

Relationship of Social Capital and Collective Action in The Development of Tourism Village

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Abstract: The development of a tourist village focuses on the active involvement of the local community and is inseparable from the ties of social capital they have. Social capital is a picture of social life in which participants carry out joint actions effectively to achieve common goals. However, Gunungsari Village has yet to realize its social capital by utilizing collective effort to build and develop village potential, so the whole community cannot enjoy the development of Gunungsari Village into a tourism village. This study aims to identify what indicators form social capital variables and the relationship between social capital variables and collective action in developing tourism villages. This quantitative study uses structural equation model analysis to determine the relationship between variables. Based on the findings, it is known that social networks in forming social capital are 0.445. Furthermore, social capital comprises a community action of 0.950. Therefore, networking in social capital at all levels of society is one of the primary keys to the smooth implementation of development.

Keywords: Social capital, collective action, tourism village, SEM analysis

Abstrak: Pengembangan desa wisata menitikberatkan pada keterlibatan masyarakat lokal dan ikatan modal sosial yang dimiliki. Modal sosial merupakan gambaran kehidupan sosial di mana terdapat partisipan yang melakukan tindakan bersama secara efektif untuk mencapai tujuan bersama. Desa Gunungsari belum mewujudkan modal sosialnya dengan memanfaatkan tindakan kolektif untuk membangun dan mengembangkan potensi desa sehingga pengembangan Desa Gunungsari sebagai desa wisata tidak bisa dinikmati oleh masyarakat. Penelitian ini bertujuan untuk mengidentifikasi indikator-indikator apa saja yang membentuk variabel modal sosial dan hubungan antara variabel modal sosial dengan tindakan kolektif dalam pengembangan desa wisata. Penelitian ini merupakan penelitian kuantitatif dengan analisis model persamaan struktural untuk mengetahui hubungan antar variabel. Berdasarkan temuan diketahui bahwa jaringan sosial dalam membentuk modal sosial adalah 0,445. Selanjutnya modal sosial tersebut membentuk aksi komunitas sebesar 0,950. Oleh karena itu, jaringan dalam modal sosial pada seluruh lapisan masyarakat merupakan salah satu kunci utama bagi kelancaran pelaksanaan pembangunan.

Kata Kunci: Modal sosial, tindakan kolektif, desa wisata, analisis SEM

Introduction

Village development is familiar in Indonesia. Evolution cannot be defined only by increasing access to a resource or improving welfare but also by how the community feels the benefits. Harmonized efforts from the government and the community will positively impact village development, one of which is the development of tourist villages (Puspitaningrum & Lubis, 2018). In its implementation, Tiyasmoro & Hardiyanto (2019) states that tourism villages require community participation, and to participate, village communities need capital to fulfill and carry out their lives. Puspitaningrum & Lubis (2018) believe that social capital is indispensable.

On the other hand, social capital is the principal capital in moving individuals or groups to live their daily lives (Prayitno et al., 2022). The development of social capital is significant, where social capital consists of trust, norms, and networks (Putnam, n.d.). The condition of good and high social capital is the main thing that must be prepared to create conditions for a society ready to step up for progress and protect common interests (Prayitno et al., 2022). Social capital has proven to help describe how the social environment influences the effectiveness of tourism village development programs characterized by high trust, norms, and social networks (Nugraha et al., 2021).

Social capital describes social life in which some participants carry out joint actions effectively to achieve common goals (Auer et al., 2020; Hwang & Stewart, 2017; Nugraha et al., 2022). Owned social capital will encourage self-awareness to act and sympathize with others (Liu & Wen, 2021). It can also be said that collective action will be successful based on solid social capital (Pramanik et al., 2019). Communities with good social capital conditions will make it easier for people to participate in collective action (Prayitno et al., 2022). Collective action is not just a simple action carried out for a particular group or agency; this action is a movement together to achieve a common goal (Prayitno et al., 2022; Nugraha et al., 2021). There are two collective actions involving the government or institutions in forming participation in a program and collective actions resulting from community initiatives (Prayitno et al., 2022; Nugraha et al., 2021).

