



Contents lists available at [Journal IICET](https://journal.iicet.org)
JPPI (Jurnal Penelitian Pendidikan Indonesia)
ISSN: 2502-8103 (Print) ISSN: 2477-8524 (Electronic)
Journal homepage: <https://jurnal.iicet.org/index.php/jppi>



Strengthening social capital as a strategy for edutourism development of *Kampoeng Soesoe Randuacir Salatiga* municipality

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Article Info

Article history:

Received Feb 23th, 2024

Revised Mar 30th, 2024

Accepted Dec 30th, 2024

Keywords:

Social capital
Edutourism
Kampoengsoesoe

ABSTRACT

Educational tourism development is not only related to strengthening human capital, physical capital, financial capital and natural capital, but also requires social capital as an integrated part of the five livelihood assets. This research aims to identify the dynamics of social capital in the development of KampoengSoesoe as educational tourism, and construct a strengthening strategy in the development of KampoengSoesoe based on the typology of social capital owned. The research used a qualitative approach with a case study method, with data collection techniques carried out through observation, interviews and documentation studies. While the data analysis technique in this study was prepared by adopting an interactive model of qualitative data analysis techniques, using Robert Putnam's Social Capital Theory. The results showed that the social capital of the Randuacir Hamlet community in the form of trust, networks and norms, with various existing dynamics, is the strongest element in the development of KampoengSoesoeedu-tourism. Social capital provides many positive benefits for the development of KampoengSoesoe, including being able to increase community capacity which has an impact on increasing community income, as a medium to facilitate access to information and assistance provided by the government and other partners. In addition, it is also an effective means to maintain and preserve local customs and wisdom integrated into educational tourism activities.



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Introduction

Tourism is one of Indonesia's mainstay sectors, which is expected to be able to encourage the improvement of people's economic lives (Astuti et al., 2019; Mijiarto et al., 2023; Ratmaja & Pattaray, 2019), by involving community participation in actively achieving the desired welfare goals (Hadiwijoyo, 2019), is mainly associated with the fulfillment of basic community needs as indicators of welfare (Sulaiman et al., 2019; Winahyu et al., 2023). Tourism penetrates in various terminology such as, sustainable tourism development, village tourism, ecotourism, edutourism, and so on, which is a form of diversification in the approach to tourism development (Hadiwijoyo, 2019). This shows that there has emerged the development of alternative tourism that is seen as more appreciative of the characteristics and potential of the region and local communities (Nurdin, 2011; Susandini & Gunawan, 2023).

Randuacir is one of the villages in Salatiga Municipality which is directly adjacent to Semarang Regency and separated by the National Road, namely the Salatiga South Ring Road which has a length of 11.3 km, with access through three districts in Salatiga Municipality namely Argomulyo, Sidomukti and Sidorejo Districts, making Randuacir's position very strategic. The characteristics of agrarian based areas (KKN-PPM UGM, 2022), make Randuacir one of the villages that has the potential to be developed as an agro-based tourism destination.

Randuacir Village has the potential of the agricultural sector, especially the livestock sub-sector, because there are 139 people who have a livelihood as dairy farmers, with the population of dairy cows in 2023 recorded at 867 heads, with milk production of 62522 liters per month (Dinas Pangan dan Pertanian Kota Salatiga, 2023). This figure contributes to the total population of dairy cows and milk production in Salatiga Municipality, which is 2550 heads with milk production of 2,463,844 liters (BPS Kota Salatiga, 2023; Dinas Pangan dan Pertanian Kota Salatiga, 2023). Referring to this, the agricultural sector, especially the livestock sub-sector is one of the potential resources to be developed.

Eduwisata has good prospects for development, especially associated with the function of Salatiga Municipality, as an education city and tourism transit. Eduwisata as a tourist travel activity that aims to provide an overview, comparative study or knowledge related to the activities in the objects they visit (Suwanto, 1997), as well as a combination of the application of educational values with tour packages (Ferianto & Setyawati, 2018), being one of the media that is quite important to support the function of Salatiga Municipality, besides of course also more important to increase the capacity of local communities.

Ferianto & Setyawati (2018) stated that eduwisata plays a role in encouraging the emergence of creativity and adding knowledge information in various aspects, even related to aspects of community livelihood. As research conducted by (Satiani et al., 2022) and (Siregar et al., 2021), tourism development is related to assets/capital owned by the community and the region, both social capital (Sari et al., 2020), natural capital (Astuti et al., 2019; Novianti et al., 2021; Rizki, 2021; Satiani et al., 2022), human capital (Yusuf et al., 2016), financial capital (Nurcholis, 2019; Siregar et al., 2021), and physical capital (Singgalen et al., 2023). On the other hand, edutourism can be a medium in the application of non-formal education (Chasanah et al., 2023), where in his research on Eduwisata in Bendosari Sleman Fruit Garden, it is known that edutourism is very suitable to be implemented in agrotourism areas, or at least in areas with agro characteristics, where in addition to getting education, tourists also carry out tourist activities to enjoy natural beauty, as well as get agricultural products.

