tourist destinations can be developed by effectively involving local residents and accommodating their opinions in development initiatives (Nunkoo, 2016). Tourism development can be achieved through the effective involvement of local residents and accommodating their opinions in development initiatives (Nunkoo, 2016) and communities are an important component of the entire tourism process (Boley, 2012). The active participation of local communities in tourism planning and management is essential for sustainable tourism and Community Empowerment to achieve goals in implementing tourism development (Cole, 2006).

The Influence of Economic Empowerment on Community Empowerment

Based on the research results, it was found that Economic Empowerment had a positive and significant effect on Community Empowerment. This means that the local government's Economic Empowerment efforts have a direct and significant influence on increasing Community Empowerment. Of the five Economic Empowerment indicators that received the highest appreciation from respondents in the effort to use local products and the government's efforts to involve traditional villages.

Most of the people in North Badung are engaged in the agricultural sector in a broad sense so efforts to use local products in tourism development received the highest appreciation from respondents, supported by a statement from the Prejuru of Sulangai Traditional Village, I Wayan Sukerta, on Wednesday, 5 October 2021, which stated as follows.

“.... especially the people engaged in the agricultural sector realize the importance of tourism even though the community is not directly involved in tourism. Farmers can distribute or sell agricultural produce to hotels at better prices. During the Covid-19 Pandemic, the decline in the tourism sector had an impact on farmers. Farmers cannot sell agricultural products to hotels, and to avoid losses, farmers sell agricultural products in traditional markets at much lower prices....”

In this regard, the tourism development strategy needs to consider agricultural production, there is collaboration between the agricultural sector and the tourism sector by developing agriculture-based tourism from the beginning to the end of the agricultural production process which can be used as a tour package (Njoya, 2017).

The government's efforts to involve traditional villages received the second highest appreciation from respondents and the community realized that traditional villages have an essential role in maintaining the continuity of the lives of their traditional village residents, both in pekayangan, pawongan and Palembanghan. The role of traditional villages was emphasized by Gede (2016), who said that traditional villages have an important role in tourism development, especially having a function in the economic aspect, namely assisting the government in maintaining, maintaining, and utilizing the wealth of traditional villages for the welfare of indigenous village communities. Santoso (2013) stated that traditional villages have an important role and traditional villages as religious, social institutions have made many valuable contributions to the continuity of community life and regional development. Traditional Villages have the potential to manage the various potentials that exist in their area and contribute to the success of regional development.

Efforts made by the Regional Government of Badung Regency to involve traditional villages in tourism development in North Badung by carrying out cooperation between the local government and traditional villages through business profit sharing. The traditional village in North Badung that has collaborated with the local government, namely the Nungnung Traditional Village on the Nungnung Waterfall tourist attraction. Regarding the distribution of levies, the Head of the Nungnung Traditional Village of Pelaga Village, Mr. Sang Nyoman Sutena, said that on Wednesday, October 5, 2021, an in-depth interview was held, saying that, as follows.

“....the cooperation carried out between the Nungnung Traditional Village and the Regional Government of Badung Regency has benefited the community, with the distribution of results, namely 75 percent is handed over to the traditional village, while 25 percent goes to the regional treasury...”.

This is by previous research conducted by Ariefianto (2015), stating that empowerment as a result of empowerment results in changes in behavior, competencies, skills, and attitudes that are obtained gradually and continuously. Malhotra et al. (2002) states that empowerment is measured from an economic, socio-cultural, family, legal, political and psychological perspective. Economic Empowerment can increase Community Empowerment, the size of the effect of Economic Empowerment on Community Empowerment depends on

the influencing factors and the situation and conditions of the community where the research location is carried out.

Economic Empowerment have positive and significant effect on Community Empowerment, on the other hand there are still problems with Economic Empowerment which can be seen from the indicators on Economic Empowerment which score 1 or 2 on indicators X2.1 (efforts to explore tourism potential in the region) and X2.2 (efforts to increase tourism human resources). Efforts to explore tourism potential are still very limited, bearing in mind that the community is not involved in these tourism development activities and efforts to improve tourism human resources are experiencing problems due to the low motivation of the community to improve their abilities. This statement was confirmed by the Head of the Nungnung Traditional Village of Pelaga Village, Mr. Sang Nyoman Sutena, on Wednesday, October 5, 2021, as follows.

“.....Nearly 90 percent of the community is engaged in the agricultural sector and a small proportion are employees and the private sector. The quality of human resources is still very low and training is needed to improve skills and assistance from local governments.....”

Anak Agung Ratih Damayanti, Head of Special Interest Tourism Development Department of Badung Regency Tourism Development, stated the following on Monday, September 13 2021.