Gunungsari Village, Batu City, is one of five potential tourism villages in the city government's development scenario because of its unique environmental characteristics, including a series of hills and fertile agricultural land for vegetable crops and rose plantations (Esa et al., 2017). To accelerate the development of the tourist village, "Gapoktan Gumur" was formed as the leading group that manages the tourism village and functions as a means of conveying the aspirations of farmers and as a facilitator for the distribution of aid from the government. However, it is a pity that the economy of the local population is not lifted by all these tourism opportunities (Esa et al., 2017). The main inhibiting factor in developing a tourist village in Gunung Sari Village is that the local community's management has not been maximized because the primary mindset of the local community has yet to be formed as the leading actor in tourism development. Most Gunungsari Village community admits they need to be more involved in the tourism

village development program (Esa et al., 2017; Puspito & Rahmawati, 2015). The Gunungsari village community should become both a subject and an object in developing a tourist village.

Villagers who have social capital will have a sense of belonging to what is in their area (Prayitno et al., 2022). With this sense of belonging, the community will be involved in supporting development in the village. A sense of belonging will also influence how people find ways to get involved (Kizos et al., 2018; Setokoe & Ramukumba, 2020). Strengthening community social capital is essential as one of the efforts manifested in collective action in developing villages. Social capital strengthens groups' voluntary actions to achieve common goals (Auer et al., 2019). Social capital becomes a framework and a condition for collective action (Prayitno et al., 2022; Nugraha et al., 2021). Therefore, it is essential to study the relationship between social capital and collective action to realize the development of a tourism village in Gunung Sari Village.

Methods

Research Location

This research was conducted in Gunung Sari Village, Bumiaji District, Batu City. Gunungsari Village is divided into five hamlets: PAGERGUNUNG Hamlet, Brau Hamlet, Kapru Hamlet, Jantur Hamlet, and Brumbung Hamlet. Gunungsari Village is known for its agro-tourism centers in the form of rose-picking tours, vegetable farming, and educational tours for dairy cows.

Research Instrument

Data collection was carried out using the primary survey method through a questionnaire. Based on the table determining the number of samples of Isaac and Michael with an error level or significance level of 5%, the total population in this study was 2380 households (heads of families), so the total sample was 310 families. The questionnaire design contains questions related to the characteristics of social capital (trust, norms, and networks) with 15 question items and the characteristics of collective action (collective action from the village government and collective action from community initiatives) of 6 items. Respondents can choose answers to questions based on a 5-point Likert scale, consisting of Strongly Disagree (SD=1), Disagree (D=2), Neutral (N=3), Agree (A=4), Strongly Agree (SA = 5).

Analytical Methods

The method used to identify the relationship between social capital and collective action to realize the development of a tourist village in Gunung Sari Village uses the Structural Equation Modeling Partial Least Square (SEM-PLS) method with Smart PLS 3.0 software. In structural equation modeling, three kinds of activities can be carried out simultaneously, namely checking the validity and reliability of the instrument (related to comminatory factor analysis), testing the relationship model between variables (related to path analysis), and activities to obtain a model

that is suitable for prediction. It consists of 2 stages of analysis, namely the measurement model (outer model) and the structural model (inner model).

Results and Discussion

Characteristics of Gunungsari Village

Gunungsari Village consists of 5 hamlets (Brau et al.) and consists of 10 RWs and 63 RTs located in Bumiaji District, Batu City. Gunungsari Village is known for its agro-tourism centers in the form of rose-picking tours, vegetable farming, and educational tours for dairy cows. Rose farming has excellent prospects for development and can penetrate the national market because of the various and high-quality types of roses. With many rose plants and an increasing number of rose farmers, the community formed a farmer group, Gapoktan Gunungsari Makmur (GUMUR). Gapoktan Gumur had the initiative to build Gunungsari Village into a rose-picking tourism village and was supported by the Batu City Government by enacting Batu City Regional Regulation in 2011, a rose-picking tourism village. The potential for dairy cows, which is also relatively high in Brau Hamlet, has also been developed into educational tourism activities for milking. Characteristics of Gunungsari Village.

Tourism Village Development Manager in Gunung Sari Village

To accelerate the development of the tourist village, "Gapoktan Gumur" was formed as the leading group that manages the tourism village and functions as a means of conveying the aspirations of farmers and as a facilitator for the distribution of assistance from the Batu City Government as well as from the Central or Provincial Governments. However, currently, the management of tourism is carried out by each farmer due to a village government policy that does not agree that these farmer groups manage the development of tourist villages. The Village Head considers that the whole community cannot feel the economic benefits. However, the Village Head also feels proud if his area receives many tourist visits. However, according to the Gumur Farmers Group, there is a political element behind the current closure of the Gunungsari Tourism Village. The management stated that since it was opened and developed into a Tourism Village, it has conducted outreach to all farmer groups in Gunung Sari Village, and the management of the tourist village is not only from one farmer group but a combination of 9 farmer groups in Gunung Sari Village. Some farmers open private tour packages on their lands to avoid the disappointment of tourists who already know and often visit Gunungsari Tourism Village.

