**Villagers Social Responsibility as Cultural Capital in Constructing Ecology based Cultural Innovation of “Wit Tanda Tresna” in Plunturan Ponorogo**

Dheny Jatmiko, Yoseph Bavo Agung Prasaja,

Fadly Dwian Sam, Rafi Hussain, Ahsan Dimasius

Universitas 17 Agustus 1945 Surabaya, Indonesia

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

***Abstract***

This article is about the concept of villagers' social responsibility as a form of cultural capital that fuels “Wit Tanda Tresna” ecological cultural innovation. It explores how traditional values, norms, and collective action within villages shape and drive the development and implementation of sustainable practices. The urgency of the article lies in the untapped potential of village communities to address environmental challenges. Their deep ties to the land, coupled with a strong sense of social responsibility, offer a rich resource for developing innovative solutions. Traditional knowledge, when combined with modern approaches, can lead to more effective and culturally appropriate ecological cultural innovation. The methodology of research is a multi-layered approach. Ethnographic studies delve into the social fabric of villages, uncovering the values and norms that underpin their sense of social responsibility towards the environment. Participatory workshops engage villagers in discussions about “Wit Tanda Tresna” ecological cultural innovation, fostering a collaborative exploration of their cultural capital. Additionally, data is collected through focus groups and interviews with key community members. The research reveals a compelling link between villagers' social responsibility and the cultural innovation. Villagers' commitment to the collective good encourages collaboration and knowledge sharing, facilitating the development of community-driven “Wit Tanda Tresna” ecological cultural innovation solutions.It is also revealed that traditional practices emphasizing resource management and environmental protection serve as a foundation for building upon through the innovation in the society. Villagers also possess a wealth of indigenous ecological knowledge, which informs and enriches the cultural initiatives, leading to more sustainable outcomes. Informal social pressures among the villagers of Plunturan act as a deterrent to environmentally destructive practices, creating a supportive environment for adoption of “Wit Tanda Tresna”. This articles also underscores the importance of recognizing villagers' social responsibility as a valuable cultural capital, -by understanding these traditional values, the efforts in constructing new “Wit Tanda Tresna” cultural innovation can be designed with greater cultural sensitivity and community ownership, ultimately fostering more effective and sustainable solutions for a healthier ecosystem .

***Keywords: Eco-Criticism, Capital, Ecology, Culture, SDGs***