ECOTOURISM VILLAGE AS THE MANIFESTATION OF SOCIAL ENTREPRENEURSHIP

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Abstract: Ecotourism village development uses social entrepreneurship approach. The village has water springs, rivers, conserved forest and its own biodiversity. The involvement of the community to increase the welfare of the community, to grow the sense of belonging and to grow the sense of responsibility to the existence and sustainability of the living environment are important parts of the development of social entrepreneurship. The aim of the research is to describe the implementation of social entrepreneurship in the development of Ecotourism Village. The research is done using qualitative method, by describing the implementation of the science, technology, and art program to Ecotourism Village within the framework of social entrepreneurship. The primary data source is acquired by observation, interview, and focus group discussion. The secondary data source is acquired from relevant references.

Keywords: ecotourism, village tourism, social entrepreneurship

A study conducted by Ecoton (2014) became a footing in developing Ecotourism Village, in this case is the village of Wonosalam. The fundamental issues that have been identified by Ecoton (2014) at Wonosalam are the functional shift of the protected forest, bird hunting, illegal logging/bamboo shoot theft, river polluting, and logging activity around water springs.

Ecotourism and village tourism became a good combination to give social and economic motivation and benefit to Wonosalam community that live side by side with the conserved forest and various water springs. If the community has the motivation to conserve the forest, then the community can receive the benefit. With the concept and mindset of social entrepreneurship, Wonosalam can be developed into an Ecotourism Village. The aim of this research is to describe the implementation of social entrepreneurship on the development of Ecotourism Village Wonosalam.

METHOD

The research is done qualitatively by describing the implementation of the science, technology, and art programs for Ecotourism Village of Wonosalam in the framework of social entrepreneurship. The data are acquired by observation, interview, and focus group discussion.

RESULT AND DISCUSSION

The observation is focused on two aspects, environment potential and the community itself. The observation of environment potential identifies Wonosalam as a buffer area to the conserved forest of Taman Hutan Rakyat (Commu-