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The creation of Pulesari Tourism Village involves social group interaction with local communities and self-confidence in circular economy

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Abstract

Pulesari Tourism Village offers several additional programs. It is a popular tourist destination because it thrives on community involvement. In addition, tourist cities are fashionable areas that attract visitors and influence their choice to visit modern tourist destinations. However, the amount of rubbish collected and the number of tourists increases. Therefore, it is essential to support environmental organizations in their efforts to keep areas tidy. To maintain the sustainability and cleanliness of tourist attractions, it is necessary to study the awareness of preserving ecological cleanliness through increasing self-confidence and social interaction regarding circular economy. This research used quantitative methodology and involved a total sample of 286 people, selected through systematic simple random sampling. The research sample objects include tourism awareness groups, youth organizations, farmer groups, farmer women's groups, and family empowerment and welfare. Purposive sampling was used to conduct research. Research data was analyzed using Multiple Linear Regression and Pearson correlation tests to determine the elements influencing social interaction and self-confidence about innovative (dependent) (independent) circular economy. Research findings show that although there is a weak correlation between social interaction and self-confidence, social interaction and self-confidence in responsible circular economy significantly impact maintaining the cleanliness of the tourist environment in the Pulesari tourist village. The conclusion explains that social interaction and confidence in circular economy are two ways to increase the number of tourist visits.

1. INTRODUCTION

The tourism sector has seen substantial transformation since the new average era. The Sleman Regency local attractions that offer expansive vistas of the surrounding natural beauty are highlighted as tourism. According to (Paramarta et al., 2009) in the definition of tourism, everything has uniqueness, beauty, and value in the form of natural, cultural, and artificial wealth, which is a tourist destination or destination, tourist attraction, and tourist area (Setyaning et al., 2023). Tourist attractions, from now on referred to as tourist destinations and natural tourism, basically display the beauty of natural and agricultural

panoramas. Community development innovation needs to be driven by consumer needs, which can maintain the existence of village youth, continue to contribute to the existence of agriculture, strengthen village food, and be able to encourage rural economic growth based on sustainable development values, become a synergy of agriculture with modern tourism as part of efforts to maintain agricultural cultivation and increase interest—tourist visits that contribute to the welfare of rural communities (Widyaningsih, 2019). Before becoming a tourist village, Pulesari Tourism Village was an ordinary village located on the slopes of Mount Merapi. Most residents have become Pondoh salak farmers, which has become their primary source of income. Nevertheless, the inhabitants' salak plantations have suffered due to the effects of Mount Merapi's eruption. It is not possible to use the salak plantations, which used to be Pulesari people' main source of income. Plantations growing salad requiring upkeep of the soil, seeding, and basic plantation upkeep. It will take two to three years to have a salak plantation that is ready for use. As a result, the locals stop growing salak and start working as bricklayers, employees, or business owners. This is due to the fact that the main obstacle is that the salak product that is now available on the market cannot satisfy the farmers' daily demands.

One of the Pulesari residents who was concerned about the situation at that time was Mr. Amin Bachelor. He offered a tourist village concept. Initially, the concept offer was more challenging than imagined; some residents agreed, and quite a few refused. He continues to provide Pulesari residents with an understanding of the concepts offered. Finally, on May 26, 2012, the concept was approved by residents, and construction began to support tourism activities. Natural tourism activities must preserve the environment and be consistent with conservation principles and regulations, which can result in various problems with natural conditions (Mierdhani & Dewi, 2023). The tendency for the impact of tourist visits to increase with increasing waste generation means that public awareness efforts are needed on the self-confidence and social interaction of local communities as a form of responsibility for preserving nature. One industry that is significant to Kapanewon Turi's economy is agriculture. The environmental circumstances that it aid in the growth of agriculture. This also applies to Pulesari Tourist Village. With because of this innate capacity, salak Pondoh is referred to as a representation of growth abundant. As a result, tours have been given of the tourist destination in Kapanewon grow to be the biggest pondoh salak producer in Sleman Regency (Rachmayani, 2015). Based on the problems above, this research aims to analyze the increase in awareness of maintaining cleanliness, which needs to be strengthened by self-confidence and social interaction regarding circular economy to create a clean environment in the Pulesari Tourism Village object.

