

PalArch's Journal of Archaeology of Egypt / Egyptology

HUMAN CAPITAL-BASED COMMUNITY EMPOWERMENT IN FACING NON-MILITARY THREATS IN THE PEAK TOURISM AREA OF BOGOR REGENCY

Gregorius Henu Basworo¹, Hamidah², Mukhtadi³

^{1,2}Universitas Negeri Jakarta, ³Universitas Pertahanan Indonesia

Email : [1.g.henubasworo@gmail.com](mailto:g.henubasworo@gmail.com), [2.hamidah@unj.ac.id](mailto:hamidah@unj.ac.id), [3.mukhtadi.harry@idu.ac.id](mailto:mukhtadi.harry@idu.ac.id)

Gregorius Henu Basworo, Hamidah, Mukhtadi. Human Capital-Based Community Empowerment In Facing Non-Military Threats In The Peak Tourism Area Of Bogor Regency-- PalArch's Journal Of Archaeology Of Egypt/Egyptology 18(9), 1085-1116. ISSN 1567-214x

Keywords: Government Regulation (PP.) Number 50 Of 2011, Visited Tourist Destinations, Culture, And Manufactured Products.

ABSTRACT

This study examines the impact of people's lives in the Puncak tourist area, Bogor Regency, with foreign tourists, especially tourists from the Middle East. Bogor Regency, especially the Puncak tourist area, is one of the most visited tourist destinations, both domestic and foreign. Foreign tourists (tourists) who visit Puncak come from the Middle East. The Puncak tourist area has a tourist attraction in the form of cool air, beautiful views of tea plantations, and the friendliness of the people. Tourist attraction refers to the explanation of Government Regulation (PP.) Number 50 of 2011 concerning the Master Plan of Tourism Development for 2010-2025, namely everything that has uniqueness, beauty, and value in the form of a diversity of natural wealth, culture, and manufactured products that are targeted. or tourist destinations. As one of the regencies in West Java Province, Bogor Regency has 43 tourist sites, both natural attractions ranging from waterfalls, mountain tours to arena tours for family play (Bogor Regency in Figures, 2011). These various tourist attractions are the destination of tourists visiting Bogor Regency.

INTRODUCTION

In the last five years, both domestic and foreign tourist visits to Bogor Regency have increased significantly. This is because of the increasing number of tourist objects continuously developed by Bogor Regency, including the Puncak tourist area, Bogor Regency. Data on tourist visits in the last five years can be seen in Table 1.1.

Table 1.1.Number of Tourist Visits in Bogor Regency(in the period 2014 – 2018)

No	Year	Number of Tourists	Domestic	Overseas
1	2014	4,3 million people	4.146.766	202.187
2	2015	4,7 million people	4.561.433	222.406
3	2016	5,2 million people	5.017.578	244.646
4	2017	6,1 million people	5.400.000	700.100
5	2018	7,6 million people	6.848.756	751.244

The latest data released by the Tourism and Culture Office of Bogor Regency in 2012 showed that as many as 62,000 tourists came to Puncak, Bogor. In general, the 2017 Government Agency Performance Accountability Report (LAKIP) data from the Bogor Regency Culture and Tourism Office shows that 355,330 foreign tourists come to Bogor Regency. This figure exceeds the target set by the Bogor Regency government, which is as many as 213,000 people. Data for the number of Middle Eastern tourists visiting Indonesia in 2014 was 216,313. Middle Eastern tourists visiting the Puncak tourist area, Bogor, are estimated at 1000-1500 people every month.

According to the local government of Bogor Regency on its website (Pemkab, 2020), Puncak is the name of a mountainous tourist area included in the Bogor Regency and Cianjur Regency. This area is well known for both domestic and foreign tourists. The presence of tourists in Puncak, basically economically, can provide benefits for the local community. The presence of Middle Eastern tourists has opened up job opportunities for the local community. This is as emphasized in Government Regulation Number 50 of 2011 concerning the Master Plan of Tourism development for 2010-2025. The vision of national tourism development is the realization of Indonesia as a world-class tourism destination, competitive, sustainable, able to encourage regional development and people's welfare. However, this condition does not necessarily have a positive impact on all aspects of life. The presence of Middle Eastern tourists turned out to hurt the socio-cultural aspects of the local community. The research results reinforce this by Nurhayati and Nugroho (2019), which state that Middle Eastern tourists to Puncak, Bogor, have positive and negative impacts. Positive impacts can provide economic benefits. The negative impact as a consequence of the presence of Middle Eastern tourists is that the atmosphere in the Puncak area has undergone many changes to become Middle Eastern nuances.

Based on the explanation above, it can be assumed economically that the economic life of the local community will benefit from the presence of Middle Eastern tourists. However, this change does not necessarily change the economy of the local community as a whole. This is because no significant data shows the increasing economic growth of the local community with the presence of Arab tourists (Haryudi, 2019). The various changes that occur and

the consequences that arise from tourism activities in Puncak can potentially pose a threat to the survival of the local community. Slowly, Sundanese culture as a characteristic of the Puncak tourist area is being replaced by Middle Eastern culture, which dramatically affects the socio-cultural and economic life of the local community.

The substantial influence of Middle Eastern culture through the presence of visitors can potentially constitute a non-military threat to the lives of local people through the varied repercussions of the presence of Middle Eastern tourists in the military field of peak tourist regions. The presence of Middle Eastern tourists should be a serious concern for all parties because, on the one hand, it provides benefits, such as a foreign exchange. Still, it can also negatively impact if the local community is unable to filter out the various cultural influences that come with their presence. This could pose a threat to the local community. As a result, it is critical to empower individuals in tourist areas to improve their well-being and solve numerous human resource issues.

In the perspective of Human capital (human capital), to overcome the various problems in the Puncak tourist area related to human resources, it is essential to improve human capabilities through community empowerment. Communities as social beings will always desire to develop, both individually (Human capital) and in groups (Social Capital), to interact with their social environment. Human capital, or Human Capital. This study focuses on human capital-based community empowerment in dealing with various non-military threats in the Puncak tourist area. Bogor. Research on Human capital aims to look at the ability of the community to recognize the condition of their territory so that they can filter out various positive and negative influences from the presence of Middle Eastern tourists for their survival and national identity. This study aims to examine community empowerment in order to deal with non-military threats in the Puncak Tourism Area, Bogor Regency, and build the concept of human capital-based community empowerment in dealing with non-military threats in the Puncak area, Bogor Regency.

LITERATUR REVIEW

The term empowerment is a translation of empowerment. Empowerment comes from English which means empowerment. Etymologically, empowerment, according to (Ambar, 2017) comes from the primary word "daya" which means strength or ability. In light of this understanding, empowerment can be interpreted as empowering or gaining power/strength. The ability and or process of giving power/strength/ability from other parties who have power to those who are less or have not been empowered. Understanding the process in the explanation above refers to a real action carried out in stages to change the condition of the vulnerable community, both knowledge, attitude, and practice towards mastering knowledge, conscious attitudes, and good skills.

Conceptually, according to (Suharto, 2017) empowerment or empowerment comes from the word 'power', which means power or empowerment. Therefore, the main idea of empowerment is related to the concept of power. Power is often associated with getting other people to do what we want,

regardless of their wants and interests. Swift and Levin explain that empowerment refers to the relocation of power through social change (Suharto, 2017). Furthermore, Rappaport stated that empowerment is a way that makes people able to control (rule over) their lives (Suharto, 2017). Regarding the meaning of the concept of community empowerment, (JW, 1995) states that: Empowerment is a process of helping disadvantaged groups and individuals to compete more effectively with other interests by helping them to learn and use in lobbying, using the media, engaging in political action, understanding how to 'work the system,' and so on (J.W., 1995).

Another explanation of empowerment, according to (O.S & A.M, 1996), is that empowerment contains two meanings: to give power to authority and give the ability to or enable. Giving power, transferring power, or delegating authority to more minor or less empowered people is the first definition of giving power authority, to give the ability to or enable, means to give ability or empowerment and provide opportunities for other parties to do something. Based on this explanation, (Sumodiningrat, 1997) explained that the term empowerment is a term that is unique to Indonesia from the West. In the West, the term empowerment is known as empowerment, and the term is not appropriate for Indonesia if it is interpreted as giving strength. The concept of empowerment is under the conditions of the Indonesian people, which refers to the notion of giving power (ability), not power (Ambar, 2017). In this case, empowerment is the provision of power (ability) to people who are considered weak (not yet helpless) to be able to move independently.

