**Social Transformation Affected in Ecological Cultural Innovation in “Wit Tanda Tresna”: A Study in Plunturan Ponorogo**

Yoseph Bavo Agung Prasaja,Tri Pramesti, Dheny Jatmiko

Karunia Putra Akbar, Rafi Hussain

Universitas 17 Agustus 1945 Surabaya, Indonesia

Corresponding author’s email: agungprasaja@untag-sby.ac.id

***Abstract***

The issues on industry 4.0 and society 5.0 demand social systems that are both ecologically sound and culturally vibrant. This research delves into the critical role of “Wit Tanda Tresna” ecological cultural innovations in driving positive social transformation. This research aims to 1). develop a framework for analyzing the complex interplay between ecological cultural innovation practices and social transformation, 2). identify key metrics for measuring the effectiveness of “Wit Tanda Tresna: cultural Innovation in driving social change. The innovations are practices, technologies, or social norms that emerge from a deep connection with the natural world and promote both cultural identity and ecological sustainability. This study explores how ecolocical cuntural innovation influence social structures, attitudes, and behaviors of Plunturan villagers. The urgency of environmental challenges demands a reevaluation of social structures and practices. Ecological cultural innovation emerges as a promising catalyst for this transformation, fostering social change that prioritizes harmony with the environment. This research delves into the methodological challenges of studying social transformation driven by a new practices of cultural activity. The proposed methodology employs a multi-pronged approach that is in-depth examination of communities actively implementing “Wit Tnda Tresna” cultural innovation practices, exploring the social dynamics, power structures, and cultural shifts involved. By unveiling the methodologies that illuminate the transformative power of cultural innovation, this research seeks to empower communities and inform policy frameworks that foster a more sustainable and equitable future. There some finding that a). capacity building is required to provide training and resources to equip community members with the skills and knowledge necessary to implement the innovation. b). local leadership is adopted to empower local leaders who can champion innovation initiatives and inspire participationof the society. c). collaboration between different stakeholder groups, including NGOs, government agencies, and academic institutions.

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