

# Kampung Hijau: Bonding and Bridging Social Capital in Developing Sustainable Local Tourism

Komunitas: International Journal of Indonesian Society and Culture  
14(2) (2022): 218-224  
DOI:10.15294/komunitas.v14i2.31166  
© 2022 Semarang State University, Indonesia  
p-ISSN 2086 - 5465 | e-ISSN 2460-7320  
<https://journal.unnes.ac.id/nju/index.php/komunitas>

UNNES JOURNALS

Mutiani<sup>1\*</sup>, Nana Supriatna<sup>2</sup>, Ersis Warmansyah Abbas<sup>3</sup>,  
Erlina Wiyanarti<sup>4</sup>, Jumriani<sup>5</sup>

<sup>1,3,5</sup> Social Studies Education, Faculty of Teacher Training and Education, Lambung Mangkurat University

<sup>2,5</sup> Social Studies Education, Postgraduate, Universitas Pendidikan Indonesia

Received: July 14, 2021; Accepted: August 30, 2022; Published: September 30, 2022

## Abstract

Social capital can strengthen social potential in developing various aspects, including local tourism. Regarding the development of local tourism, social capital is described through 2 dimensions: bonds, and bridges (association). Bonding social capital is understood as close kinship capital (family environment to peers). Bridging social capital (association) is described as the capital of relatively distant kinship (coworkers and colleagues). This article describes the relationship between social capital, bonds, and bridges related to local tourism development. The research was conducted in Kampung Hijau Banjarmasin. The results show that the social capital of bonds and bridges, rooted in religious values and inherited through family parenting, play important roles in nurturing caring personality towards the environment. As a result, residential areas along river banks that were formerly slums become organized and healthy spaces

## Keywords

social capital; bonding capital; bridging capital; and local tourism

## INTRODUCTION

Economic growth in developing countries is a central issue that continues to be mobilized. In its development, economic growth is balanced with strengthening social conditions and the natural environment (Malik et al., 2016). In developing countries, such as Thailand, economic development is encouraged by stretching the tourism sector (Jermstipparsert & Chankoson, 2019). Infrastructure development and promotion of literacy improvement continue to make people and stakeholders aware of tourism. The challenge that arises is a firm attitude to balance income needs, community readiness, and sustainable development (Mon-

tella, 2017).

Regional development with the orientation of environmental exploitation is starting to be forgotten by developed countries (Jermstipparsert & Chankoson 2019; Malik, et al., 2016; Putnam, 1993). Thus, development is directed at improving the quality of human resources (Supriatna, 2018). Therefore, the concept of people-centered development and bottom-up development planning has become a development discourse widely adopted in public policy as a study of sus-

---

### Corresponding author

Pramuka, Km. 06 St., Komplek Rahayu Pembina 4, De  
Padis Regency, Blok E, 17, South Kalimantan, Indonesia

### Email

mutiani@ulm.ac.id

---

tainable development-respondent to this matter by interpreting the concept of social capital (Hwang & Stewart, 2017). Social capital is believed to be able to have a major impact on the community and its members. The World Bank believes that social capital refers to the institutional dimensions, relationship created, and norms that shape the quality and quantity of social relations in society and the glue that holds group members together (Abbas et al., 2018; Mutiani & Subiyakto, 2019).

Bourdieu (1984) and Coleman (1990) presented social capital at the conceptual level as an integrated social finding. Social capital is constructed through various further research grouped by Putnam (2000) into three main dimensions: bonding, bridging, and linking (Mutiani & Faisal, 2019). All three move in harmony with the development of society in one area (Moscardo et al 2017; Zhou, Chan & Song, 2017). The study of social capital and sustainable development is not only developed in developing countries. In the cluster of developed countries, social capital is developed through the integration of sustainable tourism. Based on the results of research by Lee, C., & Hallak, R. (2020). Investigating the effects of offline and online social capital on tourism SME performance: A mixed-methods study of New Zealand entrepreneur's Social capital can increase tourism in New Zealand. This stage is carried out by increasing the literacy of the entrepreneurial community both offline and online (Lee & Hallak, 2020).