2. LITERATURE REVIEW

Tourist Village

A rural area that is a popular tourist destination with accessible, easily accessible tourist attractions is known as a tourist village. In a tourist town, the community takes center stage as the primary driver of tourism development, fostering regional development. Any town with historical structures or traditional architecture, distinguishing customs within the community, traditions or noteworthy traditional ceremonies—all of these qualities can be turned into a tourist village. With the use of its resources and potential, a tourist hamlet seeks to raise the standard of living for its residents economically (Zheng et al., 2024). Tourist objects and attractions are links in the chain of routine rural tourism activities with economic value. This potential and attractiveness are the factors that attract tourists to visit tourist destinations. Rural tourism's attractiveness is an essential factor that encourages tourist visits. Tourist Attraction is anything with beauty, uniqueness, and value in the form of various natural, cultural, and artificial riches that visit a destination or tourist destination. Indonesia's biodiversity is an essential resource for the progress of tourism, especially natural tourism. The community as a group is an inseparable part of the ecotourism ecosystem, which can help maintain the ecosystem, and the community must benefit from the development of natural resources (Sintiawati et al., 2022)**.**

Circular Economy

A circular economy is an economic model that aims to maximize the use of resources and minimize waste. This concept differs from a linear economy focusing on a "take, make, dispose" approach. In a circular economy, products and materials continue to circulate through processes such as maintenance, reuse, repair, remanufacture, recycle, composting. Some of the main principles of a circular economy are sustainable product design, efficient use of resources, recycling and recovery of materials, collaboration, and involvement of various parties (Kirchherr et al., 2023). A circular economy can provide several benefits, such as reducing waste, Increasing resource productivity, Increasing competitiveness, and reducing the environmental impact of production and consumption. To implement a circular economy in Indonesia, several steps can be taken, such as the introduction of policies and regulations that promote sustainable practices, like extended producer responsibility laws, recycling mandates, and eco-design standards (Figge et al., 2023).

Social Group Interaction

Social group interaction is a meeting between two or more different groups to communicate and communicate matters relating to the interests of the group. Social interaction is a reciprocal relationship that occurs between individuals, groups, or between groups. Social interaction can occur formally or informally, directly or indirectly (Thomas et al., 2016). The following are some examples of social interactions between groups: environmental community counselling with residents, students with villagers, two teams

playing futsal, army and police working together to secure state activities, coordination meetings between company divisions. Social interaction occurs when it meets two conditions, namely social contact and communication. The existence of a community supported by leadership, self-confidence, innovation, interaction, and social capital is an essential component in building tourist destinations with local communities (Stangor, 2015). The community is the most essential stakeholder in achieving sustainable development in the tourism sector. The tourist destination that attracts public attention is the Pulesari Tourism Village. Circular economy that is not optimal will have an impact on the degradation of the quality of the natural environment; the population problem will cause people's consumption power also to increase, and the high number of tourists visiting will influence the high level of human activity which will lead to an increase in tourist consumption needs, therefore it is necessary environmentally sound sustainable circular economy that contributes to the economy, social and ecology.

The beauty of Mount Merapi is also attractive because it can be seen from the tourist village of Pulesari, which is at the foot of the mountain (Sabrani & Saepudin, 2004)**.** The emergence of tourism travel options, which is currently a notable interest tourism trend that values the environment, nature, and attractions in a unique way, namely sustainable tourism, among tourists explains the demand for environmentally friendly tourism options (56.76%), interest in cultural experiences authentic tourism (45.95%), digitalization in tourism (29.73%), and alternative tourist destinations (18.92%) which can be a significant opportunity for the development of Indonesian tourism supported by increasing consumer awareness, self-confidence, and social interaction towards the environment and increasing understanding of someone who will carry out consumption activities by considering conscious decisions to maintain conditions of social, economic and environmental change (Riptiono & Kawit, 2022)