Another study places natural phenomena as one of the elements in the development of edutourism (Hayati, 2016), where in research in edutourism Taka Bonerate National Park through a scientific approach is known to improve student learning outcomes on Marine Biota Biodiversity, Coral Ecosystems, and Conservation. Edutourism development can be done through community empowerment efforts or community capacity strengthening (Chusmeru et al., 2021; Sulaiman et al., 2019), which is based on the characteristics and local wisdom of the local community (Sulaiman et al., 2019). The existence of certain groups or communities in society can be the main actors in the development of edutourism.

The process of strengthening edutourism management, social capital plays an important role (Knollenberg et al., 2021; Ningsih et al., 2023; Rocca & Zielinski, 2022; Sinaga et al., 2021). In his research (Sinaga et al., 2021) explained that social capital has a strong influence in developing community institutional capacity (Knollenberg et al., 2021), in this case the Avocado Farmer Group, in managing agro-based edutourism in Jambu District. In another study in Pujon Kidul Tourism Village Malang, networking as one of the elements of social capital is the key to the strength of partnerships with stakeholders (Khomzi et al., 2020).

Referring to this, it appears that social capital formed from trust, and strengthened by networks owned by the community (Putnam, 1993), is expected to have a strong enough role for tourism development (Aji & Visilya Faniza, 2022; Pamungkas & Priyadi, 2018; Rocca & Zielinski, 2022). Furthermore, as part of livelihood assets, social capital is manifested by the presence of network strength or social relations in communities or groups with other actors outside them (Baiquni et al., 2015; Chambers & Conway, 1991; Ellis & Allison, 2001; Ellis & Freeman, 2004; Scoones, 1998), where social capital in society is divided into 3 (three) typologies, namely social capital bonding, social capital bridging, and social capital linking (Woolcock, 1998). Social capital as an intangible asset (Chambers, 1987; Chambers & Conway, 1991) can be used to maintain group survival through relatives, neighbors, co-workers or colleagues, and social gathering networks by strengthening their social capital through utilizing the potential of community collectivity (Prayoga, 2021), as well as regional and socio-demographic characteristics (Wardani et al., 2022; Zhang et al., 2023).

In the context of developing Kampoeng Soesoe as an edutourism in Randuacir, the involvement of all stakeholders is needed. Local institutions such as KTT and KWT have a very strategic role in managing

potential and become one of the media of communication and cooperation between fellow farmers in groups, between groups, and the government, and at the same time as a medium for farmers to develop potential and skills in learning cattle farming and milk processing, and this is the main goal of establishing *KampoengSoesoe* in Randuacir. The concept of *KampoengSoesoe*edutourism model in Randuacir combines three elements of tourist attractions including tutorial learning, on-site exploration, and direct practice which aims to gain tourism experience, especially related to learning cattle farming and processing milk and other dairy products.

Problems related to efforts to develop *Randuaciredutourism*, marked by the not optimal management of *KampoengSoesoeRanduacir* as an edutourism vehicle, one of which is due to the lack of optimal social capital in the development of edutourism. In addition, related to policies at the level of the Salatiga Municipality Government, where the existence of this potential has not been a priority and has not even been stated in the Salatiga City Regional Tourism Development Master Plan for 2021-2025 (Salatiga City Regional Regulation Number 13 of 2021 concerning the Regional Tourism Development Master Plan for 2021-2025, 2021).

The urgency of this research is supported by gap research in the form of methods and interesting phenomena of observational findings, where in various previous studies there has not been an analysis of social capital as a foundation for institutional strengthening, where in *KampoengSoesoeRanduacir* initiation actually comes from the community. In addition, in its activities, *KampoengSoesoeRanduacir* does not rely on stimulants from the government or local government. From this starting point, the power of social capital actually becomes interesting to study. This is supported by the uniqueness of Salatiga Municipality which administratively does not have a village, but culturally Randuacir village is still a village pattern. This condition becomes unique and interesting to dig deeper, especially associated with social capital.

Method

This research is qualitative research with a case study approach. The case study approach is a qualitative approach that is temporary (cases) or a limited variety of systems (various cases), through detailed and in-depth data collection involving various sources of information or multiple sources of information, and reporting case descriptions and case themes (Creswell, 2017; Yin, 2001). This research took place in Randuacir Hamlet, Randuacir Village, and as a case study of *KampoengSoesoe* in Randuacir Hamlet, Randuacir Village, SalatigaMunicipality, with the object of research being a strategy to strengthen social capital in the development of *KampoengSoesoe*. The choice of location in Randuacir Village is considering that Randuacir Village has the potential for agriculture-based education, especially the livestock sub-sector, especially with the existence of *KampoengSoesoe*. On the one hand, the existence of this potential has not been supported by the optimization of social capital owned, besides that it has not become a priority and has not been stated in the Salatiga City Regional Tourism Development Master Plan for 2021-2025.