Naturally, then, Indonesia develops sustainable development by focusing on the tourism sector. The tourism sector contributed 15 percent of the Gross Domestic Product (GDP) in 2019. This is because the government provides space for tourism development based on local potential (Pan, Gao, Kim, Shah, Pei, and Chiang, 2018; Sisneros-Kidd et al, 2019). The Banjarmasin City government gave a positive response by issuing Perwali (Peraturan Walikota) Number 25 of 2016 Article 2. This rule explains the purpose of managing and developing river-based tourism is to increase the number of visits and become a means of opening up

business opportunities.

This article aims to describe linkage dimensions of social capital bonds and bridges related to local tourism development. This study analyzes the relationship between bonding and bridging social capital in regional tourism development. This is specifically related to how the community becomes the initiator of the succession of local tourism with a sustainable development mission. This study gives nuances to the existing literature on the development of local tourism by giving attention to social capital bonds and bridges. We argue that the social capital of bonds and bridges, rooted in religious values and inherited through family parenting, play important roles in nurturing caring personality towards the environment. As a result, residential areas along river banks that were formerly slums become organized and healthy spaces.

### Social Capital

Social capital often changes as part of the features of social organization such as networks, norms, and trust, which provide a line of coordination for equal benefits (Fukuyama, 2001; Hwang & Stewart, 2017). Putnam focuses on developing the concept of social capital in line with Coleman's explanation. The main idea relates to how each component of society has value per individual in social network activities. As an example, physical and human capital, social contract capital on individual and group productivity. The concept of social capital in the contemporary context is described by Fukuyama (2008). Social capital is defined as a capability that arises from general trust in society. This concept views social capital as an abstract set of values on informal norms. For some parties, informal values become a bridge for cooperation between individuals. In addition, they are helping to facilitate other forms in maintaining social relations so that people can live together (Fukuyama, 2008). Based on three types of relationships, social capital is tangible: First, it is called bonding capital; as understood, namely the ties of kinship (emotional) which tend to be high: the relationship of family members, social en-

vironment (neighbors, colleagues). Second, it is called bridging capital; it has relatively distant kinship levels: coworkers and colleagues. Third, institutional relations (linking capital); is a bond relationship, tends to be more tenuous when compared to the bond above. Thus, social capital contributes to efforts to increase the intimacy and togetherness of people's lives (Bourdieu, 1984, 2010; Coleman, 1990; Fukuyama, 1995; Putnam, 1993).

### Sustainable Tourism Development

Sustainable tourism development focuses on natural or ecological sustainability, is psychologically acceptable in the community's social life, and provides economic benefits while still being based on the uniqueness and characteristics of each tourist area's ecosystem, community, and culture (Hillmer-Pegram, 2016). Sustainable tourism includes three components: first, environmentally sustainable, which is defined as the optimal use of environmental resources through limiting resource extraction, maintaining ecological processes, preserving sustainability, and the existence of natural heritage (Bačik et al, 2019). All resources and biodiversity are intended for the sustainability of tourist destinations (Pan et al, 2018; Sisneros-Kidd et al, 2019). The second component is economically sustainable by reducing poverty levels, promoting economic growth, and creating jobs. The third component is socio-cultural sustainability by maintaining the local community's socio-cultural authenticity with mutually agreed to rules and conditions, preserving cultural heritage values and local customs, and increasing tolerance and understanding between cultures (Anwar et al., 2020; Ozturk et al., 2016).

### METHOD

This research was conducted in Kampung Hijau. The data collection technique is based on three main activities, namely: 1) observation at local tourism in Kampung Hijau, Sungai Bilu, 2) interviews with 20 interviewees using purposive and snowball

sampling techniques, 3) documentation related to research (Satori & Komariah, 2014). To increase the validity of the research data, the researchers conducted member checks, extended observations in mid-2020, and triangulated data (Creswell, 2010; Sugiyono, 2016). The data collected is then compared to focus on research. In general, the data description explains that the type of social capital of bonds and bridges contributes to local tourism development based on environmental issues.