“.....low motivation and the tendency of people to wait for help from the government, this makes Economic Empowerment in the community very necessary to increase knowledge and skills and with the provision of knowledge and skills possessed by the community they become more empowered....”

The Influence of Social Empowerment to Community Empowerment

Based on the results of the research conducted, it was found that Social Empowerment had a positive and significant effect on Community Empowerment. That is, the higher or more successful the Social Empowerment is, the Community Empowerment will increase significantly. The five indicators on Social Empowerment that received the highest respondents' appreciation were efforts to preserve the environment. The indicators for efforts to preserve the environment are in line with the designation of North Badung as a conservation area or upstream area which needs to be protected and maintained by the environment and the sustainability of its forests.

This research is in accordance with previous research conducted by Timothy (2007) which stated that Social Empowerment refers to the formation of the integrity of the local community, leading to increased trust in social identity that can preserve culture and human resources in the region. Community Empowerment is the output of the Social Empowerment process itself (Nurjaya, 2017) and empowerment is the impact of empowerment which results in gradual and sustainable changes in behavior and attitudes (Ariefianto, 2015).

Social Empowerment is strengthened by strengthening the relationship between local residents and other tourists, by building strong networks for individuals (Scheyvens, 1999). Communities that are socially connected with stakeholders encourage the community to actively participate in tourism activities. Borley et al. (2014) stated that increased cooperation related to Social Empowerment is believed to have a significant impact on the community that supports tourism as a whole.

Social Empowerment has a direct and significant effect on Community Empowerment, but on several indicators, Social Empowerment still gets low appreciation from respondents. Respondents' appreciation can be seen from a score of 1 or 2 given to indicator X3.1 (efforts to create a harmonious relationship). Efforts to create harmonious relations received a low perception from respondents, meaning that there is still a gap in the relationship between community members, the community and the leaders in the area and the local government. This is in accordance with what was conveyed by the Head of the Nungnung Traditional Village of Pelaga Village, Mr. Sang Nyoman Sutena, on Wednesday, October 5, 2021, who stated the following.

“.....In addition to providing financial support, local governments need to provide assistance to managers of tourist attractions. There needs to be collaboration with other agencies/agencies, such as the agricultural sector supported by the Agriculture Service, the arts are fostered by the Culture Office and other related agencies. If we move together, we are sure that tourism in North Badung can develop more optimally, not only being the responsibility of the Tourism Office, but must involve other agencies/agencies....”

The Influence of Psychological Empowerment to Community Empowerment

The results of the research conducted found that Psychological Empowerment had a positive and significant effect on Community Empowerment in tourism development in North Badung. This means that the higher or more successful the Psychological Empowerment that is carried out will affect the Community Empowerment which will increase significantly.

The five indicators of Psychological Empowerment that received high appreciation from respondents were efforts to appreciate uniqueness and efforts to be optimistic about the future. North Badung is an area that is at an altitude of > 500 meters above sea level, including highland areas. As a highland area, North Badung has potential in the agricultural and plantation sectors in addition to its natural tourist attractions and religious tourism. The potential that is owned makes North Badung has its own uniqueness. This uniqueness is what encourages domestic and foreign tourists to visit North Badung and the community seeks to maintain, preserve and appreciate this uniqueness which is the capital in developing tourism in North Badung. By looking at the opportunities that exist, that apart from the agricultural sector which is superior to North Badung, the tourism sector has a high chance of developing in North Badung, given its potential.

Psychological empowerment has a positive and significant impact on Community Empowerment, emphasized by Kartasasmita (1998), stating that empowerment is an effort to encourage, motivate and raise awareness of the potential one has and seeks to develop it. This is in accordance with the results of Scheyvens' research (1999) which states that Psychological empowerment leads to an increase in pride and a sense of belonging to the area where people live and increases people's confidence in their cultural traditions. According to Friedman (1992), Psychological Empowerment are associated with self-esteem and potential and Cattaneo (Chapman, 2010), Psychological Empowerment seen from the level of individual participation is highly correlated with Psychological empowerment.

In tourism development, Psychological Empowerments refers to the community's ability to increase pride in their environmental and cultural identity and Psychological Empowerment produces a positive impact to influence people's perceptions (Besculide, Lee & McCormick, 2002; Woosnam, Norman & Ying, 2009). Community Empowerment as the impact or output of the empowerment carried out (Ariefianto, 2015) and empowerment can be measured from the psychological side of society (Malhotra et al., 2002).