Data and information collection is carried out through observation and interviews. Observations are made to see the research area, so that a general picture of the condition of the research area can be obtained (Yin, 2001). In this study, observations were made to determine the characteristics of Randuacir Village, as well as the characteristics of *KampoengSoesoe* in Randuacir Hamlet as the main component of *Randuaciredutourism*. The interview was conducted to study *KampoengSoesoe's* activities in more depth. In this study, interviews were conducted with informants with criteria or based on their knowledge and experience in the management of *KampoengSoesoeRanduacir*. Informants are also representatives of certain positions involved in the management activities of *KampoengSoesoeRanduacir*. The next interview was conducted at RanduacirVillage, Head of P4S Management *KampoengSoesoe*, Head of Livestock Farmer Group, Farmer Women Group, and Sustainable Food House Area Manager.

This study uses qualitative descriptive analysis by analyzing the management of *KampoengSoesoeRanduacir* by focusing on the social capital owned. While the data analysis technique in this study was prepared by adopting qualitative data analysis techniques interactive model (Miles & Huberman, 1992). The stages for processing qualitative data are carried out as follows: (1). reduction, by referring to the process of sorting, focusing, simplifying, abstracting, and or transforming interview transcript data, field notes, documents, and other empirical evidence; (2) display, a collection of information that has been compressed and organized that allows drawing conclusions and actions; and (3) conclusion, drawing conclusions based on the results of triangulation of interview data, field documentation, and supporting theories.

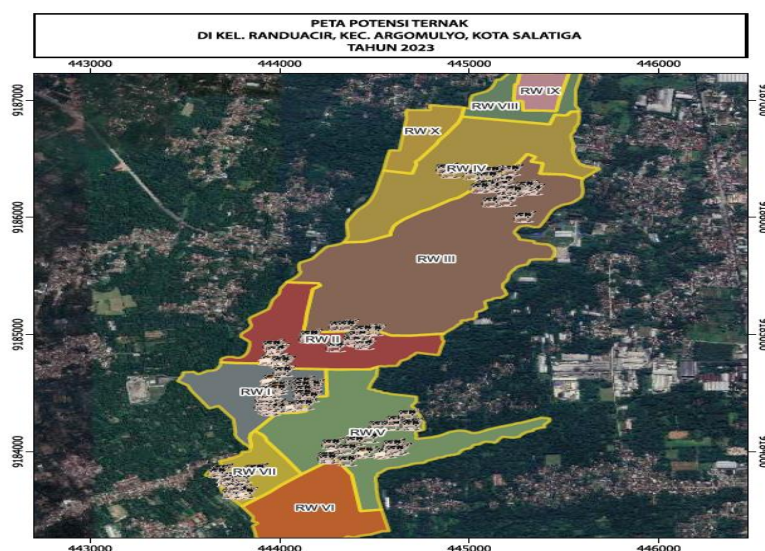


Figure 1. Map of Livestock Potential of Randuacir Village
Sumber: KKN UGM, 2022

Results and Discussions

KampoengSoesoe, Embryonic Edutourism Randuacir

Before being developed as edutourism, *KampoengSoesoe* was actually established as one of the empowerment efforts through training and apprenticeship with a participatory model (Interview of P4S Chairman *KampoengSoesoe*, February 3, 2024). Eduwisata *KampoengSoesoe* Randuacir is part of the *KampoengSoesoe* Self-Help Agricultural and Rural Training Center (P4S), which was established in 2010. The emergence of P4S *KampoengSoesoe* was initially due to concerns about various matters related to milk production and processed livestock products, including concerns about relatively cheap milk prices, relatively low milk productivity, increasingly limited forage availability, optimal utilization of livestock waste, and shifting livestock activities in administratively urban areas (Chairman Interview P4S *KampoengSoesoe*, February 3, 2024).