### RESULTS AND DISCUSSION

Environmental management is an integrated effort to preserve environmental functions, including structuring, utilizing, developing, maintaining, recovering, monitoring, and controlling the environment. Environmental management is carried out on the most basic problem, namely seeing a problem according to its main context and developing it according to its needs. This matter is stated in Law Number 23 of 1997 concerning Environmental Management. The existence of the environment is defined as the unity of space with all objects and the unity of living things, including humans and their behavior that sustains the life and welfare of humans and other living creatures (Sabardi, 2014; Supriatna, 2017). Can integrate environmental management with sustainable local tourism development management (Yuniwati et al., 2012).

The development of sustainable local tourism begins with responding to the Climate Village Program (ProKlim) discourse. The Climate Village Program (ProKlim) is a national-scale concept designed by the Ministry of Environment and Forestry (KLHK) to encourage active participation of the general public in carrying out local actions to increase resilience in the face of climate change impacts. The government gives awards to communities in certain locations that have implemented a series of climate change adaptation efforts on an ongoing basis through the implementation of ProKlim.

The implementation of ProKlim is intended to increase understanding regar-

ding climate change and its impacts so that everyone is willing to participate in carrying out actions that can strengthen community resilience in facing climate change. Therefore, a community-based climate change adaptation approach based on the principle of cooperation is applied in the implementation of ProKlim. Through this approach, it is hoped that the partnership stakeholders will have an active reciprocal relationship in solving problems related to climate change to strengthen social capacity both at the local and national levels.

The policy put forward by the Banjarmasin City government is the development of the Green Village. Kampung Hijau is located in Sungai Bilu Village. Subsequently, it was known as Kampung Hijau Sungai Bilu. Kampung Hijau Sungai Bilu is a riverside area arranged and addressed by the Banjarmasin City Government to create a beautiful environment on the city's outskirts. This City Government policy manifests a long-term program to make Banjarmasin a tourist city. This Green Village is located in RT 1-6 Sungai Bilu Village. Kampung Hijau Sungai Bilu is a community settlement on the banks of the Martapura River which is located in Sungai Bilu Village, Banjarmasin, and South Kalimantan.

Based on the results of observations and documentation, Sungai Bilu Village was the name before it became the Green Village. The village was originally an irregular village or settlement due to the structure of the building where the river direction facing right, left, and back, and the environment is not well maintained because the people throw garbage into the river carelessly. The program held by the government chose the Bilu River bank to be used as a Green Village as a tourist destination. The road, which is precisely on the riverbank, became the main road for the people of Kampung Hijau, formerly a board as a connecting road to the house. However, after making Kampung Hijau a tourist destination, the road was repaired to become a cement road instead of planks, and residential buildings were remodeled facing the front towards the river. The building and guardrail are painted green. A

trash can is also provided on the shoulder of the Kampung Hijau road, so people do not litter.

Kampung Hijau is one of the new tourist destinations in Banjarmasin City where Kampung Hijau was built in 2016, with the background of the concept of green residential houses. According to Antara news, the mayor of Banjarmasin Ibnu Sina explained that Kampung Hijau is an example of a riverbank arrangement, or it can be said with the concept of "Waterfront city" where the concept of Kampung Hijau makes the river as the front or front yard of the house, in other words, the house facing the river. Kampung Hijau Sungai Bilu has a distinctive green color in every house, even on the fence and roof of the building. Almost all houses face the river, no longer back to the river. A siring and a river divider with the house are built in front, and other facilities are provided, such as garbage shelters, street lights, and seats to relax.



**Figure 1.** Kampung Hijau Sungai Bilu  
Source: [Sungaibilu.banjarmasin.go.id](http://Sungaibilu.banjarmasin.go.id)

Elements of the community support the development of sustainable local tourism. This support is seen in material form but in a non-material form in the form of community readiness to accept change. The element touched by the government in the form of policy is the aspect of social capital. Social capital is a friendly concept in economic studies. Social capital plays a role in developing the individual potential within the framework of social life. Social capital is implemented as part of the concept of trust and reciprocity inherent in social

networks (Fukuyama, 2001). However, social capital consists of 3 dimensions. In this article 2 dimensions. First, kinship capital (bonding capital); as understood, namely the ties of kinship (emotional) which tend to be high: the relationship of family members, social environment (neighbors, colleagues). Second, it is called bridging capital. Social capital is forming new social bonds and relationships to expand networks that provide resources for new ideas and information. The two forms of relations described leading to the distribution medium of information resources.