Based on the explanation above, using the term empowerment as a concept originating from the West, it can be understood that empowerment is more of a giving of power than giving of power. This is understandable because the concept of empowerment arose in the West due to the power struggle. Meanwhile, in the Indonesian context, empowerment is translated into empowerment which is an effort to provide power or increase power. In this case, the understanding of empowerment is adjusted to the conditions of Indonesia's social, cultural, political, economic and environmental background where the concept is applied. In other words, using a concept should be adapted to the conditions under which the concept is applied. Although the concept of empowerment is based on the Western paradigm, it must be modified to Indonesian realities in order to be effective. Therefore, in this study, the notion of empowerment refers to empowerment as a process of providing power/ability to people who are not or have not been empowered so that they can be independent.

Tujuan dasar pemberdayaan adalah keadilan sosial dengan memberikan ketentraman kepada masyarakat, serta memberikan persamaan dalam politik dan sosial melalui upaya saling membantu dan belajar dalam upaya mencapai tujuan yaitu kesejahteraan masyarakat (Payne, 1997 dalam Alfiri, 2014:23). Sedangkan, tujuan yang ingin dicapai dari pemberdayaan menurut Suliatiyani (2017: 80) yaitu membentuk individu dan masyarakat yang mandiri. Kemandirian tersebut termasuk kemandirian berpikir, bertindak dan mengandalkan apa yang mereka lakukan. Kemandirian masyarakat merupakan suatu kondisi yang dialami oleh masyarakat yang ditandai oleh

kemampuan untuk memikirkan, memutuskan, serta melakukan sesuatu yang dipandang tepat demi pemecahan masalah-masalah yang dihadapi dengan mempergunakan kemampuan yang terdiri atas kemampuan kognitif, konatif, psikomotorik, afektif dengan sumber daya yang dimiliki oleh masyarakat. Dengan demikian, untuk menjadi mandiri, perlu dukungan kemampuan dan sumber daya manusia yang utuh dengan kondisi kognitif, konatif, afektif dan psikomotorik serta sumber daya lainnya

In this study, empowerment will only examine empowerment as a learning process and a capacity-building process. This is related to the focus of research, which will examine the empowerment of human capital-based communities in dealing with non-military threats in the tourist area of Puncak, Bogor. The concept of empowerment as a learning process and capacity building process is relevant to the concept of Human capital (human capital). According to (Jimmy, 2014) the concept explains that Human capital is knowledge, expertise, ability and skills. skills) that are used as human capital or assets of a company. In this study, the company's definition refers to the community organization, namely the Puncak Tourism Area, Bogor. In this case, the organization under study is a non-profit organization, namely a community organization.

Fill in Human capital in Indonesian, also called human capital. In this study, the term Human capital will continue to explain the next section of this paper. Understanding Human capital in language consists of human (human) and capital (capital/capital). Capital, in this case, is defined as a factor of production used to make a good or service without consuming it during the production process. Based on the notion of capital, humans in the context of human capital are a form of capital, just like machines and technology. Humans also have roles or responsibilities in all economic activities, such as production, consumption, and transactions (Afid, 2015).

Definition of Human capital literally, according to (Jimmy, 2014) is knowledge, expertise, abilities, and skills that make humans as capital or company assets. In this study, the meaning of the word company in the explanation refers to an organization, namely a community organization. This study will examine human capital-based community empowerment in the Puncak tourist area, Bogor in the face of non-military threats. Thus, the relevant word to define the company is to refer to the community as an organization. The history of thought about Human capital, as explained by (Syarifudin, 2012) can be traced back as far back as the 16th century when the British economist Sir William Petty (1623-1687) introduced the value of workers (a value on labourers) called Human capital. As a symbol of Britain's dominance over other countries at the time. Sir Adam Smith (1723-1790), in his book *An Inquiry into the Nature and Causes of the Wealth of Nations*, suggests that there are always four I capitals in every organization, especially business, namely: machines, buildings, land, and humans (Human capital). Human capital was also developed by the US economist and statistician, Gary S. Becker, in 1975, who explained the concept of Human capital as a fact consisting of three factors, namely: (1) environmental factors or organizational factors where humans work; (2) human factors, namely the source of capital

itself; and (3) incentive factors from the organization or related to employee welfare, namely: salaries, benefits and others.

The concept of Human capital emerged because of a shift in the role of human resources. Human capital arises from the idea that humans are intangible assets with many advantages: 1). When used and distributed, human abilities will not decrease but increase both for the individual concerned and for the organization; 2). Humans can turn data into meaningful information; 3) Humans can share intelligence with other parties. Human capital is a concept that first appeared in 1776 in classical economics (Fitzsimons, 1999). Human capital can be achieved or obtained in two ways. First, humans are used as labour based on their quantitative amount. This states that the more the number of people or labour, the higher the productivity. Second, investment is the main way to increase or get human capital. Education and training obtained by humans will increase their abilities and skills to increase productivity. This second method is no longer concerned with the quantity of the workforce.

Human capital has a dynamic, implicit, non-standard, and contextual definition. Human capital characteristics that are very important for the performance of a company or organization are the flexibility and creativity of individuals, their ability to develop skills and respond to situations in various contexts (M. & A., 2014). (M. & A., 2014) Human Capital has five components that have different roles in creating the human capital of a company or organization, which ultimately determines the value of a company or organization. The five components of Human capital are individual capability, individual motivation, the organization climate, workgroup effectiveness and leadership".

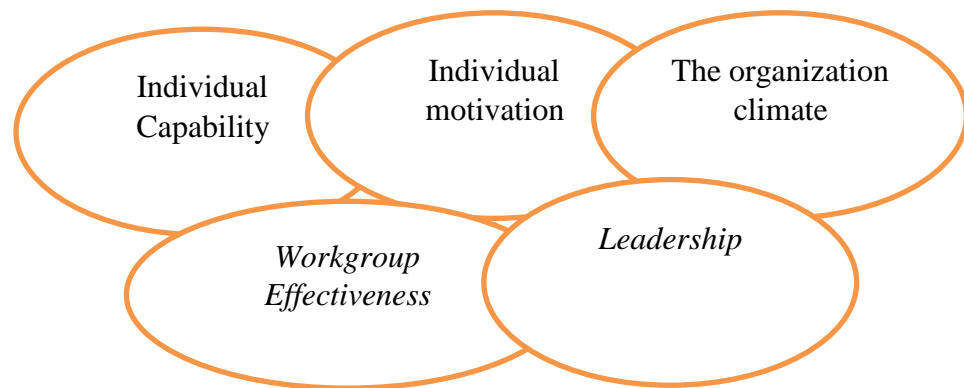


Figure: 2.1 Human Capital

A Climate for The Growth of Human Capital

Source: (M. & A., 2014)

Individual Capability

Individual skills can be divided into two parts, namely fundamental skills and potential abilities. Tangible skills are skills acquired through learning (achievements or achievements) that can be demonstrated and tested. Potential

skills are aspects of skills that are still contained in the individual and are obtained from heredity. Potential skills can be divided into two parts, namely: general basic skills (intelligence or intelligence) and specific basic skills (talents and attitudes).

Individual Motivation

Motivation is a condition or energy that moves employees directed or directed to achieve the company's organizational goals. Motivation is formed from the attitude of employees in dealing with work situations. It is the positive mental attitude of employees towards the work situation that strengthens work motivation to achieve maximum performance. The mental attitude of employees must have a ready mental attitude psychophysically (ready mentally, physically, situation, and purpose). This means that employees are mentally prepared, physically healthy, understand the situation and conditions, and strive to achieve work targets or the organization's primary goals.

The Organization Climate

The organizational cultural climate is an organizational value system embraced by members of the organization, which then influences the way members to work and behave.

Workgroup Effectiveness

Teamwork effectiveness is based on both productive results and personal satisfaction. Satisfaction is concerned with the team's ability to meet the personal needs of its members and then maintain their membership and commitment. Effective results relate to the quality and quantity of work results defined by the team's goals, namely organizational context, structure, strategy, cultural environment, and reward system. The critical team characteristics are the type, structure, and composition of the team. These team characteristics influence the team's internal processes, which in turn affect outcomes and satisfaction.