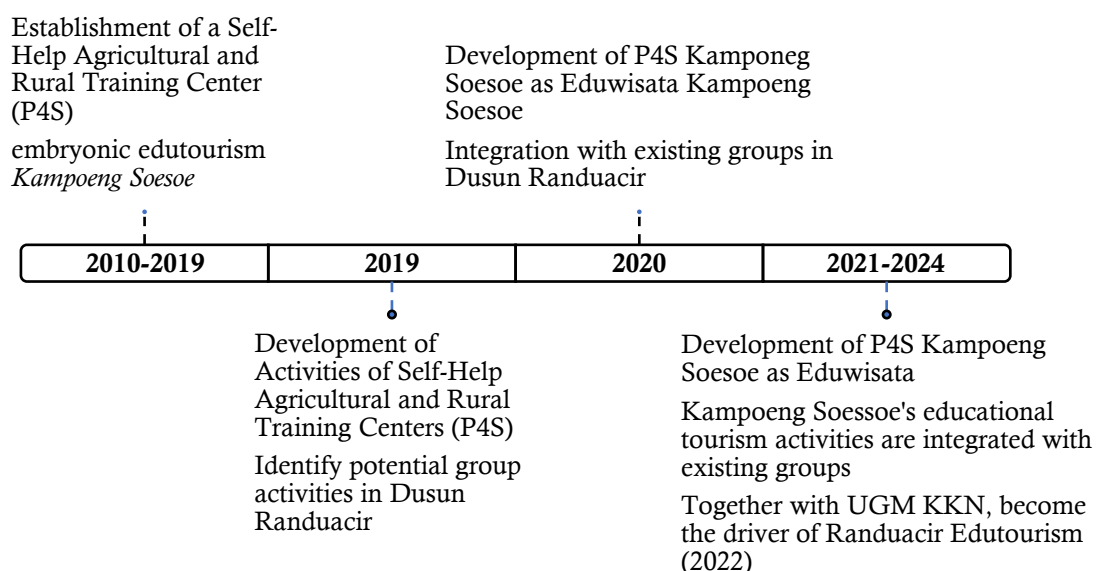


Figure 2. Development Stage of *KampoengSoesoe* Randuacir edutourism
Source: Primary Data (Processed), 2024

According to Herry Harso, Chairman of *KampoengSoesoe* (2024), these concerns are related to the challenges faced, including the declining interest of the younger generation to be involved in the agricultural sector, especially in the livestock sub-sector, forage land which is increasingly eroded due to the transformation of space from agrarian to non-agrarian, and waste that has the potential to disturb the environment (Interview of

Chairman of P4S *KampoengSoesoe*, February 3, 2024). These challenges are one of the triggers for various things that concern livestock farmers in Randuacir.

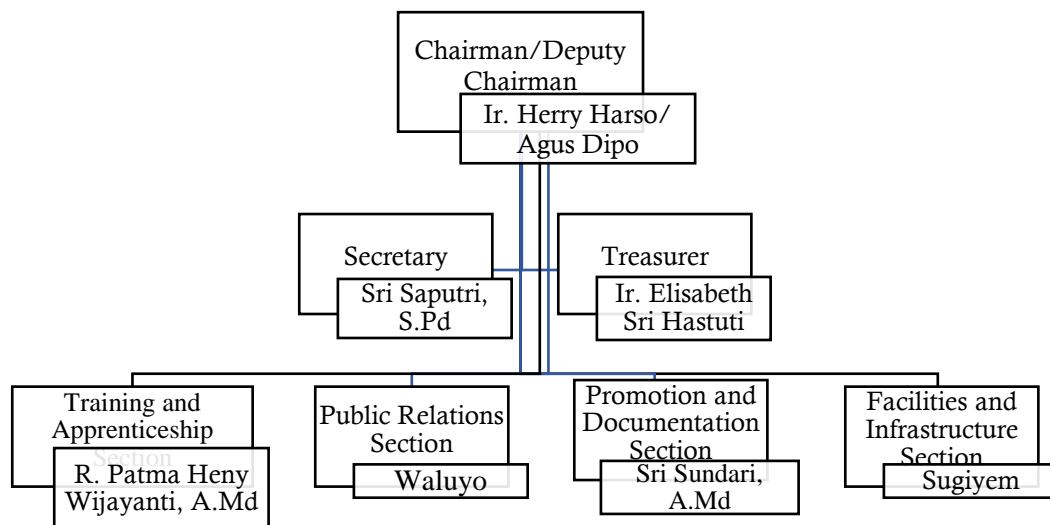


Figure 3. *KampoengSoesoeRanduacir* Organizational Structure
Source: Primary Data (Processed, 2024)

On the other hand, these various problems and challenges can actually be overcome by looking at the existing opportunities, namely the ease of access to both transportation and information that is getting closer to the market, besides that the increasingly rapid development of the city certainly has an impact on increasing demand for dairy products (Interview with P4S Chairman *KampoengSoesoe*, February 3, 2024).

According to Chairman *KampoengSoesoe* (2023), there are several activities carried out: (1) integrated and environmentally friendly agriculture, (2) clean and tidy livestock cultivation, (3) diversification of dairy markets, (4) wasteless processing, and (5) optimization of yards. These five things actually show the involvement of various groups in the management of *KampoengSoesoe*, including especially the Livestock Farmer Group, the Farmer Women's, the Mushroom Cultivation Manager, the Sustainable Food House Area Manager, and so on.