Kampung Hijau was developed with a Community Based Tourism (CBT) approach, where this approach offers an attraction with the characteristics of river-based Banjar culture (Niliyani et al., 2022). The riverbank is one of the tourist attractions in Banjarmasin, which continues to develop (Abbas et al., 2021). The Community Based Tourism (CBT) approach is an approach that involves local communities directly as decision-makers and receives benefits from tourism development. Initially, the people of Kampung Hijau only relied on the river to sell their necessities of life. Therefore, it was found that the community opened a stall to sell their basic needs. Along with the development of Kampung Hijau, the community then made several innovations in their business by providing tourist attractions in the form of recycling plastic waste to be used as flower pots, trash cans, wickerwork, and various things that are useful in everyday life. Although only done on Saturdays and Sundays, this effort attracts tourists.

In addition, the community seeks to

improve relations between communities in conceptual social capital. The people in Kampung Hijau carry out various activities. This activity is based on the principle of cooperation. Cooperation is carried out in religious activities and to maintain infrastructure.

Based on the table above, it is explained that there is an alignment between social capital bonds and bridges to the form of activity. In terms of social capital, the domination of activity is based on cooperation. Meanwhile, bridge social capital relates to social ties between communities that occur across institutions. Both forms of social capital contribute positively to the sustainable local tourism of Kampung Hijau Sungai Bilu. Kampung Hijau Sungai Bilu also serves culinary tours with several regional specialties: *Katupat Kandangan*, *Puracit*, *Apam Surabi*, and so on, which are available for sale by the local community every Sunday.

In the theoretical perspective of social capital, bonds and bridges are used as the main sustainable development capital (Syaharuddin et al., 2022). These social capitals ensure social and political functions. Economically, the transaction cost capital function is associated with formal coordination mechanisms, such as contracts, hierarchies, bureaucratic rules, and interests. Politically, social capital can encourage democracy, manifested in the dynamics of civil society that operates in an attitude of mutual trust between fellow citizens and the state. Then, the government has a role in encouraging the creation of social capital through the provision of important public goods, such as education and health. Health and educa-

**Table 1.** Social Capital of Kampung Hijau Sungai Bilu

No	Social Capital	Conception	Activity Form
1	Bonding Social Capital	inherent characteristics of both individuals and groups. However, attention is inward-looking compared to outward-looking	Cooperation with religious ceremonies Gotong royong to maintain cleanliness Cooperation for infrastructure improvement.
2	Bridging Social Capital	The formation of social ties between communities and new relationships to expand networks provides a resource of ideas in the form of information.	Socialization and training in sustainable environmental management. Evaluation of the maintenance of the tourist village with related agencies and pokdarwis.

Source: Researchers (data processed, 2020)

tion services are not only instruments that can generalize social capital.

## CONCLUSION

The development of sustainable local tourism begins with the response to the Climate Village Program (ProKlim) discourse. ProKlim responded positively to the Banjarmasin City government by developing the Sungai Bilu Green Village. In addition, the sustainable development of the Banjarmasin City government touches on the non-material elements of society, namely social capital. Social capital is focused on bonding and bridging social capital. Alignment between social capital bonds and bridges to the form of activity. The social capital of the domination of activity is based on cooperation. Meanwhile, bridging social capital relates to social ties between communities across institutions. Both forms of social capital contribute positively to the sustainable local tourism of Kampung Hijau Sungai Bilu. The limitation in this study lies in the locus. This directly provides input for further research to expand locus determination. However, this research contributes to the input of sustainable tourism development. This is undoubtedly related to the meaning of community readiness for change. Thus, it implies a shift in the stigma that change does not only focus on material aspects.