Leadership

Leadership is a process in which individuals influence individuals to achieve a common goal (Peter Guy, 2016). Furthermore, (A. Hall, 2009) in his book entitled *The New Human Capital Strategy*, explains that leaders must align all activities to achieve business plans and improve organizational capabilities that enable high performance. In addition, also states that: "Creating leadership excellence requires a blueprint of success and a fully integrated system for delivering that vision. Success is not world-class leadership development but best-in-industry leaders". This explanation can be interpreted that creating superior leadership requires a blueprint for success and a fully integrated system to realize an organization's vision. Success is not about developing world-class leadership but about leaders who can successfully move the industrial world. That's the best leader

According to (M. & A., 2014), human capital is one of the intellectual capital assets (intellectual capital). Intellectual capital consists of three elements, namely: human capital, social capital, and organizational capital. Human capital consists of the knowledge, skills, abilities and capacities to develop and innovate that a person has in an organization. Social capital is a structure, network, and procedure that enables people to acquire and develop intellectual capital as indicated by the flow of knowledge from relationships within and outside the organization. Organizational capital is the institutionalized knowledge owned by the organization stored in databases, manuals, and other forms. (Armstrong, 2007: 6-7). The concept of intellectual capital is also known as the tripartite concept, which consists of Human capital, Social capital and Organizational capital. This concept explains the relationship between Human capital, Social capital and Organizational capital. Intellectual capital shows that individuals (Human capital) can generate, maintain, and use their knowledge through interactions between them through their network (social capital) to produce institutionalized knowledge owned by an organization (organizational capital).

This study examines research problems in the perspective of Human capital. In reviewing the concept of social capital, it is always seen with the concept of Human capital (human capital). Human capital refers to the individual dimension, namely the power and expertise possessed by a person. Meanwhile, the concept of social capital refers to the potential of groups and patterns of relationships between individuals within a group and between groups in the context of social networks, norms, values and beliefs among group members. In this study, the concept of social capital is used to see community members in the Puncak tourist area, Bogor, to develop their human capital as the basic capital of the empowerment process. It is believed that with their social capital, people will be able to strengthen their abilities so that they will have the power (power) to deal with various problems in their area and improve their welfare through various activities, particularly those that boost tourism in their area. In other words, people with their Human capital and Social capital will strengthen their power to improve their welfare.

Based on the explanation above, the definition of Human capital in this study refers to humans' ability to create value for the organization in achieving its goals. The concept of Human capital in this study will examine the community's capabilities around the Puncak tourist area, Bogor, with the community's ability to overcome the threats posed by tourism activities through creativity, flexibility, responsiveness and skills possessed by the community. Each individual in society. The concept of Human capital that will be used in reviewing research problems, namely the concept of Human capital described by (M. & A., 2014), states that Human capital is one of the elements that make up intellectual capital. Intellectual capital consists of the following elements: human capital, social capital and organizational capital. It is believed that with their social capital, people will be able to strengthen their abilities so that they will have the power (power) to deal with various problems in their area and improve their welfare through various activities, particularly those that boost tourism in their area. In other words, people with their Human capital and Social capital will be able to strengthen their power to

improve their welfare. By using this concept, it is expected to produce a concept of community empowerment based on Human capital by increasing knowledge, abilities, skills, expertise, motivation, education and experience so that people can be independent and can improve their quality of life with their social capital to improve their welfare.

The word tourism is etymologically derived from Sanskrit, which consists of two words: *Pari* and *Wisata*. *Pari* means many or around; whereas, *Tourism* means to go or travel. Thus, the word tourism is defined as a trip made many times from one place to another. In English, this activity is called the world tour, with a plural sense, namely the word tourism, which can be interpreted as tourism or tourism. Tourism has started since the start of human civilization itself, marked by the movement of people who make pilgrimages and other religious trips, as well as being driven by feelings of hunger, thirst, curiosity, fear, madness for honour, and power (I Ketut & I Gusti Ngurah Widyatmaja, 2017). :1).

At a glance, the World Tourism Organization (WTO) divides the development or history of this tourism into 3 (three) eras, namely: ancient times, medieval times, and modern times. The habit of travelling has been documented in the archipelago's history from the XIV century, as recounted in the book *Negara Kertagama*. Indonesian tourism develops according to the political, social and cultural conditions of its people. The rapid progress of Indonesian tourism itself cannot be separated from the efforts initiated several decades ago. Based on the development period, the history of Indonesian tourism can be divided into three important periods: the Dutch colonial period, the Japanese occupation, and after Indonesia's independence (I Ketut & I Gusti Ngurah Widyatmaja, 2017). The definition of tourism refers to the explanation of the United Nations World Trade Organization (UNWTO), which states that:

Tourism is a social, cultural and economic phenomenon that entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. These people are called visitors (which may be either tourists or excursionists; residents or non-residents) and tourism has to do with their activities, some of which involve tourism expenditure. (<https://www.unwto.org/glossary-tourism-terms>).

Based on this explanation, tourism is a social, cultural and economic phenomenon that requires the movement of people to countries or places outside their environment for personal or business purposes. These people are called visitors, who are grouped as tourists or tourists, residents or non-resident. These tourism activities are related to their activities, some of which even involve tourism expenditure.

The basis of tourism development is the potential of cultural, artistic, and natural diversity resources (natural charm). The development of these resources is managed through an approach to increase the added value of resources in an integrated manner between tourism products and tourism marketing through an approach to empowering local communities in tourism

development. According to (Sunardi, 2001) tourism development has three functions or tri-functions, namely:

Promoting economic activity;

Maintaining the nation's personality and the preservation of environmental functions; and

We are cultivating a sense of love for the homeland and the nation and instilling the spirit and noble values of the nation in strengthening national unity and integrity.

In achieving the tri-function, three kinds of efforts must be taken, namely:

Development of tourism objects and attractions;

Improve and develop promotion and marketing, and

Improve tourism education and training

The presence of tourists and the tourism industry contributes directly to the sustainability of people's lives at a destination, such as job opportunities, improving the economy, community involvement in tourism activities, financing infrastructure, and various other positive activities that can improve people's welfare. However, on the other hand, Dalidjo (2015) states that the presence of tourists or the commercialization of a tourist destination can have an impact, both positive and negative. Therefore, we need a unique plan or strategy in looking at the character of visiting tourists and the community in its relevance to the existence of tourism with the potential for hazards/disasters caused, which can make a tourism industry vulnerable or resilient. The negative impact of the tourism industry is a disaster or threat. The disaster in question can be in the form of a natural disaster or a social disaster. Disasters have the potential for long-term impacts and threaten human life and business, including infrastructure, services, transportation, accommodation, and other elements of tourism. To overcome potential disasters, human resources are needed who can identify potential disasters or threats that come from the presence of tourists

In this study, the human resource aspect plays an important role in overcoming the impact on the tourism industry, one of which is the impact of tourists in the Puncak tourist area, Bogor Regency. The impact of this tourism can potentially pose a threat to the local community. Therefore, it is vital to examine community resources in tourist destinations in overcoming the threats they pose. Threats are simply anything that can cause harm. In the context of this research, the definition of threat refers to the Indonesian Defense White Paper (2015:1), which explains that threats can arise from the development of the current dynamic strategic environment. These dynamics significantly affect the patterns and forms of increasingly complex and multidimensional threats, in the form of military threats, non-military threats and hybrid threats

that can be categorized in the form of real and unreal threats. The forms of threats include terrorism and radicalism. In this study, the human resource aspect plays an important role in overcoming the impact on the tourism industry, one of which is the impact of tourists in the Puncak tourist area, Bogor Regency. The impact of this tourism can potentially pose a threat to the local community. Therefore, it is essential to examine community resources in tourist destinations in overcoming the threats they pose. Threats are simply anything that can cause harm. In the context of this research, the definition of threat refers to the Indonesian Defense White Paper (2015:1), which explains that threats can arise from the development of the current dynamic strategic environment. These dynamics significantly affect the patterns and forms of increasingly complex and multidimensional threats, in the form of military threats, non-military threats, and hybrid threats that can be categorized in the form of real and unreal threats. The forms of threats include terrorism and radicalism,

Threats refer to the explanation (Yusgiantoro, 2014) that every effort and activity will endanger the state's existence. Every country in the world faces various threats, challenges, obstacles, and disturbances. Threats by type can be in the form of military threats and non-military threats. According to their sources, threats can be threats originating from within the country and from other countries. Threats by their nature are threats to a country (national threats), threats to several countries (regional threats), and threats to many countries (global threats). Threats based on their impact can be in the form of multidimensional threats, threats to one aspect of life, or threats to several aspects

Several previous studies relevant to the research to be carried out will be explained in this section. The first research related to human capital is a study written in a journal (Mahoney & Kor, 2015). This study examines Advancing the human capital perspective on value creation by joining capabilities and governance approaches. This study uses a qualitative method. Based on these studies, these studies indicate that investment in human capital in companies is an important aspect to build and improve the company's core competencies. The human capital perspective can be developed by combining capabilities and governance approaches. This is important to build a system mechanism for a company.