Table 1. Programme P4S *KampoengSoesoe* Tahun 2023-2024

Program	Implementation	Information
Reproductive Management Training for Dairy Cows "Lambing Once a Year", for Farmer Groups	January 2023	Capacity building of Livestock Farmers
Orchid Cultivation Training for Farmer Youth	April 2023	Supporting Business Development
Probiotic Training for Cattle, for Farmer Groups	August 2023	Eduwisata Supporting Business Development
Kefir Making Training, for Peasant Youth	November 2023	Eduwisata Supporting Business Development
Forage Management Training for Dairy Farmers	December 2023	Capacity building of Livestock Farmers
Edu tourism <i>Kampoeng Soesoe</i> Randuacir	get to the next	Early introduction to Agriculture in school children
Training on the Utilization of Kefir for Cosmetics, for farmeryouth and woman	January 2024	Eduwisata Supporting Business Development
Training in making Mozzarella Cheese, for farmeryouth and KWT	April 2024	Eduwisata Supporting Business Development
Training on Mastitis Control in Dairy Cattle, for Farmer Groups	August 2024	Capacity building of Livestock Farmers
Training on Potted Ornamental Plant Cultivation, for farmer women and PKK RT 01 RW 02 Randuacir	December 2024	Eduwisata Supporting Business Development

Source: Primary Data (Processed, 2024)

KampoengSoesoe in Randuacir combines three elements of tourist attractions including tutorial learning, on-site exploration, and direct practice which aims to gain tourism experience, especially related to learning cattle farming and processing milk and other dairy products, as well as other supporting activities. The tutorial learning carried out includes training materials on processing (pasteurization of milk and making kefir), practical learning on raising dairy cattle, mushroom cultivation and processing of processed mushroom products, processing livestock waste including making biogas, management and integration of environmentally friendly integrated agriculture.

On-site exploration was carried out among others by visits to several objects in *KampoengSoesoe* managed by the group/community, including visits to cow colony pens, to KRPL gardens, mushroom production sites, milk production sites, and other dairy products (yogurt, ice cream). While direct practice is carried out through cow milking practice activities, making yogurt, making mushroom processed products, as shown below.



Figure 4. Cow Milking Practice Year 2022

Source: P4S *KampoengSoesoe*, 2024

The three attractions are alternately guided by each group and community in *KampoengSoesoe* Edutourism, as shown below.



Figure 4. Farming Practices at KRPL *KampoengSoesoe* in 2023

Source: P4S *KampoengSoesoe*, 2024

Various activities that have been carried out by *KampoengSoesoe*, apparently still leave homework, considering that until this research was conducted, there has been no determination of *KampoengSoesoe* as edutourism by the local government, even the location has not been stated in the Salatiga Municipality Regional Tourism Development Master Plan for 2021-2025, which means that the local government has not made the potential in Randuacir as one priority in the development of tourist destinations. The initiation actually comes from the local community, which is actually an important social capital (Interview with Randuacir Village Head, January 14, 2024). But on the other hand, the social capital owned has not been able to fully become a lever for the development of *KampoengSoesoe*'s activities. This is marked by the suboptimal development of *KampoengSoesoe*, although the activities carried out are very varied, including the involvement of local groups and communities as well as cooperation with partners.

Dynamics of Social Capital in *KampoengSoesoe* Edutourism Development

Social capital can be identified from the patterns of interaction that are built in society. (Putnam, 1993), defines social capital as a description of social organizations, such as: (1) Trust, (2) Networks, and (3) Norms,

which facilitate coordination and mutually beneficial cooperation. The three forms of capital facilitate mutually beneficial coordination and cooperation,

Livestock farmers in Randuacir Village, especially in Randuacir Hamlet, have a fairly good social capital ranging from networks, beliefs to existing norms, where these three aspects are related to each other, especially as part of community livelihood assets. The position of social capital in Randuacir Hamlet is the main factor that encourages community strength in the development of edutourism, starting from upstream to downstream. Social capital is manifested into 3 (three) parameters, namely Trust, Norm, and Network (Fukuyama, 2002; Putnam, 1993) is the main key to institutional strengthening (Aji & Visilya Faniza, 2022; Puspitaningrum & Lubis, 2018), including KampoengSoesoe institutions, at least by optimizing resources in Randuacir Hamlet, Randuacir Village.

Trust

Trust has an important value in the development of *KampoengSoesoe* Randuacir. The involvement of various actors, both individuals and groups/communities in *KampoengSoesoe* shows trust in the existence of *KampoengSoesoe*, where existing trust plays a role as a glue and strengthens the role and function of existing institutions, especially institutions that grow and develop in society (Fukuyama, 2002; Putnam, 1993). In addition to trust built through existing institutions in the community, the form of trust is also reflected through relationships within *Kampoeng Soesoe* members, as well as between group members who support *Kampoeng Soesoe* institutions, such as Livestock Farmer Groups, Women Farmer Groups, Processed Mushroom Production Managers, Sustainable Food House Area Managers, and so on.

