

STRENGTHENING SOCIAL AND CULTURAL CAPITAL IN SUPPORTING COMMUNITY DEVELOPMENT TOWARDS THE DIGITAL ERA IN KAMPUNG KRAPYAK IX KAPANEWON SEGEYAN, SLEMAN

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ABSTRACT

This research aims to explore and identify the types of social and cultural capital that support the development of digital era society in Krapyak Seyegan village, Sleman. It is also determined to find patterns for strengthening social and cultural capital that are able to support the development of digital era society in Krapyak Seyegan village, Sleman.

This research uses a qualitative research model. Research subjects are competent sources who understand the research problems of the research location. Research instruments include interviews, documentation and observation. Data analysis was carried out inductively.

The research results show that social and cultural capital, which consists of several elements, has a significant role in the development of BUM Margoagung Village. First, mutual trust plays a role in building relationships between the community and the village government to manage tourism. Second, norms play a role in regulating the behavior of the Margoagung Village community, such as the community's commitment to participating in tourism management. Third, the network play a role in collaborating to increase community productivity, such as the Community Self-Help Group (KSM) and Pesona Margoagung in managing tourism with BUM Margoagung Village. The elements of social capital will synergize each other and be bound to optimize the development of BUM Margoagung Village.

Kata Kunci: social capital, cultural capital, Margoagung, Seyegan