3. RESEARCH METHOD

This research was carried out using mix methods (quantitative and qualitative), meaning that the research method looks at a physical phenomenon with a deductive mindset, intending to test hypotheses from field observations and exploring data that can be measured using questionnaire instruments for respondents (Sugiyono, 2019) The research was carried out, i.e., Pulesari Tourism Village, as is the case with tourist villages that promote the concept of going green and back to nature. This village, which is on the slopes of Mount Merapi, has a typical natural village atmosphere. Tourists can immediately feel the rural atmosphere, such as the river's clear water and the residents' friendly greetings. The specialty of Pulesari Tourism Village, compared to other tourist villages, is the presence of neatly arranged snake fruit plants. This area is one of the snake fruit cultivation areas on the slopes of Mount Merapi. The target sample as the location and research object was deliberately by the researcher's objectives (purposive sampling), namely the tourism awareness group (Pokdarwis), youth group, farmer group (Poktan), women farmer group (KWT), and family welfare empowerment (PKK), the research population was 1,335 people. In comparison, the research sample was taken from 286

people, and the sampling technique was carried out using systematic simple random sampling.

Research data collection techniques emphasize aspects of objective measurement and mathematical and statistical accuracy that describe field realities through observation, interviews, questionnaires, and documentation. Data processing uses the scoring method, Likert scale, Pearson correlation test, and multiple linear regression test using the IBM SPSS Statistics version 24 test tool. Pearson correlation test analysis is used to analyze the relationship between self-confidence and social interaction. In contrast, multiple linear regression analysis is used to analyze the factors that influence circular economy (dependent) on self-confidence and social interaction (independent) with the equation model:

$Y = A + B_1X_1 + B_2X_2 + e$

Information :

Y = Circular Economy

A = Constant

B = Regression Coefficient

X_1 = Self-Confidence

X_2 = Social Interaction

e = error

The research hypothesis is as follows:

1. Minor Hypothesis 1
   - H_0: It is suspected that there is no strong relationship between self-confidence and social interaction in circular economy in Pulesari tourism village (sig2-tailed > α 0.050)
   - H_a: It is suspected that there is a strong relationship between self-confidence and social interaction on circular economy in Pulesari tourism village (sig2-tailed > α 0.050)
2. Minor Hypothesis 2
   - H_0: It is suspected that there is no real influence on self-confidence and social interaction on circular economy in Pulesari tourism village(sig > α 0.050)
   - H_a: It is suspected that there is a real influence on self-confidence and social interaction on circular economy in Pulesari tourism village (sig < α 0.050)

The steps for the influence of the independent variables, namely self-confidence and interaction with reliability tests, validity tests, coefficient tests, and simultaneous and partial determination tests, are as follows:

a. Validity testing is carried out to find out whether the items presented in the questionnaire can genuinely be explained clearly and thoroughly. The validity testing criteria used are Corrected Item Total Correlation (CITC) > R table 0.116, then it is valid; conversely, if Corrected Item Total Correlation (CITC) < R table 0.116, then it is not valid.

b. Reliability testing is carried out to see reliability/reliability if the sample answers to questions on the questionnaire as a construct are consistent/stable from time to time with the following criteria:

Table 1. Reliability Coefficient Criteria

Reliability Coefficient	Criterion
≥ 0,900	Very Reliable
0,700 - 0,899	Reliable
0,400 - 0,699	Quite Reliable
0,200 - 0,399	Less Reliable
≤ 0,199	Not Reliable