The Impact of the Development of the Gunungsari Tourism Village

The impact of developing a tourist village in Gunungsari Village is that there are many conflicts in the community. The causes of the conflict include the community, which feels that only a few parties benefit from the village tourism program. In addition, the reason for the village government stopping tourism village development activities is because they

think that the entire community cannot feel the economic benefits. However, the village government also feels proud if its area receives many tourist visits. Gapoktan Gumur stated that since it was opened and developed into a tourist village, it has conducted outreach to all farmer groups in Gunungsari Village. Only now, there has been assistance made by the government to solve this problem.

Characteristics of Social Capital

Social capital in a group cannot be formed by itself but by the group or the person concerned (Aini et al., 2021). Social capital in a group has a concept that is divided into several elements. Respondents' social capital is explained in 3 social capital variables, trust, social networks, and social norms.

Table 1. Results of Frequency Distribution of Social Capital in Gunung Sari Village

Variable	Indicator	SD	D	N	A	SA
		%	%	%	%	%
Trust (T)	The level of trust in fellow citizens (T1)	0	0.7	13.8	21.5	64
	The level of trust in people who have different backgrounds (T2)	0.4	1.1	8.7	22.9	66.9
	Level of trust in village government (T3)	0.4	2.9	13.8	26.9	56
	Level of trust in community leaders (T4)	0	1.5	7.6	38.2	52.7
	Level of trust in religious leaders (T5)	0	1.5	9.8	38.5	50.2
	Level of trust in village institutions (T6)	0	4.7	12.0	38.2	45.1
	Level of trust in information related to the program (T7)	0	2.5	16.0	39.6	41.8
Social Network (SN)	Level of willingness to cooperate (SN1)	0.4	0.4	11.6	36.4	51.3
	Level of participation in religious activities (SN2)	0	0.7	6.9	35.3	57.1
	Level of participation in community social activities (SN3)	0.4	0.7	7.3	40.4	51.3
	The level of activity in giving opinions (SN4)	0	1.5	7.6	45.1	45.8
	Level of communication with others (SN5)	0.7	0.0	6.9	42.2	50.2
	Level of participation in group activities	0	0.7	8.0	46.4	45.1

Variable	Indicator	SD	D	N	A	SA
		%	%	%	%	%
	(SN6)				2	1
Norms (N)	Level of compliance with applicable norms (N1)	0	3.3	12.0	26.9	57.8
	The attendance rate in participating in activities (N2)	0	6.2	10.5	29.8	53.5

1. Trust (T)

Trust is a form of social relations based on each individual's beliefs toward others in the group (Aini et al., 2021). The belief in question is that one individual believes in another individual and that he can do something as expected. Based on Table 1, most respondents answered Strongly Agree (SA) in the given indicator statement. This shows the high frequency of exchanging information and mutual assistance, information openness, and a sense of trust and mutual trust between communities. This is supported by the opinion of (Auliah et al., 2022), which states that a person's high trust in others will affect sympathy and empathy, so helping each other and exchanging information becomes more frequent. The following is the distribution of statements for each indicator for the trust variable:

- a. The indicator for the level of trust in others (T1) aims to determine trust between communities in disseminating information related to the village; as many as 36.1% of respondents stated that they strongly agree and agree with the statement that they trust their neighbors in their surroundings.
- b. Regarding trust in people with different cultural backgrounds (T2), 31.6% of respondents strongly agree and agree with the statements. The statement states that they trust people who come from different cultural backgrounds. This attitude is very supportive of the implementation of existing tourism activities. The existence of tourism activities makes the village community must be able to accept visitors who come from different backgrounds. Most of the people of Gunungsari Village trust people with different cultural backgrounds; one example is tourist visitors who come to their village.
- c. On the level of trust in the village government (T3), 41.6% of respondents agreed with the statement that they believed in the village government. The respondent believes the village apparatus has performed its duties to develop the village well. However, 37.7% of respondents entirely trust the village government. Most people believe that the village government needs to carry out its duties properly, although there are still a few who believe in the current performance of the village government.
- d. On the level of trust in community leaders (T4), 43.2% of respondents agreed that community leaders in Gunungsari Village were committed and competent in assisting village development. Most people believe that community leaders contribute to village development. Meanwhile, respondents believed only some community leaders had little role in helping village development.