The second research related to empowerment was conducted by (Pradono et al., 2016). This research is in the form of a journal and entitled: "Towards a Model of Community Economic Empowerment through Tourism Activities in Bogor Regency, West Java, Indonesia." The research method used is qualitative. This research focuses on community economic empowerment. Community empowerment is an essential factor in the community's economic development by considering economic and socio-cultural characteristics. The findings of this study are patterns or models of economic empowerment through tourism in rural areas and communities in three villages, namely exploring, analyzing knowledge about the characteristics of the community's economic potential. The economic empowerment model must be adapted to the characteristics of the economic and socio-cultural activities of the people

in the Puncak area. With this model, it is hoped to accelerate rural economic development and expand the sustainable tourism business.

The third research, research conducted by (Khoirini & Kartika, 2016) in the form of a journal with the title "The Influence of Human Capital and Social Capital on Performance (Case Study of Small and Medium Enterprises (UKM) Food and Beverage Bogor City)." This study uses quantitative methods. The result of descriptive analysis in this study is that employees consider that the relational dimension is the most agreed in forming social capital. Other knowledge gets the most significant value, which is considered the most prioritized in forming human capital. In the performance of the most agreed variable is the power of innovation; 2) Model analysis results states that human capital has a direct and significant effect on performance with social capital as a moderating variable. Model analysis results.

Stating that human capital and social capital. Direct and significant effect on performance; 3) The best model is model 2 because it has a more considerable R-square value and t-statistical value than model 1. So that model 2 is used as a consideration in managerial implications.

METHODOLOGY

This research was conducted using a qualitative approach. This research is naturalistic research by looking for the meaning of the social life of a particular community. The study took place in the Cisarua District of Bogor Regency, West Java Province. Because the object under investigation is located in the tourist area of Puncak, Bogor, this location was chosen as the research location. This research was carried out between February 2020 and January 2021.

Research Design

This study was designed using a qualitative descriptive approach with the type of case study. Case study research is a study that seeks to find knowledge empirically by investigating phenomena in real-life contexts. The data collected in this study are words or sentences from sources (informants), books, ebooks, journals, and other sources. Data was collected using interview techniques so that researchers could dig more profound information about the interpretation of informants in providing their views on the problem under study. The data obtained in the field were analyzed using relevant theories and concepts to examine community empowerment in dealing with non-military threats in the tourist area, Puncak, Bogor, to obtain a comprehensive conclusion.

Relevant Research

No.	Peneliti dan Tahun	Judul	Tempat Penelitian	Metodologi Penelitian	Hasil Penelitian
1	(Hubertus Oja, 2018)	PENGUATAN HUMAN CAPITAL DALAM PEMBERDAYAAN EKONOMI MASYARAKAT LOKAL DI DISTRIK TANAH MIRING KABUPATEN MERAUKE	Indonesia	In this study, the researcher used a qualitative approach. The qualitative approach is used because the researcher intends to obtain an in-depth picture of the strengthening of human capital for indigenous Papuan mothers in the economic development of local communities in the Tanah Miring District.	Human capital is different from human resource management, but it can also be synergistic. Human capital views humans as intangible assets, and human resources management views humans as costs or costs that are detrimental to the company. The concept of human capital emerged due to a shift in the role of human resources. Human capital arises from the idea that humans are assets that have many advantages, namely human abilities when used and distributed, will not
2	(Kasmawati, 2017)	HUMAN CAPITAL DAN KINERJA KARYAWAN (Suatu Tinjauan Teoritis)	Indonesia	empirical studies relating to the relationship between human capital in various aspects and company performance, especially employee performance has experienced such rapid development	The results of this study can provide input for company to prepare more qualified human resources and improve employee performance, so that company performance increases. Already It's time for company leaders to realize that the profits earned The company comes from human capital and doesn't see everything company activities from a purely

					business perspective. Instead, look more the company as a unit that contains knowledge and skills a unique one or a unique set.
3	(Ghobash et al., 2020)	<i>HUMAN CAPITAL AND EDUCATED ORGANIZATIONS AND THEIR IMPACT ON OUTSTANDING PERFORMANCE AN ANALYTICAL STUDY OF THE VIEWS OF A SAMPLE OF EMPLOYEES OF THE FACULTIES AT THE UNIVERSITY OF MUTHANNA</i>	Iraq	<i>Quantitative Approach. Techniques for questionnaires and SEM analysis</i>	<i>The study results revealed that there are direct correlations between human capital and educated organizations to possess the necessary skills to increase their ability to perform their operations with distinction.</i>
4	(Garaika & Jatiningrum, 2020)	<i>THE IMPACT OF HUMAN RESOURCES, SOCIAL CAPITAL AND ECONOMIC INFRASTRUCTURE ON ECONOMIC GROWTH: EVIDENCE IN INDONESIA</i>	Indonesia	Quantitative Approach. Techniques for questionnaires and SEM analysis	<i>The resulting finding stated that there is a significant impact of human resources (productive age and high school graduate population), economic infrastructure (electricity, roads, and clean water), and social capital (cooperatives) on economic growth in East Lampung Regency. The regression estimation results using Panel Data show that productive age, road infrastructure, electricity infrastructure and active cooperatives have a significant effect on GRDP</i>
5	(Safdari et al., 2011)	<i>IMPACT OF HUMAN CAPITAL INVESTMENT ON ECONOMIC</i>	Pakistan	The objective of this research is to analyze the influence of human	<i>These results relate with many previous studies like Muktdair-Al-</i>

		<i>GROWTH IN MUSLIM AND NON-MUSLIM ASIAN COUNTRIES</i>		capital investment, physical capital investment on economic growth	<i>Mukit (2012) studied that education spending has positive and significant influence on economic development. Mallick, Das, and Pradhan (2016) examined the dynamic of schooling spending and economic development in nominated 14 main Asian nations by using Fully Modified Ordinary Least Square (FMOLS) techniques that positively influence economic development in that countries.</i>
--	--	--	--	--	--

Observation (Observation)

Observations were made regarding the research location and the surrounding environment where researchers could describe the community's condition in the Puncak tourist area, Bogor, based on observations. Researchers can obtain data about community conditions, community activities, and interaction patterns between the community and tourists from the Middle East with these observations. Based on the results of observations, researchers can find out the existing condition of the community about the widespread influence of "Arabic" culture in the tourist area. During the observation activity, the researcher recorded and photographed activities regarding phenomena that occurred in the field under what was seen and heard regarding space (place), actors, activities, objects, actions, events or events, and time to strengthen existing data. especially related to human capital-based community empowerment in dealing with non-military threats in the Cisarua, Puncak, Bogor area.

Interview (Interview)

Interviews conducted by researchers in this study were carried out by taking into account four components: interviewer, sources of information, question material, and interview situation (Warwick-Lininger, in Yusuf 2014:372). An essential aspect in the success of data collection is primarily determined by the ability of the interviewer (researcher) to explore the information needed in the study. To facilitate the interview process, the researchers prepared interview guidelines. The interview guide is a guide for researchers when conducting interviews. The interview guide in this study contains the following aspects: community profile, community activities related to tourism in Puncak, Human capital, community social capital, understanding of threats from tourism, empowerment.).

Literature Study

Inferential statistical analysis was conducted to test the research In this study. The literature study was carried out by reviewing and reviewing several books to obtain theoretical data as secondary data. In collecting secondary data, researchers searched for data and archives of reports and documents related to human capital-based community empowerment in dealing with non-military threats in the Cisarua area, Puncak, Bogor. The data obtained from various sources, in the form of data: the character of tourists, community empowerment, human capital, non-military threats in tourist areas, profiles of tourist areas Cisarua, Puncak, Bogor, and tourism. The data is used to complement the data obtained through observation and interviews as primary data.

Data analysis technique

In this study, the data obtained in the field will be analyzed using the Creswell analysis model (2013: 276-284). The analysis steps are as follows:

processing and preparing data for analysis. In this stage, raw data obtained in the field and collected, including by making interview transcriptions, typing, sorting, and compiling data according to the type of information. Community profile data, Middle Eastern tourists who visit Puncak, community activities in improving the economy, community potential, natural resource potential, local government involvement in managing tourist areas, potential threats posed by Middle Eastern tourists, and tourism susceptibility are among the processed data obtained from informants either through interviews or literature studies. Researchers complete this stage after collecting data in the field.