Source: Ghozali, 2019

c. The determinant test (Rsquare), namely the regression model, can be explained using the coefficient of determination (KD = r2 x 100%); if the more significant the R-square value, the better the model (the R-square value is closer to 1, the better the regression model for circular economy).
d. The Simultaneous Test (F-Test) needs to be carried out in planned research by designing questions precisely to determine whether the independent variable simultaneously influences the dependent. The test criteria used are if the probability value (p-value) < α (0.050), then H_a is accepted; otherwise, if p-value > 0.05, then H_a is rejected. The F test can be carried out by comparing the values of F_{count} and F_{table}; if $F_{count} > F_{table}$, then H_a is accepted, meaning that the variable self-confidence (X_1) and social interaction (X_2) affect the circular economy variable (Y), conversely if $F_{count} < F_{table}$ then H_a is rejected This means that statistically the data does not affect all variables of self-confidence (X_1) and social interaction (X_2) on the circular economy variable (Y).
e. A multiple regression test was carried out in this research to analyze the influence of self-confidence and social interaction on circular economy to maintain the cleanliness of the Pulesari tourism village tourist attraction. The test criteria used are if sig > α (0.050), then H_a is rejected; otherwise, if sig < α (0.050), then H_a is accepted.

4. RESULT AND DISCUSSION

The Influence of Social Interaction on Self-Confidence

Established by the community, for the community, and on the basis of a shared commitment, a spirit of mutual cooperation in the construction of the city, and the numerous potentials in the area we oversee, this stand-alone tourist village was created. in order for the notion of creating a tourist hamlet to emerge, they must be maintained and expanded. On May 26, 2012, the notion of tourism was first proposed, and on November 9, 2012, the Sleman Regency Department of Culture and Tourism officially opened the tourist village. As a community with exceptional natural potential, this tourist destination showcases natural tourism and traditional culture. As such, we must protect, develop, and make good use of it while preserving the rural area's unique character. In this current day,

traditional culture refers to a type of village that consistently maintains the cultural values that exist within its community in order to prevent them from going extinct. In order for the larger community to be aware of this tourist village and acknowledge its existence, as well as for visitors who have just arrived to take in the rustic ambiance of our region, this tourist village seeks to enhance its human and natural resources. The growing number of tourists has an effect on social interaction, self-confidence, and public awareness of the need to preserve the environment's cleanliness and responsible circular economy. The following are the findings of the validity and reliability test of research data, which were gathered through interviews with respondents who were given research questionnaires as an additional research tool:

Table 2. Validity and Reliability Test (α = 5%)

Research Variable	Reliability (Cronbach's Alpha)	Validity (Corrected Item Total Correlation / CITC)	Label	Conclusion (Valid = CITC > Rtabel Non Valid = CITC < Rtabel)
Manage Waste Wisely	0,644	0,549	0,116	Quid Reliable; Valid
Self Confidence		0,468	0,116	Quid Reliable; Valid
Social Interaction		0,491	0,116	Quid Reliable; Valid

Source: Data Analysis, 2024

Based on Table 2, the results obtained from the reliability test are 0.644, which means that it is pretty reliable. A research instrument is considered dependable if its Cronbach alpha coefficient is 0.6 or above. The most widely used metric for assessing internal consistency or reliability is Cronbach alpha. The Cronbach alpha test is used to determine whether the research instrument's data exhibits sufficient internal consistency. The validity test of circular economy, self-confidence, and social interaction with the results of data analysis is valid, so the research variables are reliable and can be trusted to be used as the basis for this research. The community tries to keep the surrounding environment clean due to beliefs and social interactions, so it is comfortable to look at and see when tourists visit (Ghozali, 2013).

Table 3. Relationship between Self-confidence and Social Interaction

Research Variable		Self Confidence	Social Interaction
Self Confidence	Pearson Correlation	1,000	0,340
	Sig (2-tailed)		0,000
Social Interaction	Pearson Correlation	0,340	1,000
	Sig (2-tailed)	0,000	

Source: Data Analysis, 2024

Based on Table 3, the condition of the relationship between self-confidence and social interaction, the Pearson correlation results were 0.340 and sig 0.000 (sig < α 0.05 meaning significant), which means there is a strong relationship between self-confidence and social interaction in circular economy in the Pulesari Tourism Village (sig2-tailed > α 0.050) with the strength of the relationship in the weak category. Participation in environmental cleanliness in the Pulesari tourist village is routinely carried out due to the implementation of hamlet regulations and sanctions that bind local communities so that compliance can be realized consciously and forced to maintain environmental cleanliness routinely.