- e. On the level of trust in religious leaders (T5), 39.4% of respondents agreed that they believed religious leaders in the village environment had a role as a guide or role model in village development. The community believes in religious leaders in the village because they can play an important role in village development.
- f. On the level of trust in village institutions (T6) indicator, 37.4% of respondents strongly agreed with the statement that they believed Gapoktan could play a positive role in developing a given tourism village. Village institutional performance is directed and has precise results or trust with existing institutions. Meanwhile, respondents stated they disagreed because they needed more confidence in the institutional performance that had been produced so far.
- g. On the level of trust in information related to the program to be implemented by the village government (T7), 40.3% of respondents agreed with the statements. However, there were 36.5% of respondents quite agreed. So far, the government has always provided non-transparent information to village communities regarding development programs to be implemented. In addition, most of the implemented programs only sometimes involve the community.

2. Social Network (SN)

The network reflects cooperation and coordination by each individual or group based on active social ties (Aini et al., 2021). A good social network in a group will open information or communication with other parties that provide good reciprocal value. Based on Table 1, most respondents answered Strongly Agree (SA) in the given indicator statement. This shows that the relationship or social network formed is good. This good relationship can facilitate the group in achieving its goals. This is in line with the opinion of (Auliah et al., 2022), who state that a good and strong relationship within a group will create a sense of togetherness, making it easier to achieve the desired goals. The following is the distribution of statements for each indicator for the social network variable:

- a. In the first indicator, namely, the willingness to collaborate to achieve collective success (SN1), 43.5% of respondents agreed that the community always works together to achieve the success of the tourism village development program. This cooperative action is urgently needed to carry out future government programs and can be used as a form of interaction between people. Since the beginning, the community has collaborated in forming ideas, development and developing village activities.
- b. In the second indicator, namely the level of participation in religious activities (SN2), 40% of respondents strongly agreed that it was essential for them to participate in religious activities in the village. Participating in religious activities is a form of tolerance and friendship that can be carried out between communities. However, some respondents disagreed with the statements given. Respondents who disagreed believed that participating in religious activities is a personal interest that cannot be measured as to whether it is essential. In other words, it depends on each person's personality.

- c. On the level of participation indicator in community social activities (SN3), 40.6% of respondents agree that it is essential to participate in village social activities. Participating in social activities is a form of friendship with neighbors and can strengthen relationships with one another. However, some respondents disagreed and strongly disagreed with the statements given. They stated that participating in village social activities was unimportant, and many activities could still be carried out. There was no benefit to them from social activities held in the village.
- d. On the activity level in giving opinions (SN4), 37.4% of respondents strongly agree that activeness in giving opinions is essential during meetings between residents. For them, giving opinions at meetings is a form of contribution that can influence village development. However, some respondents disagreed with this statement because giving opinions during meetings was unimportant, and the opinions expressed would not affect a decision.
- e. On the level of communication with others (SN5), 37.4% of respondents strongly agree that communicating with neighbors in everyday life is essential. According to them, communication can strengthen relations and form friendships between neighbors. However, some respondents disagree with this statement because they believe there is no advantage they can feel if participating in group or community activities in the village.
- f. On the indicator of the level of participation in group or community activities (SN6), 36.1% of respondents stated that they strongly agreed to participate in group or community activities in the village. Group or community activities in the village can be used as a forum for the community to convey aspirations or establish relationships with others. However, some respondents disagree with this statement because they believe there is no advantage they can feel if they participate in group or community activities in the village.

3. Norms (N)

Norms are a form of values or rules contained in a group or society, where these values or rules are better obeyed so as not to get sanctions. Aini et al. (2021) state that norms are rules to be obeyed and followed in society. Based on Table 1, most respondents answered Strongly Agree (SA) in the given indicator statement. It shows the value of mutual respect, the principle of reciprocity, and the application of rules and sanctions to regulate the behavior of each member. Besides that, the opinion of Prayitno & Subagyo (2018) states that the norms formed in a group refer to a rule that regulates the behavior of members, and norms form reciprocal rights and obligations. The following is the distribution of statements for each indicator for the social norm variable:

- a. In the first indicator, namely the level of adherence to applicable norms (N1), 57.5% of respondents strongly agreed with the statement. In comparison, 27% of other respondents stated that they agreed. Pujon Kidul Tourism Village is a village that still adheres to traditions from their ancestors so that the community still respects the

prevailing norms. Therefore, most respondents feel that a norm has become part of their life. Meanwhile, respondents who disagreed believed the existing norms were still irrelevant to the current development conditions.