## REFERENCES

- Abbas, E. W., Jumriani, J., Handy, M. R. N., Syahrudin, S., & Izmi, N. (2021) 'Actualization of Religious Values through Religious Tourism on the River As a Source of Social Studies Learning', *Al-Ishlah: Jurnal Pendidikan*, 13(3), pp. 1663-1669. <https://doi.org/https://doi.org/10.35445/alishlah.v13i3.1013>
- Abbas, E. W., Mutiani, & Nugraha, D. S. (2018) SOCIAL VALUES IN ZAINAL ILMI BIOGRAPHY AS LEARNING SOURCE OF SOCIAL STUDIES. *The 3rd ISSSHE International Seminar Sosial Studies & History Education "Promoting The 21st Century Skills in Social Studies."*
- Anwar, S., Angraeni, R., & Djamal, K. (2020) 'Function of Trust in Building Social Solidarity in The Community Fishermen (a Case Study of Kuri Ca' di Village District of Maros Baru)', *Komunitas: International Journal of Indonesian Society and Culture*, 12(1), pp. 28-35. <https://doi.org/10.15294/komunitas.v12i1.19563>
- Bačík, R., Fedorko, R., Abbas, E. W., Rigelský, M., Ivanková, V., & Obšatníková, K. (2019) The Impact of Lected Quality Management Attributes on the Profitability of Top Hotels in the Visegrad Group Countries', *Polish Journal of Management Studies*, 19(1), pp. 46-58. <https://doi.org/10.17512/pjms.2019.19.1.04>
- Bourdieu, P. (1984) *Distinction*. Routledge: London..
- Bourdieu, P. (2010) *Arena Produksi Kultural; Sebuah Kajian Sosiologi Budaya*. Yogyakarta: Kreasi Wacana.
- Coleman, J. S. (1990) *Foundations of Social Theory*. Cambridge Mass: Harvard University Press.
- Creswell, J. W. (2010) *Research Design Pendekatan Kualitatif, Kuantitatif, dan Mixed*. Yogyakarta: Pustaka Pelajar.
- Fukuyama, F. (1995) *Trust: The Sosial Virtue and The Creation of Prosperity*. New York: Free Press.
- Fukuyama, F. (2001) *Social Capital; Civil Society and Development*. Third World Quarterly.
- Fukuyama, F. (2008) *Trust Kebijakan-Kebijakan Sosial*. Yogyakarta: Qolam.
- Hillmer-Pegram, K. (2016) 'Integrating Indigenous Values with Capitalism Through Tourism: Alaskan Experiences and Outstanding Issues', *Journal of Sustainable Tourism*, 24, pp. 1-17. <https://doi.org/10.1080/09669582.2016.1182536>
- Hwang, D., & Stewart, W. P. (2017) 'Social Capital and Collective Action in Rural Tourism', *Journal of Travel Research*, 56(1), pp. 81-93. <https://doi.org/10.1177/0047287515625128>
- Jermisittiparsert, K., & Chankoson, T. (2019) 'Behavior of Tourism Industry Under the Situation of Environmental Threats and Carbon Emission: Time Series Analysis from Thailand', *International Journal of Energy Economics and Policy*, 9(6), pp. 366-372. <https://doi.org/10.32479/ijeeep.8365>
- Lee, C., & Hallak, R. (2020) 'Investigating the Effects of Offline and Online Social Capital on Tourism SME Performance: A Mixed-Methods Study of New Zealand Entrepreneurs', *Tourism Management*, 80, pp. 104-128. <https://doi.org/10.1016/j.tourman.2020.104128>
- Malik, M. A. S., Shah, S. A., & Zaman, K. (2016) 'Tourism in Austria: Biodiversity, Environmental Sustainability, and Growth Issues', *Environmental Science and Pollution Research*, 23(23), pp. 24178-24194. <https://doi.org/10.1007/s11356-016-7609-x>
- Montella, M. M. (2017) 'Wine Tourism and Sustainability: A Review', *Sustainability (Switzerland)*, 9(1), pp. 1-11. <https://doi.org/10.3390/su9010113>
- Moscardo, G., Kononov, E., Murphy, L., McGehee, N. G., & Schurmann, A. (2017) 'Linking tourism to social capital in destination communities', *Journal of Destination Marketing and Management*, 6(4), pp. 286-295. <https://doi.org/10.1016/j.jdmm.2017.10.001>