The Influence of Self-Confidence and Social Interaction on Circular Economy in the Pulesari Tourism Village

The development of special tourism that focuses on preserving the natural environment is a priority, which impacts the involvement of local communities around it and can maintain relationships between humans and humans, such as the implementation (Lima et al., 2022). The development of tourism-related attraction activities in rural areas can have a measurable positive impact on residents' quality of life, employment opportunities, growth of business networks, and the regional economy. However, negative consequences can also occur, including public spaces and facilities full of tourists, inconvenience to the lives of local communities, security problems, environmental damage, increased volume of waste, and excessive consumption of resources by tourists (Setyowati & Fathimahhayati, 2021). There is public awareness as an effort to maintain the comfort and cleanliness of the environment by implementing circular economy, starting from the availability of rubbish bins, cleanliness of tourist attractions, cleanliness of places of worship, cleanliness of public toilets and community service to clean the environment of the Pulesari tourist village from rubbish, so it is necessary to analyze how strong self-confidence and social interaction on circular economy (see Table 4.).

Table 4. Pearson Correlation Test of Social Interaction and Self-Confidence in Circular Economy

Research Variable		Manage Waste Wisely	Self Confidence	Social Interaction
Manage Waste Wisely	Pearson Correlation	1,000	0,445	0,481
	Sig (2-tailed)		0,000	0,000
Self Confidence	Pearson Correlation	0,445	1,000	0,340
	Sig (2-tailed)	0,000		0,000
Social Interaction	Pearson Correlation	0,481	0,340	1,000
	Sig (2-tailed)	0,000	0,000	

Source: Data Analysis, 2024

Based on Table 4, the Pearson correlation test of social interaction and self-confidence towards circular economy, the results show that the strength of the relationship between

circular economy and self-confidence is 0.445 (weak category); circular economy and social interaction of 0.481 (weak category); and social interaction and self-confidence of 0.340 (weak category). The strength of the relationship between social interaction and self-confidence toward circular economy in the weak category is strengthened by the results of the determination test (see Table 5.)

Table 5. Test of Determination of Social Interaction and Self-Confidence in Circular Economy

Model	R	RSquare	Adjusted R Square	Standard Error of the Estimate	Durbin Watson
1	0,567	0,321	0,316	2,320	1,324

Information :
Dependent Variable: Circular Economy
Predictors (Constant): Social Interaction, Self-Confidence
Source: Data Analysis, 2024

Based on Table 5, the determination test of social interaction and self-confidence in circular economy obtained an Adjusted R Square result of 0.316 (weak category), which means that the variable social interaction and self-confidence in circular economy is 31.600 percent and factors influence the remaining 68.400 percent. Others outside this research. Other factors outside this research significantly impact the circular economy in the Pulesari Tourism Village tourist destination, making it clean and beautiful. Many tourists choose to travel to rural locations because it allows them to spend time outside and interact with natural activities; agrotourism, ecotourism, and rural experiences are all part of rural tourism (Kort, 2008; Ginting et al., 2016) supported by the results of the interaction ANOVA test social and self-confidence in circular economy which have a simultaneous influence (see Table 6.)

Table 6. Anova Test of Social Interaction and Self-Confidence in Circular Economy

Model		Sum of Squares	df	Mean Square	Fitting	Ftabel (α = 0,05)	Sig.
1	Regression	720,759	2	360,380	66,946	3,028	0,000
	Residual	1523,423	283	5,383			
	Total	2244,182	285				

Source: Data Analysis, 2024

Based on Table 6, the ANOVA test of social interaction and self-confidence towards circular economy explains the results of the calculation of the F_{count} value (66.946) > F_{table} (3.028) and the sig value 0.000 < α 0.050 (significant effect), so H_0 is rejected. Ha is accepted, which means that confidence in self (X_1) and social interaction (X_2) influence the circular economy variable (Y). It can be concluded that self-confidence (X_1) and social interaction (X_2) have a simultaneous influence on realizing circular economy. The results of this ANOVA serve as a discourse for deciding the next steps in the cleanliness

improvement process (Singalen et al., 2019). Local communities can be involved in various ways, such as outreach to the community to provide learning for local communities (most of whom earn their living as farmers), organizing cleanliness management in local business applications, absorbing employment opportunities in the tourism industry, and managing tourist attractions and destination land. Tourist attractions and park and land management (Imam, 2021). They are supported by a multiple linear regression test of self-confidence and social interactions on circular economy (see Table 7).