- b. In the second indicator, namely the level of attendance in participating in traditional activities or events (N2), 42.3% of respondents stated that they agreed that traditional activities or events in the village were essential to participate in. Meanwhile, respondents who disagreed felt that the traditional activities or events needed to be more relevant to current conditions.

Characteristics of Collective Action

The following is the distribution of statements for each indicator for collective action variables involving the government and collective action resulting from community initiatives.

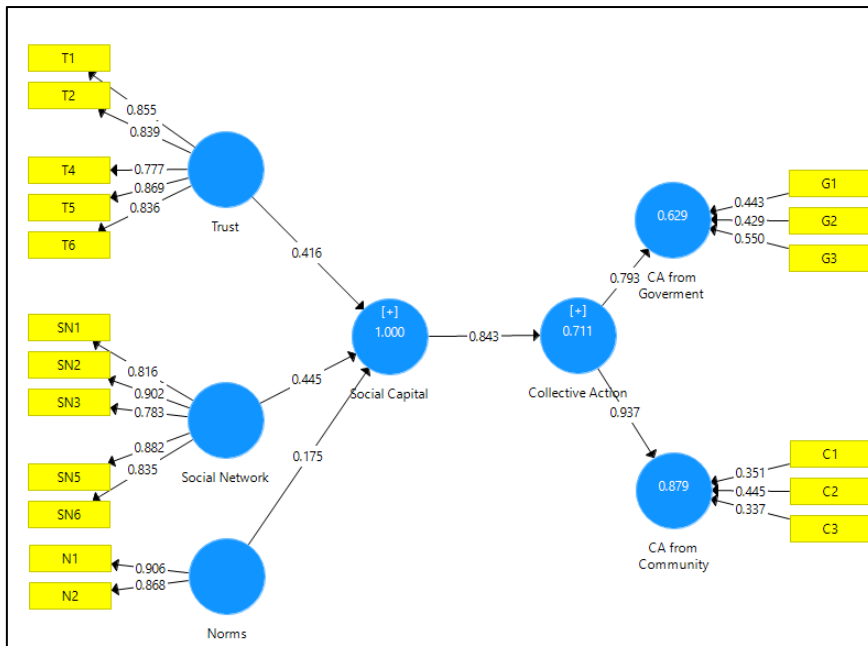
Table 2. Results of Frequency Distribution of Collective Action

Variable	Indicator	SD	D	N	A	SA
		%	%	%	%	%
Collective action involving government	Decision-making in taking collective action from the village government (G1)	3,2	3,5	35,2	35,8	22,3
	Participation in collective action from the village government (G2)	2,6	0,6	28,4	45,4	22,9
	Frequency of collective action from the village government (G3)	2,3	6,5	29	32,3	30
Collective action resulting from community initiatives	Decision-making in carrying out collective action from community initiatives (C1)	0	10	27,4	36,5	26,1
	Participation in collective action from community initiatives (C2)	0	8,7	15,8	28,7	46,8
	Frequency of taking collective action from community initiatives (C3)	0	10,3	17,7	27,4	44,5

The choices of respondents' answers are described in Table 2, illustrating that most respondents were involved in collective action based on the type of action from the government or the community. In this case, the community's actions are the actions that most often involve respondents. The main difference is that the community more often participates in collective action and the frequency of taking collective action from community initiatives than following collective action and the frequency of taking collective action from the village government.

Figure 1

Results of Inner Model Analysis



Note. The social norm variable is formed from two factors.

Model 1 in Picture 1 illustrates the latent variable model, namely social capital and collective action variables, where social capital variables are related to collective action. The reflective relationship model includes trust, network, and norm variables with their indicators. Reflective models occur when latent variables influence manifest variables (indicators). Meanwhile, the formative relationship model includes collective action involving the government and collective action resulting from community initiatives with indicators. The formative model assumes that manifest variables affect latent variables with the direction of causality flowing from manifest variables to latent variables.