Read all the data. The data that has been collected is then read in its entirety to perform coding or data sorting. The coding in this study refers to essential aspects that have been previously compiled in the research guidelines. The coding in this study consists of Empowerment, Human Capital, Non-military Threats, Tourism. The researcher carries out the stages of determining the coding after reading the entire data and sorting the information into the coding that has been determined in the previous stage, to then be poured into a narrative.

Perform data coding, which is an information processing process. The written data or images obtained are compiled and segmented into sentences or paragraphs in categories given specific labels.

Apply a coding process to describe settings, people, categories, and themes to be analyzed in the form of Human Capital-Based Community Empowerment data in Facing Non-military Threats in Cisarua, Puncak, Bogor. This description attempts to convey more detailed information regarding people, locations, and events in a unique setting related to Human Capital-Based Community Empowerment in Facing Non-military Threats in the Cisarua, Puncak, Bogor area.

Linking themes in the form of data obtained with Community Empowerment, Human Capital, Non-military Threats, description of the Cisarua Tourism Area, Puncak, Bogor. The previously analyzed themes are then presented in narrative form

It was interpreting and interpreting the data about the data obtained to get the meaning of the phenomena that occur in the tourist area of Puncak, Bogor, with the presence of tourists from the Middle East. The themes that have been prepared previously in the narrative report are then interpreted and concluded to formulate conclusions, provide recommendations to overcome various obstacles and provide scientific solutions based on research results in the field.

After conducting a comprehensive data analysis, then at the final stage of data analysis, the validity of the data is checked through a credibility test. The validity, accuracy, and truth of the data obtained in the field determine the truth and accuracy of the results of the analysis following the research problem

RESULTS

Research Findings

Community Empowerment in Facing Non-military Threats in Puncak Tourism Area, Bogor Regency

This section discusses the condition of the community in the Puncak tourist area by referring to the concept of community empowerment proposed by Mardikanto and Subianto. Based on the concept of community empowerment, according to Mardikanto & Subianto, related to the development, strengthening, and independence of the community, there are seven indicators of community empowerment. First, the ability of the community to support the tourism sector. Based on the research results, the community's ability to support the tourism sector is carried out through adaptation to the needs of tourists who come to the Puncak area. In the Arab village tourism sector, which is based in the Sampay hamlet area, Tugu Selatan village, better known as the community tin stalls that interact directly with Middle Eastern tourists, carries out various strategies to adapt to Middle Eastern tourists. This is done with the aim of establishing mutually beneficial interactions and relationships between indigenous people and Middle Eastern tourists. First, the community's ability is carried out by the community's willingness to learn the Arabic language used by Middle Eastern tourists to communicate. This is as stated by the driver and guide for Middle Eastern tourists, who explained that in general, the inability of Middle Eastern tourists to use Indonesian and English makes Puncak people who want to communicate with Middle Eastern tourists to master Arabic. The communication that exists is not just social interaction but is a medium used by the community to get jobs by providing services and fulfilling the needs of Middle Eastern tourists.

It was also explained in a study conducted with one of the villa guards to learn the Arabic language used by Middle Eastern tourists. It was first done by understanding the hand movements or expressions shown by Middle Eastern tourists. Then the more interactions that occur, the indigenous Puncak people who work and interact with Middle Eastern tourists understand the Arabic language used by Middle Eastern tourists. Second, the ability possessed by the community in supporting the tourism sector that is directly related to Middle Eastern tourists is carried out through increasing self-capacity in services to Middle Eastern tourists. Capacity building is carried out by taking into account the available job opportunities by the needs of Middle Eastern tourists. In the form of services, people work in professions such as drivers, tour guides, waiters, traders, and other supporting professions to serve the needs of Middle Eastern tourists.

Based on the study results, the driver and tour guide saw the opportunity for transportation needs needed by Middle Eastern tourists, so that the natives chose to become drivers through vehicle ownership on credit. According to the explanation from the head of the driver's organization in the Puncak area, the profession as a driver and a tour guide has been carried out since 2005. He admits that work as a driver and guide for Middle Eastern tourists brings

benefits and economic changes that are felt by him and his fellow drivers. In addition to the service driver profession, the Puncak community, especially women, are serving as kadamah or household services in charge of serving Middle Eastern tourists in terms of cleaning villas and providing food.

Based on the research results, the Puncak community's ability to support tourism is carried out by adjusting to the needs of tourists, especially the Middle East, and initiatives in moving tourism villages based on nature and culture conservation typical of Puncak. In this case, there are still obstacles faced by the initiators of the Tourism Village in gathering community support for the Tourism Village. This obstacle is motivated by the perception of the Puncak community, which is generally oriented towards meeting economic needs.

Second, public knowledge related to the benefits of the tourism sector based on the results of research conducted, the public knowledge related to the benefits of the tourism sector is generally known only to meet economic needs and the development of public facilities and infrastructure in the community. The community considers economic profit as the primary orientation in the utilization of the tourism sector. In terms of providing services to tourists, especially in the Middle East, people know that the more Middle Eastern tourists who come and stay for an extended period, the benefits of tourism are felt. This is as explained by a hadamah who serves Middle Eastern tourists, that in terms of economy, the presence of Middle Eastern tourists has a significant impact on the economy. The longer a Middle Eastern tourist stays, the more money he will get. No different from khadamah, the recognition of the driver and the tour guide is also the same. He even admitted that he was able to own several cars for being a driver and a tour guide for Middle Eastern tourists.

Third, the capital owned by the community in supporting the tourism sector. Based on the results of research conducted, the capital owned by the Puncak community in supporting the tourism sector is natural scenery and cool air. This is as stated by the head of the South Tugu Tourism village, who explained that the natural scenery in the form of tea plantations and the cool air typical of the mountains became the main attraction for tourists traveling to the Puncak area. According to his explanation, these two things are the main strengths or capital for the running of the South Tugu tourism village based on agro-tourism. According to his presentation, he and the South Tugu Tourism Village team collaborate with the Village Government, trying to maximize tea plantations to become attractive tourist attractions. In the long-term plan of the South Tugu Tourism Village, retirees or those who have worked in a tea factory will be prepared to become tour guides in the South Tugu Tourism Village. In the future, he hopes tourists who come to the South Tugu Tourism Village will enjoy the beautiful scenery of the tea plantations and know the history of tea in the Puncak area to the point where tea management can become a drink favored by many people.

Fourth, community initiatives in developing tourism. Based on the research results, the Puncak community's initiative in developing tourism is manifested

in forming nature and culture-based Tourism Village and a tourism driving group (Kompepar). In an interview conducted with the Head of Kompepar, it was explained that the initiation of Kompepar was initially carried out in 2017 by submitting training using the Bogor Regency Regional Revenue and Expenditure Budget (APBD). His explanation stated that ten sub-districts in Bogor Regency were under the 1 compepar he led. In the implementation of compepar activities, it is guided by the national tourism guidelines or Sapta Pesona. The informant further explained that kompepar is a social organization that carries out tourist service activities by maximizing the empowerment of the Puncak community. Kompepar coordinates seven tourism communities in the Puncak area, namely the Peak Tour Guide Community (KPWP), Puncak Street Parking (PPJRP), Puncak Photographer Association, PPHP Homestay, Horse Rental Association, Puncak Bersih Tour (WPB), and the cafe and singer community (PAKAP).

Fifth, community participation in tourism activities. Based on the study results, community participation in tourism activities is only seen in people who interact directly with tourists who come to the Puncak area. Most of them are service providers to tourists. In particular, it can be seen in the community in the canned shop area who actively participates as a service provider to Middle Eastern tourists. In this case, some people work as hadamah, driver, tour guide, traders, Middle Eastern restaurant waiters, villa guards, masseurs, and biong (brokers). Meanwhile, participation was also carried out by some people or groups who were the initiators of the North and South Tugu Tourism Villages.

Sixth, current community empowerment activities. Based on the research conducted, previous community empowerment activities were carried out through training with the Village Government and Universities. The training held is related to service ethics education for tourists. This is as conveyed by the Head of Kompepar, who explained that in their collaboration with Podomoro University, the community involved in service services was given education related to service ethics and appearance in serving tourists who came to the Puncak area. The same thing was conveyed by the Head of the North Tugu Tourism Village and South Tugu Village, who said they collaborated with Trisakti College and the Village Government to hold coaching and training activities provided to the community, especially those involved in services for tourists. Although there have been training and community development activities related to tourism, the Chairperson of the North Tugu Tourism Village explained that he hopes that the relevant parties will continue to provide assistance activities to identify and foster achievements that have not been and have been achieved.