Building trust is the main key in social capital to strengthen institutional capacity and development of *Kampoeng Soesoe* Randuacir. This is in line with the opinion (Fukuyama, 2002), which states that trust is a very important element in social capital because it is the glue for the permanence of cooperation in the community. In addition, this is in line with other research in Setanggor Halal Tourism Village, where the strength of trust is also a major element for strengthening the capacity of tourism village communities (Utami, 2020). On the other hand, trust becomes a lever of empowerment processes and institutional capacity. So that one of the strategies that can be done in the development of tourism villages is through strengthening the element of trust as part of social capital (Aji & Visilya Faniza, 2022; Knollenberg et al., 2021)

Based on observations and interviews, trust can be broadly manifested in two forms, namely (1) Trust between group members, and (2) Trust built through groups / communities. Trust between group members is a strong element in growing social capital (Aji & Visilya Faniza, 2022). This sense of trust further contributes significantly in efforts to encourage the emergence of community social movements based on the spirit of mutual cooperation (Hadiwijoyo & Hergianasari, 2021; Pattiselanno et al., 2018; Prayoga, 2021). Trust between group members and communities in Randuacir Hamlet as the location of *KampoengSoesoe* has an important contribution in the development of *KampoengSoesoe* which is based on the spirit of mutual cooperation (Interview with the Chairman of P4S *KampoengSoesoe*, February 3, 2024). The trust between community members can be seen from the enthusiasm of residents in participating in supporting *KampoengSoesoe* edutourism activities, especially activities during visits to *KampoengSoesoe*, which include three elements of tourist attractions, namely tutorial learning, on-site exploration, and direct practice. Involvement in these three activities actually shows confidence in the existence of *KampoengSoesoe* edutourism.

The trust of the people of Randuacir Hamlet shown through their involvement in *KampoengSoesoe* development activities emerged because of the role of Herry Harso as the pioneer of the establishment of the *KampoengSoesoe* Self-Help Agricultural and Rural Training Center (P4S) in 2010. Through this institution, it encourages the trust of the people of Randuacir Hamlet, Randuacir Village, to be further involved in the institution, including the development of *KampoengSoesoe* activities. Meanwhile, trust built through groups/communities is marked by interaction and division of roles between groups/communities in *Kampoeng Soesoe* program activities and activities (KRPL Coordinator Interview, February 3, 2024). Trust makes social relationships intertwined and does not stop at one point but can further the social relationship can be organized so that it can become reliable social capital. The strength of trust that encourages interaction in the management of *Kampoeng Soesoe* Randuacir programs and activities is relevant to the strength of networks through community interaction in tourism village management (Annamalah et al., 2023; Arbaeen et al., 2024; Khomzi et al., 2020), including trust that has an impact on increasing the institutional capacity of tourism villages (Nurcholis, 2019; Sukandar & Rilus A Kinseng, 2022).

Network

Social networks are one of the media that can encourage the emergence of trust and strengthen partnerships in certain communities, groups or communities through interactions between them. Communities that have close networks will be able to strengthen cooperation for their members, as well as the impact obtained in

participating (Putnam, 1993). As part of the concept of social capital, individuals' understanding of how to build and strengthen networks is one of their strengths in accessing resources in achieving common goals.

Thus, in the context of *KampoengSoesoe*, the network becomes a component of social capital in the development of the spirit of mutual cooperation which is then integrated through various groups and communities involved in the management of *KampoengSoesoe*edutourism. The activities of these different groups and communities complement each other and contribute to *Kampung Soesoe*'sedutourism activities. In practice, these groups and communities carry out their programs and activities in an integrated manner in a sustainable manner (Siregar et al., 2021; Virgin et al., 2022). Furthermore, (Putnam, 1993) distinguishes it from formal relationships and informal relationships. Networks in formal relationships are usually like those in groups, associations and so on. While networking in such informal relationships occurs between family, neighbors, relatives and friends. Network structure can affect the quality of relationships, outputs produced and social capital formed.

Community groups active in the development of *KampoengSoesoe*Randuacir make different but complementary contributions. Tourism activities in *KampoengSoesoe*Randuacir offer packages of various activities, of course, involving each existing group. These groups and communities can carry out every activity managed by each coordinator in *KampoengSoesoe*. The choice of tour packages is adjusted to the choice of tourists, where the management of tourism activities involves Livestock Farmer Groups, Women Farmer Groups, Sustainable Food House Area Managers, Dairy MSME Product Business Actors, Local Food Processed Products Business Groups, Mushroom Cultivation Groups, Biogas Managers, PKK RT and RW II Randuacir Hamlet, and Randuacir Village.

Norm

Norms will play a role in controlling the form of behavior that grows in society as a bound rule in order to obey fellow people (Utami, 2020). In the context of social capital in *KampoengSoesoe*, the norms in question are in the form of shared values agreed upon in the sustainability of the group, things that become agreements or regulations in existing groups, especially groups or communities that support *KampoengSoesoe* activities, as well as other rules that are customs or habits that have been inherent in the people of Randuacir Hamlet and Randuacir Village as a whole and then became the core in various activities carried out by these groups (Interview with P4S Chairman *KampoengSoesoe*, February 3, 2024). In this connection, it appears that every interaction that exists in Randuacir hamlet, as well as in *KampoengSoesoe* activities always upholds principles or rules, in dealing with cooperation with others, namely must always respect, appreciate, not offend and not discriminate. At this point, norms become the basis for strengthening trust and networking as a series of social capital.