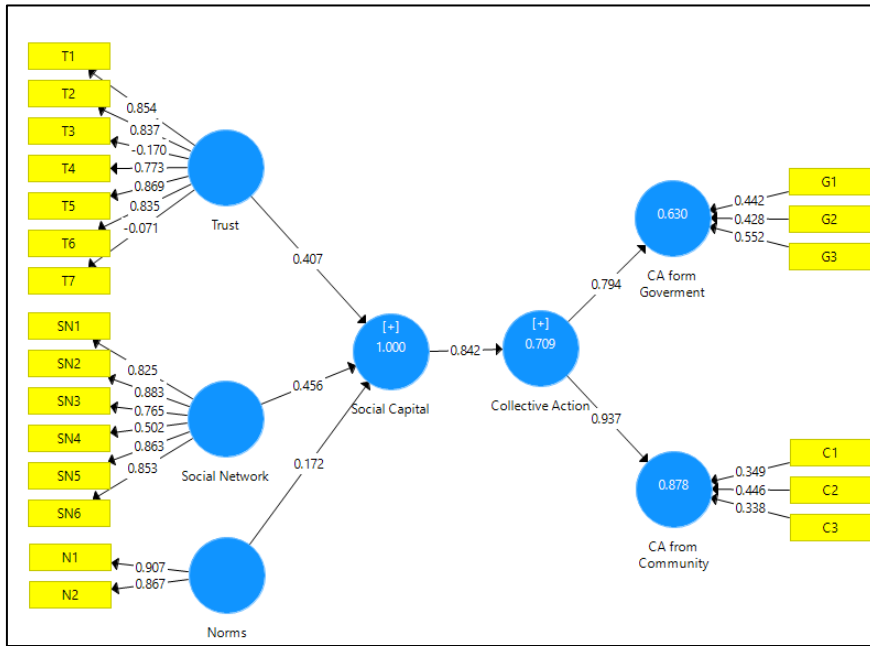
Outer Model Analysis

The reflective outer model analysis is carried out on the variables of belief, network, and norms (reflective construct). The results of the instrument feasibility test on the reflective model of 15 social capital indicators show that three social capital indicators are excluded from the model because they have an outer loading factor value below 0.50 (Table 3).

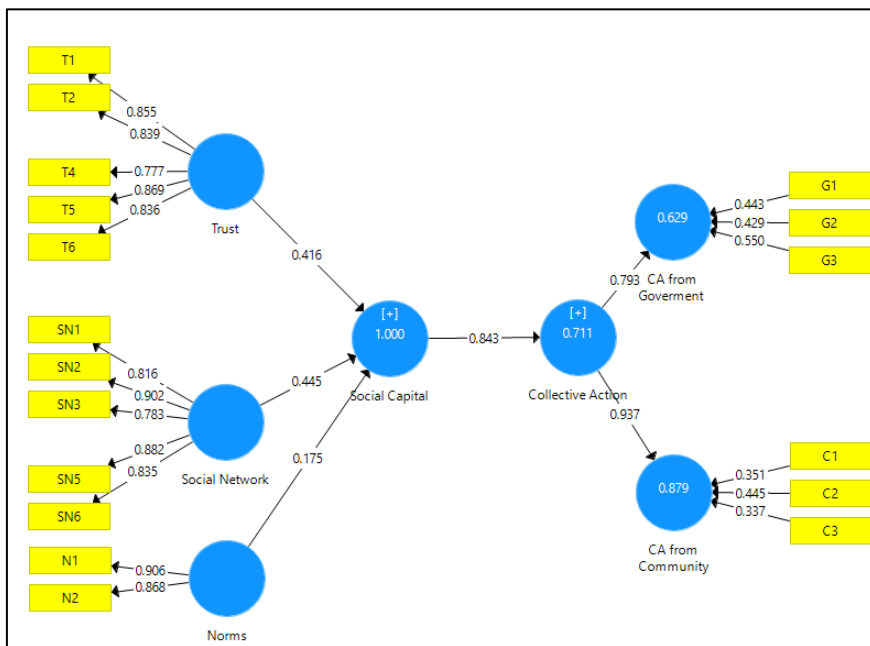
Table 3. Outer Reflective Model Analysis Results