The seventh is related to the success of community empowerment activities. Based on the research conducted, community empowerment activities are still running in the Puncak tourism sector. In this case, community empowerment activities are still in the form of coaching and training organized by the Village Government, Kodim and several universities. The success of community empowerment activities has not been seen because it is still in the process. However, the increase can be seen from the enthusiasm of local and

foreign tourists towards tourism in the Puncak area. In this case, it can be said that the services provided by the community have increased. Based on the results of the interview, the Chairperson of Kompepar explained that for example, if in the past the villa rental service providers along Jalan Puncak only used knitted hats and sarongs, since they were given coaching and training the villa rental service providers were more attractive and neat in appearance. This is in accordance with observations made by researchers who observed villa rental service providers who dressed more neatly, such as jackets and trousers.

Human Capital-Based Community Empowerment in Facing Non-military Threats in the Puncak Tourism Area, Bogor Regency.

This section describes the relevance of community empowerment, human capital, and non-military threats to the tourism sector in Puncak. In addressing this problem, the researcher refers to the concept of empowerment factors from Sulistiyani, who explains that there are five factors in community empowerment which include: Community understanding of the concept of community empowerment, Community independence related to the tourism sector, Cognitive condition (thinking ability), Conative (attitude in overcoming problems), affective (sense/feelings in supporting attitudes & behavior), psychomotor (skills/skills) of the community in supporting the tourism sector, access to resources in supporting the tourism sector and public awareness about their potential in developing the tourism sector

Based on the research results related to aspects of community understanding about the concept of community empowerment, some informants have understood the concept of community empowerment. In this case, the community groups are directly involved in developing the North and South Tugu Tourism Villages. However, based on the results of research conducted on hadamah, drivers, tour guides, villa guards, traders, and restaurant waiters in the canned shop area, they do not understand the concept of community empowerment. In the tourism sector, the community has an important role to be the subject of development in the tourism sector. As conveyed by the Head of the South Tugu Tourism Village, the establishment of the South Tugu Tourism Village is one of the Peak community empowerment strategies in the tourism sector. Through the programs held in the South Tugu Tourism Village, it is hoped that the community can play an active and independent role in the tourism sector. The same thing was also explained by the Head of North Tugu Village who explained that the establishment of the North Tugu Tourism Village was a step taken to restore the culture of the Puncak area while making the Puncak community the subject of development in the tourism sector.

In the aspect of community independence related to the tourism sector, the results of the study show that the independence of the Puncak community related to the tourism sector has not been seen because empowerment is still in the process of coaching and training. Based on the results of research conducted, according to the Head of the North Tugu Tourism Village, through the management of garden products in the form of coffee products, it is hoped

that the North Tugu village community can be more independent in the tourism sector. According to the explanation given by him, before the North Tugu tourist village was realized, the community still relied on its economy through services to Middle Eastern tourists in the canned shop area. Some people also choose to become workers in other areas such as Jakarta, Depok, Bogor, Bekasi, and Tangerang.

In terms of the cognitive, conative, affective and psychomotor conditions of the community in supporting the tourism sector. Based on the research results, not all people in the cognitive aspect understand that the community has a role in supporting tourism development in the Puncak area. This is as explained by the head of the Tugu Utara and Tugu Selatan villages, who explained that the lack of public understanding of tourism impacts the lack of community participation in the development of the Tugu Utara and Tugu Selatan tourist villages. In general, efforts to fulfill the communities cognition are carried out through socialization and training organized by the Kodim, village government, village tourism initiators, and tourism driving groups in collaboration with universities and investors. The conative aspect manifested in the attitude of community behavior that is formed and directed at sensitive behavior towards the values of development and empowerment is realized through the initiation of tourism driving groups (Kompepar) and Tourism Villages. In contrast to Kompepar, which focuses on economic improvement and development in the provision of services in the Puncak tourism sector, the Tourism Village was initiated by a great desire to make the Puncak community a subject in tourism, but also as an effort to restore the original culture of the Puncak community which is recognized as starting to fade. This is as explained by the head of Kompepar that in the tourism sector, especially domestic and foreign tourists, namely Middle Eastern tourists, the communities that are members of Kompepar are committed to providing the best service by the values contained in Sapta Pesona. The informant explained that improving the quality of services to tourists is one form of community support for the tourism sector.

The affective condition is defined as the sense possessed by the community that is expected to be intervened to achieve empowerment in attitudes and behavior based on the results of research carried out through socialization and education carried out by the Tourism Village management to the indigenous people of Puncak. Socialization and education to increase community participation so that they can become subjects in empowerment are carried out by looking at the community's tendency to only focus on increasing the economy from tourism activities and ignoring other aspects such as social and culture as part of tourism. This is based on interviews conducted with the Head of North Tugu Village who explained that in general the people in the North Tugu Tourism Village did not initially support the Tourism Village programs. However, along with its development, through socialization and education, the community slowly began to want to be involved in the development of the North Tugu Tourism Village

Discussion of Research Findings

Community Empowerment in Facing Non-military Threats in Puncak Tourism Area, Bogor Regency.

The results show that the types of tourism in the Puncak area are divided into recreational tourism or leisure tourism, and cultural tourism. Leisure tourism is defined as a type of tourism carried out to recover physically and mentally after working or doing daily work. As explained by Wahab regarding the types of tourism, the types of tourism can be grouped based on the motivation of the trip and the objects visited, namely recreational/leisure tourism and cultural tourism. Middle Eastern tourists who come to the Puncak area for vacation are carried out this type of tourism. Figure 4.1 shows the type of tourism. Puncak refers to the type of tourism

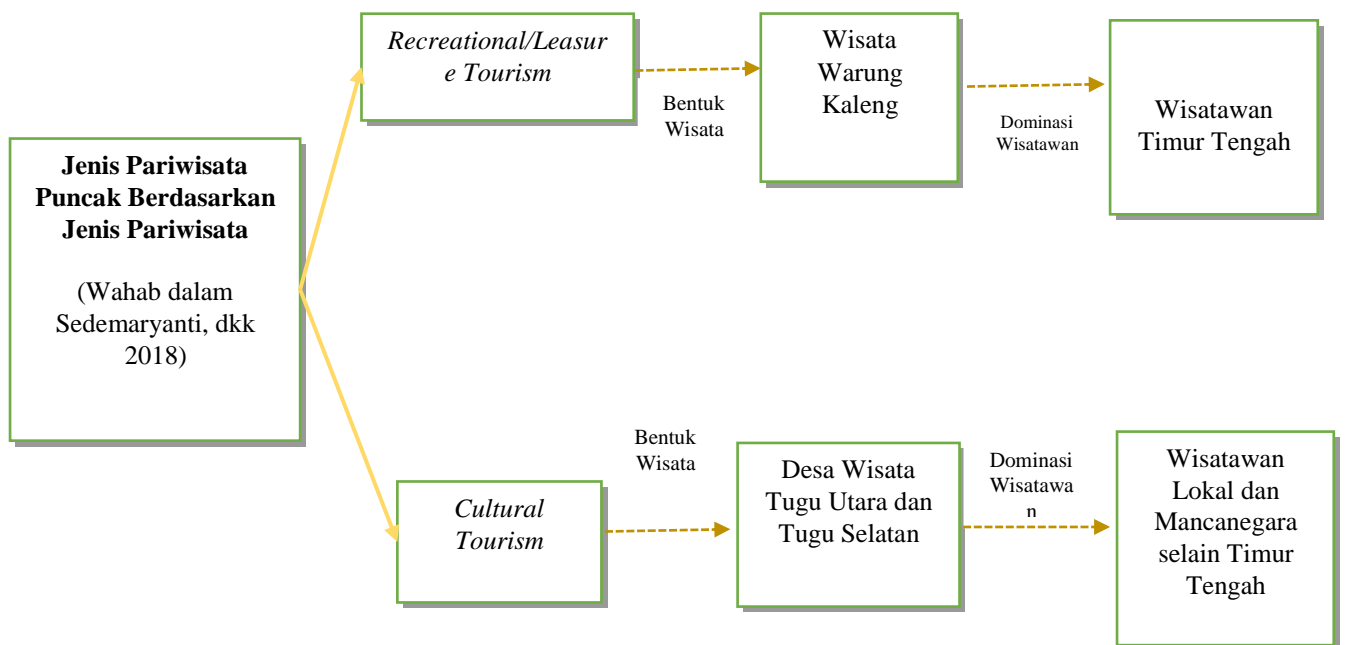


Figure 4.1 Data of Peak Tourism Types Based on Research Results referring to the Forms of Tourism from Wahab

In the research conducted, it was found that tourism visits carried out by Middle Eastern tourists were carried out to relieve fatigue with daily activities while in their home country. When it comes to traveling in the Puncak area, Middle Eastern tourists are not as interested in learning about the culture of the Puncak area as foreign tourists who come to the island of Bali. Middle Eastern tourists usually spend their vacation time in Puncak by partying and gathering with family. The natural scenery and cool air of Puncak are an attraction for Middle Eastern tourists to travel in the Puncak area. While traveling in the Puncak area, Middle Eastern tourists have a habit of gathering with family, partying late into the night and even hiring prostitutes and consuming drugs.