Table 7. Multiple Linear Regression Test of Self-Confidence and Social Interaction on Wise Waste Circular Economy

Model		Unstandardized Coefficients		Standardized Coefficients	thing	table (df = 284)	Sig.
		B	Std. Error	Beta			
1	(Constant)	0,616	1,083		0,568		0,570
	Self Confidence (X_1)	0,398	0,065	0,318	6,115	2,829	0,000
	Social Interaction (X_2)	0,836	0,117	0,373	7,160	2,829	0,000

Source: Data Analysis, 2024

Based on Table 7. test of social interaction and self-confidence in circular economy with the results of the self-confidence model (X_1) sig value 0.000 < α 0.050 (real influence) and count 6.115 > t_{table} 2.829 (real influence) while the social interaction model (X_2) sig value 0.000 < α 0.050 (significantly influential) and count 7.160 > t_{table} 2.829 (significantly influential). Furthermore, the results of the regression analysis of self-confidence (0.000 < α 0.050) and social interaction (0.000 < α 0.050) have a natural effect, so H_0 is rejected, and Ha is accepted, which means there is a real influence on self-confidence and social interaction on circular economy in the Tourism Village. Pulesari with the multiple linear regression equation Y = 0.616 + 0.398 X1 + 0.836 The regression coefficient for the self-confidence variable (X_1) is 0.398, which means that for every additional one value of the variable X_1, the value of the circular economy variable (Y) increases by 0.398. The regression coefficient for the social interaction variable (X_2) of 0.836 means that for every additional value of the variable X_2, the value of the circular economy variable (Y) increases by 0.836. The self-confidence variable (X_1) regression coefficient is 0.398, and the social interaction variable (X_2) is 0.836. This means that for every additional value of the variables X_1 and X_2, the circular economy variable (Y) increases by 1.234. Social interaction and self-confidence in circular economy in the Pulesari Tourism Village, increasing benefits for rural communities, and their involvement in expanding the tourism industry are the goals of rural tourism (Okech et al., 2012) because rural tourism in the Pulesari Tourism Village does not maintain the cleanliness of the surrounding environment. Not only plays a vital role in increasing tourist visits in creating jobs and increasing household income for residents but also in advancing community groups.

5. CONCLUSIONS AND RECOMMENDATION

Increasing public awareness of keeping the environment clean in the Pulesari Tourism Village is carried out regularly on Fridays. Even though the relationship between self-confidence and social interaction is weak, many other factors that have yet to be studied can influence community groups that manage waste wisely.

Apart from that, the influence of self-confidence and social interaction of local community groups in maintaining the cleanliness of the Pulesari tourist village environment has a very positive impact on the implementation of circular economy by involving local community groups to work together and provide community service to keep it clean, beautiful and comfortable for tourists to visit. It would be better to strengthen awareness and provide education regarding 3R (reduce, reuse, recycle) education on managing waste produced by households and tourists comprehensively to local community groups in the form of increasing the value of product creativity, providing zero waste processing technology that local community groups can apply in reducing the volume of waste generation, and reducing plastic and single-use containers in tourism business activities by using containers that can be used repeatedly.

The researcher makes a number of recommendations based on the findings of the study, one of which is that the community of Pulesari tourist village should boost their self-confidence in order to feel equal when engaging in tourism-related activities and when offering facilities that support tourism, like homestays. To ensure that tourism activities follow pre-planned schedules, the Pulesari tourist village community must be able to balance their time between scheduled tourism activities and other extracurricular pursuits. This is because the management of the village aims to prevent jealousy of office status within the village. In order to ensure that there are no misunderstandings when the development is implemented, a mature consensus must first be reached.

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