Variable	Indicator	Model 1		Model 2	
		First Outer Loading Value	Information	Second Outer Loading Value	Information
Trust (T)	T1	0,853	Valid	0,855	Valid
	T2	0,836	Valid	0,839	Valid
	T3	-0,170	Invalid		
	T4	0,774	Valid	0,777	Valid
	T5	0,869	Valid	0,869	Valid
	T6	0,835	Valid	0,836	Valid
	T7	-0,071	Invalid		
Social Network (SN)	SN1	0,825	Valid	0,816	Valid
	SN2	0,883	Valid	0,902	Valid
	SN3	0,766	Valid	0,783	Valid
	SN4	0,502	Invalid		
	SN5	0,863	Valid	0,882	Valid
	SN6	0,853	Valid	0,835	Valid
Norms (N)	N1	0,906	Valid	0,906	Valid
	N2	0,868	Valid	0,868	Valid

Based on Table 3, the Network variable is formed from five factors, including (SN1) Level of willingness to cooperate to achieve mutual success, (SN2) Level of participation in religious activities, (SN3) Level of participation in community social activities, (SN5) Level of communication with peers and (SN6) Level of participation in group or community activities. The social norm variable is formed from two factors: (N1) the level of adherence to applicable norms and (N2) the level of attendance in participating in activities or events. While the trust variable is formed from five factors, including (T1) The level of trust in fellow citizens, (T2) The level of trust in people who have different cultural backgrounds, (T4) The level of trust in community leaders, (T5) The level of trust in religious leaders and (T6) Level of trust in village institutions.



Picture 2. SEM Model (First et al.)



Picture 3. SEM Model (Second Outer Loading)

Table 4. Results of Formative Outer Model Analysis

Indicator to Construct	Outer Weight Value	Outer Loading Value	P Value	Information
C1 -> CA From Community	0,285	0,762	0,000	Significant
C2 -> CA From Community	0,457	0,932	0,000	Significant
C3 -> CA From Community	0,380	0,939	0,000	Significant
G1 -> CA From Government	0,234	0,404	0,000	Significant
G2 -> CA From Government	0,476	0,790	0,000	Significant
G3 -> CA From Government	0,636	0,832	0,000	Can Be Obtained

Table 4 shows the instrument feasibility test results on indicators of collective action latent variables; two descriptions of the results are carried out by looking at the outer weight and extreme loading values. The first thing to do is to look at the significance of the outer weight and p values, with the typical values used being the significance of p values <0.05. One indicator (G3) with an extreme weight value is not significant. The indicator is then seen for its extreme loading weight value to determine elimination. The standard used is if the outer weight is not significant, but the value of the outer loading weight is > 0.5, then it can be maintained. Thus, the six collective action indicators show no indicators were excluded from the model.

Inner Model Analysis

The internal model analysis is carried out on constructs or variables by evaluating p-values and t-statistics. The p-values and t-statistics are obtained based on the analysis results in Table 5. The p-values of all constructs meet the significant standard, namely <0.05, so all variables are significant. Next, the t-statistic value test was carried out against the t-table value. If the t-statistic value > t-table, the model is accepted. Therefore, the hypothesis that social capital influences collective action is acceptable.

Table 5. Results of Inner Model Analysis

Variable	Path Coefficient Value	T-table/statistic (n=3)	P Values	Information
Social Network -> Social Capital	0,445	2.3534	0,000	Significant
Trust -> Social Capital	0,414	2.3534	0,000	Significant
Norms -> Social Capital	0,177	2.3534	0,000	Significant
Social Capital -> Collective Action	0,797	2.3534	0,000	Significant

Collective Action -> CA From Community	0,950	2.3534	0,000	Significant
Collective Action -> CA From Government	0,760	2.3534	0,000	Significant

Based on the table above, the sequence of variables influencing social capital most is network, trust, and social norms. The social network variable significantly affects the social capital of the Gunungsari Village community, with a path coefficient of 0.445. This means that if there is an effort to improve social networks, the social capital of the Gunungsari Village community will be higher and will affect the community's collective actions so that the development of Gunungsari Village will be more successful. The social network formed in the Gunungsari Village community is based on the level of community activity and participation. The Gunungsari Village community interacts in the form of exchanging information and collaborating. Inter-community interactions that are often carried out can create good relationships within the group and create togetherness and the level of community participation in the group. Thus, if social networks are improved, social relations will improve, making it easier to create collective action to achieve common goals in line with the opinion of Prayitno et al. (2022), which states that the creation of good relationships within the group will create a sense of togetherness and make it easier for the group to achieve its goals.