Strategy for Strengthening Social Capital in *KampoengSoesoe*Edutourism Development

Referring to trust, norms, and networks as social capital owned, the typology of social capital can be identified in three typologies, namely Social Capital Bonding, Social Capital Bridging, and Social Capital Linking (Woolcock, 1998). Social capital that is well utilized will provide economic benefits and social benefits for society, the stronger the use of social capital, the easier the goal will be achieved (Harriss & De Renzio, 1997; Putnam, 1993).

Efforts to strengthen social capital are strategies that can be carried out for the development of *KampoengSoesoe*Randuacir as edutourism, by referring to the characteristics of the region and the characteristics of the community (Wardani et al., 2022; Zhang et al., 2023). Furthermore, to overcome stagnation in the management and development of *KampoengSoesoe*, strengthening social capital needs to be based on the typological characteristics of social capital, both social capital bonding, social capital bridging, and social capital linking.

Table 2. Typology of Social Capital in the Management of *KampoengSoesoe*Randuacir

Typology of Social Capital	Existing in Society
Social Capital Bonding	<i>Gotong Royong</i> Tradition in Randuacir Hamlet
Social Capital Bridging	1. Dairy Farmer Group
	2. Peasant Women's Group
	3. Sustainable Food House Area Manager
	4. PKK RW II Randuacir Hamlet
	5. Mushroom cultivation group
	6. Dairy MSME Product Business Actor Group
	7. Local Food Processed Products Business Group
	8. Biogas Manager

Typology of Social Capital	Existing in Society
Social Capital Linking	9. RT Routine Group 10. RW Routine Group 1. Network Interaction with the Food and Agriculture Office in training and assistance for Farmers and Farmer Women 2. Interaction with Randuacir Village 3. Interaction with Argomulyo District with Randuacir Village facilitation 4. Interaction and Networking with the Cooperative and MSME Office 5. Interaction and Networking with Farmer Groups in Salatiga Municipality 6. Interaction and Networking with Farmer Groups from outside Salatiga Municipality 7. Interaction and Networking with Universities, both within Salatiga Municipality, and outside Salatiga Municipality 8. Interaction and Networking with other institutions, both government and non-government;

Source: Primary Data (Processed 2024)

The role of social capital, especially in optimizing the three characteristics of the social capital typology, will be more impactful if followed by strengthening strategies from the community, both those who are directly involved through groups or communities in *Kampoeng Soesoe*, and those who are not directly involved. Thus, community strategies to participate in tourism development activities are a very important component (Ningsih et al., 2023). The existence of groups and communities as a medium of community participation is important, groups that have certain interests need to develop strategies to achieve, expand and maintain these interests (Putnam, 1993).

Putnam (1993) revealed that social capital bonding comes from dense and close networks where strong bonds can form beliefs as well as shared values and goals. The form of social capital bonding in an effort to strengthen *Kampoeng Soesoe*'s institutional capacity is in the form of mutual cooperation traditions in the community of Randuacir Hamlet, Randuacir Village, in various activities, especially activities carried out by *Kampoeng Soesoe* and the activities of groups that are part of *Kampoeng Soesoe*. Gotong royong activities can be seen during various visits to *Kampoeng Soesoe*, both visits for tourism and training provided by *Kampoeng Soesoe* (KRPL Chairman Interview, February 3, 2024), both in preparing accommodation and for participant consumption.

The tradition of mutual aid shows that between them there is mutual trust and cooperation. These two things are the main keys in the formation of social capital. The relationship between individuals, even though they are different groups, is one of the keys in strengthening *Kampoeng Soesoe*'s institutional capacity. The participation of members who helped *Kampoeng Soesoe*'s activities, both related to visits to *Kampoeng Soesoe*, as well as regular meeting activities of Livestock Farmer Groups, Farmer Women's Groups (KWT), Mushroom Cultivation business actors, as well as participation in general group meetings such as PKK RW II Randuacir, and regular RT/RW meetings showed the strength of participation as a form of social bonding. Mutual trust and cooperation are absolutely necessary in the formation of social capital. The existence of these two elements, in addition to having an influence on the effectiveness of social capital as a basis for determining the choice of *Kampoeng Soesoe* education tourism development and management strategy, will also have implications for the sustainability of social capital.