- Mulyana, D. (2008) *Metodologi Penelitian Kualitatif*. Bandung: Remaja Rosdakarya.
- Mutiani, M., & Faisal, M. (2019) 'Urgency of The 21st Century Skills and Social Capital in Social Studies', *The Innovation of Social Studies Journal*, 1(1), pp. 1-11.
- Mutiani, M., & Subiyakto, B. (2019) 'Social Capital in Social Studies Through Zoning School System', *International Journal Pedagogy of Social Studies*, 4(2), pp. 95-100. <https://doi.org/10.17509/ijposs.v4i2.21491>
- Neuman, W. L. (2015) *Metodologi Penelitian Sosial: Pendekatan Kualitatif Dan Kuantitatif*. Jakarta: PT Indeks.
- Niliyani, N., Subharyakto, B., Mutiani, M., Rusmaniah, R., & Ilhami, M. R. (2022) 'River Utilization for Communities in Kampung Hijau in Fulfilling Primary Needs', *The Kalimantan Social Studies Journal*, 3(2), pp. 126-133. <https://doi.org/10.20527/kss.v3i2.4903>
- Ozturk, I., Al-Mulali, U., & Saboori, B. (2016) 'Investigating the Environmental Kuznets Curve Hypothesis: the Role of Tourism and Ecological Footprint', *Environmental Science and Pollution Research*, 23(2), pp. 1916-1928. <https://doi.org/10.1007/s11356-015-5447-x>
- Pan, S. Y., Gao, M., Kim, H., Shah, K. J., Pei, S. L., & Chiang, P. C. (2018) 'Advances and Challenges in Sustainable Tourism Toward a Green Economy', *Science of the Total Environment*, 635, pp. 452-469. <https://doi.org/10.1016/j.scitotenv.2018.04.134>
- Putnam, R. (1993) 'The Prosperous Community: Social Capital and Public Life'. *The American Prospect*, 65-78.
- Putnam, R. D. (2000) *Bowling Alone: The Collapse and a Revival of American Community*. Simon and Schuster.
- Sabardi, L.-. (2014) 'Peran Serta Masyarakat Dalam Pengelolaan Lingkungan Hidup Menurut Undang-Undang Nomor 32 Tahun 2009 Tentang Perlindungan Dan Pengelolaan Lingkungan Hidup', *Yustisia Jurnal Hukum*, 3(1), 67-79. <https://doi.org/10.20961/yustisia.v3i1.10120>
- Satori, D., & Komariah, A. (2014) *Metodologi Penelitian Kualitatif*. Bandung: Alfabeta.
- Sisneros-Kidd, A. M., Monz, C., Hausner, V., Schmidt, J., & Clark, D. (2019) 'Nature-Based Tourism, Resource Dependence, and Resilience of Arctic Communities: Framing Complex Issues in a Changing Environment', *Journal of Sustainable Tourism*, 27(8), pp. 1-18. <https://doi.org/10.1080/09669582.2019.1612905>
- Sugiyono. (2016) *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta.
- Supriatna, N. (2017). *Ecopedagogy; Membangun Kecerdasan Ekologis dalam Pembelajaran IPS*. Bandung: Remaja Rosdakarya.
- Supriatna, N. (2018) *Prosa dari Praha*. Bandung: Remaja Rosdakarya.
- Syahrudin, S., Mutiani, M., Handy, M. R. N., Abbas, E. W., & Rusmaniah, R. (2022) 'Building Linking Capital Through Religious Activity to Improve Educational Character', *AL-ISHLAH: Jurnal Pendidikan*, 14(1), pp. 367-374. <https://doi.org/10.35445/alishlah.v14i1.1029>
- Yuniwati, M., Iskarima, F., & Padulemba, A. (2012) 'Optimasi Kondisi Proses Pembuatan Kompos dari Sampah Organik dengan Cara Fermentasi Menggunakan EM4', *Jurnal Teknologi*, 5(2), pp. 172-181.
- Zhou, L., Chan, E., & Song, H. (2017) 'Social Capital and Entrepreneurial Mobility in Early-Stage Tourism Development: A Case from Rural China', *Tourism Management*, 63, pp. 338-350. <https://doi.org/10.1016/j.tourman.2017.06.027>