The trust variable significantly affects the social capital of the Gunungsari Village community, with a path coefficient of 0.414. It means that if there is an effort to increase trust, the social capital of the Gunungsari Village community will be higher and will affect the community's collective action so that the development of Gunungsari Village will be more successful. Trust in the Gunungsari Village community is based on information disclosure. A sense of trust succeeded in creating a sense of empathy and sympathy to carry out voluntary activities of helping each other inside and outside the group. The trust formed can increase a sense of unity, cooperation, cooperation, security, and comfort. Thus, the more the element of trust is enhanced, the better social relations will be, making it easier to create collective action in achieving common goals. On the other hand, Auliah et al. (2022) state that the higher the sense of trust, the closer the cooperative relationship within the group.

While the norm variable significantly affects the social capital of the Gunungsari Village community with a path coefficient value of 0.117, the significant influence of the norm variable is the smallest compared to the trust and network variables. It means that if there is an effort to increase norms, the results are less significant than efforts to increase trust and networks that affect the high social capital of the Gunungsari Village community. The norms in the Gunungsari Village community are based on mutual respect and appreciation, rules and sanctions, and the principle of justice within the group. The norms formed in the Gunungsari Village community regulate attitudes and actions to be what is expected of the group. By the opinion of Aini et al. (2021) states that norms in groups are used to determine behavior patterns on what is expected in the context of social relations.

The Relationship of Social Capital and Collective Action in Tourism Village Development

Esa et al. (2017) state that factors that are considered to influence the development of a tourist village in Gunungsari Village, including the involvement and role of the community in the management and development of a tourist village and the intensity of meetings attended by the community discussing the development of a tourist village. Aini et al. (2021) describe that activeness and activity participation are elements of the social capital network. Hence, the factors influencing the development of tourist villages in Gunungsari Village are elements of the social capital network. According to Puspitaningrum & Lubis (2018), good social capital can be reflected in community involvement to organize activities and find solutions to reach joint decisions.

Based on the results of the SEM analysis in Gunungsari Village, the most significant relationship between social capital and tourism village development is the network variable built through cooperation, involvement in religious and social activities, and social interaction. The network reflects cooperation and coordination by each individual or group based on active social ties (Aini et al., 2021). A good social network in a group will open information or communication with other parties that provide good reciprocal value. The Gunungsari Village community can exchange information, communicate, and work together to create togetherness and increase participation in developing a tourism village. The high sense of togetherness and the level of participation will influence the success of developing Gunungsari Village into a tourism village. Thus if the community's social network is strengthened, the development of a tourist village will be more successful.

Elements of social networks influence the emergence of collective action so that the development of a tourist village in Gununugsari Village is successful. Prayitno et al. (2022) and Nugraha et al. (2021) states that collective action is not just a simple action carried out for the goals of a particular group or agency. However, this action is a movement together to achieve a common goal. Based on the results of the collective action analysis, most of the respondents in Gunungsari Village were involved in collective action from the government or the community. However, actions from the community are the actions that most often involve respondents. That is, if there is an effort to improve social networks, then the emergence of collective action from the community in the development of tourist villages in Gununugsari Village will increase. It is in line with the opinion of Prayitno et al. (2022) that the positive impact of collective action is that the higher the social capital that is formed, the higher the community's initiative to take collective action. So, the higher the community's initiative to take collective action, the more the tourism village development program in Gunugsari Village can run well.

Conclusion

The most significant relationship between social capital and village development is the network, trust, and norm variables. Social networks are built through cooperation, involvement in religious and social activities, and social interaction. In addition, trust is expressed through relationships between neighbors, neighbors of different ethnicities, community leaders, religious leaders, and village institutions. Norms are interpreted in customary rules and events. The relationship between social capital and collective action in developing a tourist village represents the role of the community in making collective action decisions.

Moreover, the collective action initiated by the village government turned out to have only a tiny impact on the social capital formed. However, the collective action initiated by the community had a substantial relationship with social capital and the decision to take collective action. The people of Gunungsari Village need a higher level of trust in the village government. Thus, government programs for developing tourist villages must succeed and run better. Social capital in the form of trust and a network of relations between the government and all levels of society is one of the primary keys to the smooth implementation of development. Developing a tourist village requires solid social capital of trust, norms, and networks. In addition, it needs to be supported by joint collective action initiated by the government and community groups to achieve the goals of developing a tourist village.

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