Based on the results of research related to the response of the Puncak community to the presence of Middle Eastern tourists, there are people who

feel disturbed by the presence of Middle Eastern tourists and groups of people who do not feel disturbed by the presence of Middle Eastern tourists. The group of people who feel disturbed by the presence of Middle Eastern tourists based on the results of the study are groups of people who do not feel the direct economic impact of the presence of Middle Eastern tourists. Apart from not feeling the direct impact of the presence of Middle Eastern tourists, this group is a group that has no concern for the environment along with the presence of Middle Eastern tourists. This group is generally a group that does not work directly as a service provider to Middle Eastern tourists. Meanwhile, community groups who are not disturbed by the presence of Middle Eastern tourists are groups of people who feel economic benefits through the provision of services or trade to Middle Eastern tourists. This group has a tendency to provide the best service to Middle Eastern tourists and even cover up illegal activities such as drug abuse, access to prostitutes, and late-night party activities filled with drinking activities carried out by Middle Eastern tourists. Based on the findings in the field, this group tends to ignore the values or norms that apply in society as a consequence of the payments they get through providing services to Middle Eastern tourists.

In community empowerment, aspects of education, training and capacity building are factors that influence the community empowerment process. This is philosophically done to strengthen the goal of empowerment. There are six educational philosophies in the learning process in the empowerment process which include:

Involvement of all parties in the education process. In this case, the community must have the awareness to seek information or knowledge to increase their capacity. Meanwhile, the government and facilitators must provide information to the public. The study results that refer to the first philosophy show that the government and facilitators have carried out regular training activities in the education process. The training organized by the village government or university is not carried out sustainably, so that there is no evaluation carried out to determine the success of empowerment. In addition, the training provided is only limited to improving the competence of tourist services, not focusing on improving quality through managing community resources in the tourism sector. The awareness of the community towards capacity building has not been seen. In this case, the community is not interested in getting involved in the tourism sector if it does not directly generate income in terms of the economy.

They are proving the truth in the daily life of the community through improving the welfare of life. The value of this second philosophy based on the study results shows that a significant increase in the welfare of life is felt by people who interact directly in the tourism sector and specifically serve Middle Eastern tourists. In general, the Puncak people do not feel an increase in their welfare from the tourism sector. Based on the study results, those who work in the tourism sector are only limited to workers in inns and restaurants that are not owned by the Puncak community.

Community participation in empowerment programs as a form of community belief. The results showed that community participation in the empowerment program was only followed by people who interacted and provided services for tourists. The empowerment program in tourist service training is only followed by people who work as service providers in inns, restaurants, and tourist attractions. The community's belief in the empowerment program is still based on the motivation to earn economic income from the tourism sector.

Individual development in community development. This aspect refers to research results showing that individual development in community development is carried out through training activities organized by the North and South Tugu Tourism Village administrators and compepar involving universities, village governments, and investors. In the North and South Tugu tourism village groups, the training aimed to improve community competence in managing their natural resources to become processed products by the community. Meanwhile, for compepar management, training activities held with universities, investors, and local governments are carried out to improve the quality of performance and services for tourists who visit the Puncak area.

Community empowerment based on the Pancasila philosophy. In this case, the results of the study indicate that based on the value of the fifth principle of Pancasila, which states that the value of social justice is expected to be felt by all Indonesian people, the results of the study indicate that the Puncak community in the tourism sector have not been able to feel the value of social justice in their own territory. Ownership of land and inns owned by outsiders with foreign funds impacts the disappearance of the indigenous cultures typical of the Puncak people. Not only that, the Puncak people, who are hosts, can only work as laborers, service providers who depend on the presence of tourists, especially Middle Eastern tourists.

Community empowerment as part of determining development activities. The results of the study indicate that as a determinant of development activities in economic, social, and cultural aspects are carried out by culture tourism community groups, in this case, the North and South Tugu tourism village administrators. Various program activities organized by the North and South Tugu tourism village administrators are carried out to strengthen the economy of the community as hosts and a step to restore cultural and social values that are starting to fade. Meanwhile, in recreational/leisure tourism groups, the community has not been fully independent in cultural and social aspects. The results of the study show that people in this group have a significant dependence in the tourism sector on the presence of tourists, especially Middle Eastern tourists

A. Human Capital-Based Community Empowerment in Facing Non-military Threats in the Puncak Tourism Area, Bogor Regency.

Table 4.3 Human Capital of Community Groups in Puncak Tourism Area

No.	Indicators In Theory	Research result	
		<i>Culture Tourism</i>	Recreational /Lecture Tourism
1.	Individual Capability of the Community in the Development of the Tourism Sector	<i>Individual capability owned by the community is a real skill (actual ability) obtained through training for natural resource management typical of the Puncak area.</i>	<i>Individual capability owned by the community is a real skill (actual ability) obtained through training to improve service capability</i>
2.	<i>Individual Motivation of the Community in the Development of the Tourism Sector</i>	Not all people have the motivation to develop the tourism sector. The motivation for the development of the tourism sector is owned by a group of people who are directly involved in the development of tourist villages.	Not all people have the motivation to develop the tourism sector. The motivation for the development of the tourism sector is owned by a group of people who are kompepar administrators.
3.	<i>The Organization Climate Owned by the Community in the Development of the Tourism Sector</i>	The culture tourism group represented by the North and South Tugu tourist villages, the organizational value system adopted is kinship.	The group of lectures/recreational tourism represented by the compepar value system of the organization adopted is work professionalism

4.	<i>Community-owned Workgroup Effectiveness in Tourism Sector Development</i>	The effectiveness of the work team that is owned is carried out through teamwork in accordance with the ability of each individual carried out to develop Puncak tourism both by the management of the North and South Tugu tourism village groups.	The effectiveness of the work team that is owned is carried out through teamwork in accordance with the ability of each individual which is carried out to develop Puncak tourism by the committee of comepar.
5.	<i>Community-owned Leadership in Tourism Sector Development</i>	The leadership of the community in the development of the Puncak tourism sector is owned by the heads of the North and South Tugu tourism villages, which can be seen by their ability to build networks involving village governments, universities and innovate in tourism village development programs.	The leadership of the community in the development of the tourism sector. The peak of the head of the comepar is seen in the broad and strong network owned by the comepar to build the economy through tourism development.
6.	The Existence of the Community in the Development of the Tourism Sector	The existence of the community in the development of the tourism sector is realized through programs organized by the administrators of the North and South Tugu tourism villages.	The existence of the community in the development of the tourism sector is realized through programs organized by komepar.

Based on the results of the study, it was found that in accordance with the concept of human capital used, efforts were needed to develop awareness to be independent for community groups that entered the leisure tourism group. This

is motivated because the people in this group cannot identify the form of non-military threats that enter along with the presence of Middle Eastern tourists. This community group has a sizeable economic dependence on Middle Eastern tourists. This can be seen from the research results showing that people who interact and benefit tend to ignore military threats in the form of ideology, social, and culture that arise with Middle Eastern tourists.

Meanwhile, in culture tourism community groups, it is necessary to strengthen awareness in realizing community independence. In this group, the community has been able to identify potential non-military threats that come with the presence of Middle Eastern tourists. This awareness then prompted the formation of the Tugu Utara and Tugu Selatan tourist villages. The Tugu Utara and Tugu Selatan tourist villages were established to restore the original culture of the Peak people, who were starting to be abandoned. The following **Figure 4.4** shows the approach taken to increase the awareness of the Puncak community by type of tourism in the Puncak area.