Viewed as a whole, Psychological Empowerment has a direct and significant effect on Community Empowerment. In other parts, there are still problems with Psychological Empowerment, as indicated by the Psychological Empowerment indicator, which received low appreciation from several respondents (score 2), namely indicator X4.1 (optimistic efforts towards the future), X4.2 (efforts to believe in ability), and X4.5 (efforts to appreciate uniqueness). Based on the answer options given, the respondents expressed their disagreement that tourism development provides an effort to remain optimistic about the future, there are efforts to have confidence in abilities and efforts to appreciate the uniqueness of the North Badung region. Respondents expressed their disapproval, considering that the community was not involved in tourism development in North Badung and some respondents considered their uniqueness to be a burden. The development of tourism in North Badung, which has been running slowly and some people have not felt the benefits, has led to a pessimistic attitude that tourism development will be able to elevate the dignity of the people of North Badung.

The direct influence of Social Capital on Community Empowerment

Based on the results of the research that has been carried out, it can be said that Social Capital has a positive and significant effect on Community Empowerment. That is, the higher the Social Capital, the Community Empowerment will increase significantly. The indicators on social value variables received high appreciation from several respondents, namely respect for community leaders and empathy for residents. Appreciation for community leaders is a social value that is still adhered to by the community and indicates that the community still listens to and imitates community leaders in the region. A sense of empathy and mutual assistance or mutual assistance towards members of the community who are experiencing difficulties or experiencing disasters is one of

the social values that is still inherent in the people of North Badung and is a Social Capital that is closely related to the character of the community itself.

Social Capital has a direct and significant effect on Community Empowerment, in accordance with research conducted by Sitorus (2017) which states that the higher the Social Capital that is built by social networks, trust and social norms, the higher the level of empowerment the community will have. Hasbulah (2006) said that Social Capital lies in how the community's ability to work together to build a network in order to achieve a common goal that raises this power will be maximized if it is supported by a proactive spirit in making relationships based on the principles of participatory attitudes, attitudes of mutual concern, mutual give and take, trust each other and are strengthened by the values and norms that support it. Communities with higher Social Capital have higher potential to encourage tourism development and social capital strengthens Community Empowerment by minimizing the risk of environmental degradation with conservation education (Sunkar, 2016).

Overall Social Capital has a significant positive effect on Community Empowerment. On the other hand, there are still problems with Social Capital in the North Badung community. These problems can be seen in several Social Capital indicators which score 1 and 2 based on the respondent's perception, namely X5.1.1 (trust in other community members), X5.2.1 (ease of obtaining information), X5.4.1 (social values as a guideline), X5.4.3 (rewards to community leaders), and X5.4.4 (participating in helping the community). Respondents' perceptions strongly disagree and disagree with the beliefs that exist among community members. Respondents disagreed with the ease of obtaining information related to tourism development in North Badung. Respondents have never been involved in planning, implementing and supervising these activities. On social values, the perceptions of some respondents disagreed with social values which are used as guidelines in social life, appreciation for community leaders and participating in helping the community. These problems indicate that there is a decrease in public trust among members of the community itself and the community does not get easy information regarding tourism development, and there are indications of a decline in social values that grow and develop in the North Badung community.

CONCLUSIONS AND SUGGESTIONS

Based on the description above, the following conclusions can be drawn: Economic empowerment, social empowerment, psychological empowerment and social capital have a positive and significant effect on community empowerment in tourism development in North Badung, while political empowerment has a positive and insignificant effect on community empowerment in development tourism in North Badung. Economic empowerment, social capital and community empowerment have a positive and significant effect on community welfare in tourism development in North Badung, while political empowerment, social empowerment, psychological empowerment have a positive and insignificant effect on community welfare in tourism development in North Badung. Economic empowerment, psychological empowerment, social capital have an effect on community wel-

fare through community empowerment in tourism development in North Badung, while political empowerment, social empowerment have no effect on community welfare through community empowerment.

The suggestions that can be submitted are as follows: The Regional Government of Badung Regency needs to further optimize the roles and functions of social institutions in the community such as the PKK, traditional villages, youth organizations and streamline the activities of banjar meetings or sangkep and social media groups in banjar as a media for people's aspirations to involve the community either directly or indirectly in tourism development. In terms of economic empowerment, local governments should require hotels and restaurants to use local products, both agricultural and MSME products and hold promotional activities or exhibitions of agricultural and MSME products at every existing event and make the process of agricultural and plantation activities a tour package that can provide benefits for farmers and visitors. The development of tourism in North Badung requires synergy between various stakeholders. Tourism development is of course not only the task of the Tourism Office, but is the duty and responsibility of all parties, both the community itself and other related agencies and the private sector. To realize this collaboration, of course, we need to sit together to achieve the desired direction and goals. Fostering independence, a sense of belonging and love for the village needs to be done by involving the younger generation in developing culture and traditions in the region through art galleries. Local governments need to take advantage of social capital that grows and develops in society such as *metetulang* culture, *samama braya*, *mejenukan* and *dedosan* if it violates the norms/values in society. This will be more effective if carried out in the hamlets and tourism development in North Badung needs to be based on the existing banjars based on their potential.

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