The form of Social Capital Bridging contained in the management of *Kampoeng Soesoe* is marked by the existence of various community groups that play a role in the existence of *Kampoeng Soesoe* education tourism, including Livestock Farmer Groups, Women Farmer Groups, Mushroom Business Actors, Dairy Product Business Actors, Sustainable Food House Area Managers, Local Food Product Business Actors, and general groups such as RT/RW (KRPL Coordinator Interview, February 3, 2024). Social Capital Bridging that is intertwined between groups provides many benefits and contributions (Annamalalah et al., 2023; Ningsih et al., 2023). The benefits seen in the management of *Kampoeng Soesoe* are marked by the division of roles and cooperation between groups in carrying out tourism activities in the form of elements of tourist attractions including tutorial learning, on-site exploration, and direct practice.



Figure 5. Livestock Farmer Training from Turi Sleman in KampoengSossoe in 2021

Source: P4S *KampoengSoesoe*, 2024

The tutorial learning carried out included training materials related to agricultural activities, as well as animal husbandry in Randuacir Hamlet as *KampoengSoesoe's* home base. Exploration is carried out by visiting several objects in *KampoengSoesoe* managed by groups / communities. While direct practice is carried out through practical activities carried out at the location. The three attractions were alternately guided by each group and community in *KampoengSoesoe*.

The existence of these groups specifically plays a role in bridging livestock farmers and other actors who have a role in the development and educational activities of *KampoengSoesoe*. This is done considering *KampoengSoesoe's* edutourism activities, not only related to dairy farming activities, but also related to other educational activities. In other words, *KampoengSoesoe's* edutourism management applies management from upstream to downstream. This is related to the management of cattle ranging from saplings, milk, dairy products, to the use of cow dung as fertilizer and biogas (Interview with P4S Chairman *KampoengSoesoe*, February 3, 2024).



Figure 6. Collaboration with Partners in 2022 Exhibitions and Promotions

Source: P4S *KampoengSoesoe*, 2024

The third typology, is Social Capital Linking, where it can be identified based on very dynamic and synergistic interactions between groups in *KampoengSoesoe* Randuacir. Dynamic interactions are also carried out with institutions at the Salatiga City Government level, such as interactions between Farmer Groups and Farmer Women Groups in different villages, interactions with universities, both within Salatiga Municipality (UKSW, UIN Salatiga, STIE AMA) and outside Salatiga City (UGM, UNDIP). Interaction and Networking with Farmer Groups outside Salatiga City, Interaction and Networking with the Cooperative and MSME Office, and so on. Network interaction is also manifested through Social Capital *Linking* not only internally, but also with external parties, where there is a linkage between social networks to strengthen the community's economy, especially in tourist areas (Zhang et al., 2023).

In addition, in Social Capital Linking, innovation is one of the keys to strengthening social capital strengthening strategies (Annamalah et al., 2023). Innovations carried out in the development of *KampoengSoesoe* edutourism are among others carried out through *KampoengSoesoe* edutourism model development activities in Randuacir by combining three elements of tourist attractions, including tutorial learning, on-site exploration, and direct practice, as well as marketing innovations and processed cattle products that have become iconic from *KampoengSoesoe* edutourism. It aims to gain tourism experience,

especially related to learning cattle farming and processing milk and other dairy products, as well as other activities that support from upstream to downstream.

Interaction as a description of social linking capital provides space for *KampoengSoesoe* edutourism in general, as well as groups and communities that synergize with each other in it utilizing their social modalities to develop *Randuacir* edutourism. However, factually, these interactions require more intervention considering the limitations in the involvement of other actors in edutourism, such as youth, who can actually be mobilized to leverage their social modalities. Further research is recommended. The object of this research is expected to be expanded and not limited, besides that it is expected to use more sources.

Conclusions

The development of *KampoengSoesoeRanduacir* as edutourism cannot be separated from the role of social capital. The social capital owned by the people of *Randuacir Hamlet Randuacir Village* is used to develop *KampoengSoesoe* as edutourism, which has stagnated and has not been a priority by the local government to be developed as an education-based tourist destination, by combining three elements of tourist attractions including tutorial learning, on-site exploration, and direct practice aimed at gaining tourism experience, especially related to learning about cattle farming and processing of milk and other dairy products, as well as other supporting activities from upstream to downstream. The aspects of social capital developed by the community are trust, networks, and norms, where growing and building trust is the main pillar to strengthen networks based on norms that grow and develop in the diverse and heterogeneous community of *Randuacir Hamlet, Randuacir Village*.

Social capital provides many positive benefits for the development of *KampoengSoesoe*, including being able to increase the capacity of the community in *Randuacir Hamlet* and its surroundings, especially the Livestock Farmer Group, Women's Farmer Group as well as agricultural production and cattle processing business actors which have an impact on increasing community income. In addition, it is also a medium to facilitate access to information and assistance both provided by the government and other partner institutions. Social capital is also an effective means of maintaining and preserving local customs and wisdom which are then integrated into educational activities. Strengthening social capital is one way to develop *KampoengSoesoe* as edutourism, where strengthening is carried out by strengthening social capital bonding, social capital bridging, and social capital linking, as well as involving youth and the younger generation in *KampoengSoesoe* activities.

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