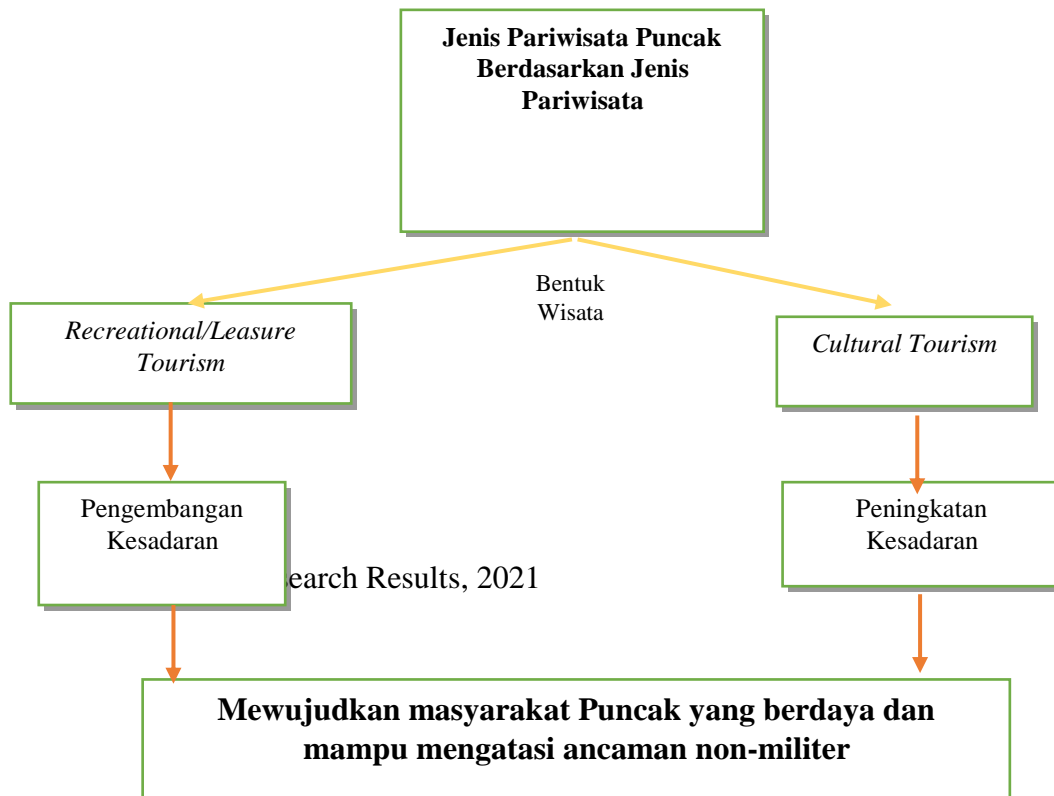


Figure 4.2 Approaches to Raising Peak Public Awareness by Type of Tourism in the Puncak Region.

Research Attachment

Together with the Head of Tugu Utara Villagea



Source: Personal Documentatio

Meet Tugu Selatan and Tugu Utara village officials



Source: Personal Documentation

CONCLUSION

The condition of the community in facing non-military threats in the Puncak Tourism Area, Bogor Regency is still in a state of helplessness. This is indicated by the fact that four aspects of empowerment indicators have not yet been realized, namely: aspects of community knowledge related to tourism are still minimal, community participation in tourism activities is still limited, community empowerment activities are not sustainable, and the success of empowerment activities has not been seen in real terms. Efforts to increase community empowerment in the Puncak tourist area) are an important aspect that is carried out by increasing awareness, capacity, access, and the role of the community (individuals and groups) in achieving quality of life, independence, innovation and welfare through tourism activities.

The concept of human capital-based community empowerment based on research results is a process of developing, strengthening awareness, and assisting individuals and groups through education, both formal and non-formal to gain community independence as the main capital/asset to raise awareness and ability of the community to detect early against potential threats in the field of ipoleksosbudhankam in tourism areas. This concept is important in an effort to foster community independence as the main capital or asset for community groups involved in tourism activities. This concept can be realized through education. The educational capabilities of the group can

become capital in dealing with various non-military threats in supporting sustainable tourism development

REFERENCES

- A. Hall, J. (2009). *Sistem Informasi Akuntansi Buku 1* (4th ed.). Salemba Empat.
- Afid, N. (2015). *Teori Pembangunan Sumberdaya Manusia*. PT Rineka Cipta.
- Ambar, S. (2017). *Kemitraan dan Model-Model Pemberdayaan*. Gava Media.
- Garaika, H. M., & Jatiningrum, C. (2020). the Impact of Human Resources, Social Capital and Economic Infrastructure on Economic Growth: Evidence in Indonesia. *PalArch's Journal of Archaeology ...*, 17(6), 11395–11408.
<https://archives.palarch.nl/index.php/jae/article/download/2933/2838>
- Ghobash, F. R., Impact, T., Outstanding, O., An, P., & Study, A. (2020). HUMAN CAPITAL AND EDUCATED ORGANIZATIONS AND THEIR IMPACT ON OUTSTANDING PERFORMANCE AN ANALYTICAL STUDY OF THE VIEWS OF A SAMPLE OF EMPLOYEES OF THE FACULTIES AT. 17(3), 2298–2337.
- Hubertus Oja, H. T. (2018). Strategi Community Development Dalam Mewujudkan Pemberdayaan Ekonomi Masyarakat Petani Padi Di Kampung Kuprik, Distrik Semangga, Kabupaten Merauke. *Societas*, 7(1), 1–10.
<http://ejournal.unmus.ac.id/index.php/societas/issue/view/130>
- I Ketut, S., & I Gusti Ngurah Widyatmaja. (2017). *Pengetahuan Dasar Ilmu Pariwisata*. Pustaka Larasan.
- J.W., I. (1995). *Community Development: Creating Community Alternatives- vision, Analysis and Practice*. Longman.
- Jimmy, G. L. (2014). *A to Z Human Capital: Manajemen Sumber Daya Manusia*. PT. Grasindo.
- Kasmawati, Y. (2017). Human Capital dan Kinerja Karyawan (Suatu Tinjauan Teoritis). *JABE (Journal of Applied Business and Economic)*, 3(4), 265. <https://doi.org/10.30998/jabe.v3i4.1781>
- Khoirriani, L., & Kartika, L. (2016). Pengaruh Modal Insani dan Modal Sosial terhadap Kinerja (Studi Kasus Usaha Kecil dan Menengah (UKM) Makanan dan Minuman Kota Bogor). *Jurnal Manajemen Dan Organisasi*, 5(3), 244. <https://doi.org/10.29244/jmo.v5i3.12174>
- M., A., & A., B. (2014). *Managing Performance: Performance Management in Action*. CIPD Publishing.
- Mahoney, J. T., & Kor, Y. Y. (2015). Advancing the human capital perspective on value creation by joining capabilities and governance approaches. *Academy of Management Perspectives*, 29(3), 296–308. <https://doi.org/10.5465/amp.2014.0151>
- O.S, P., & A.M, P. (1996). *Pemberdayaan: Konsep, Kebijakan dan Implementasi* (CSIS (ed.)).
- Pemkab. (2020). *Pemerintahan Kabupaten Bogor*. <https://bogorkab.go.id/pages/pemerintahan>
- Peter Guy, N. (2016). *Leadership: Theory and Practice*. Sage Publications, Ltd.
- Pradono, P., Faisal, B., Adriani, Y., Rikeu, R., & Fajriasanti, R. (2016). Towards model of community economic empowerment through

tourism activities in Bogor Regency, West Java, Indonesia. *International Journal of Economics and Financial Issues*, 6(Special Issue), 46–49.

Safdari, M., Mehrizi, M. A., & Elahi, M. (2011). Impact of human capital on economic growth in Iran. *European Journal of Economics, Finance and Administrative Sciences*, 18(41), 111–117.

Suharto, E. (2017). *Membangun masyarakat, memberdayakan rakyat : kajian strategis pembangunan kesejahteraan sosial dan pekerjaan sosial (IV)*.

Sumodiningrat. (1997). *Pembangunan Daerah dan Pemberdayaan Masyarakat*. PT, Bina Rena Pariwisata.

Sunardi, J. (2001). *Dasar-dasar Manajemen Kepariwisata Alam*. Liberty.

Syarifudin, T. (2012). *No Human Capital Management*. Elex Media Komputindo.