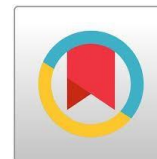


Implementation Triple Bottom Line in The Management of Blumbang Mataram Tourism Market



Implementasi Triple Bottom Line dalam Pengelolaan Pasar Wisata Blumbang Mataram

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ARTICLE INFORMATION	
<p>Keywords <i>Triple Bottom Line;</i> <i>Tourism Village;</i> <i>Sustainability;</i> <i>Blumbang Mataram Market;</i> <i>UMKM;</i></p>	<p>ABSTRACT Village tourism plays an essential role in improving community welfare, yet it often emphasizes economic outcomes over social and environmental aspects. This study examines the implementation of the Triple Bottom Line (TBL) concept at Blumbang Mataram Market, Wirokerten, as a model for sustainable village tourism governance. Using a descriptive qualitative method, data were obtained through in-depth interviews, direct observation, and supporting documentation. Findings indicate that the economic dimension shows the strongest progress, with the number of MSMEs growing from 15 to 75 and average turnover rising by about 35 percent. Socially, the market fosters interaction and cooperation among residents but also inggers jealousy among vendors. Environmentally, a plastic-free policy and natural packaging have been introduced, though waste disposal remains limited to open burning. Overall, TBL implementation is still unbalanced, highlighting the need for policy innovation and multi-sector collaboration to ensure holistic and sustainable tourism development.</p>
<p>Kata Kunci <i>Triple Bottom Line;</i> <i>Desa Wisata, Keberlanjutan;</i> <i>Pasar Blumbang Mataram,</i> <i>UMKM;</i></p>	<p>ABSTRAK Pariwisata desa berperan penting dalam meningkatkan kesejahteraan masyarakat, namun sering kali masih menonjolkan aspek ekonomi dibandingkan sosial dan lingkungan. Penelitian ini bertujuan menganalisis penerapan konsep Triple Bottom Line (TBL) di Pasar Blumbang Mataram Wirokerten sebagai bentuk tata kelola pariwisata desa yang berorientasi keberlanjutan. Penelitian menggunakan pendekatan kualitatif deskriptif dengan teknik pengumpulan data melalui wawancara mendalam, observasi langsung, serta dokumentasi pendukung. Hasil menunjukkan bahwa dimensi ekonomi berkembang paling pesat, ditandai peningkatan jumlah UMKM dari 15 menjadi 75 unit dengan kenaikan omzet sekitar 35 persen. Pada sisi sosial, pasar mendorong keterlibatan dan kebersamaan warga, namun memunculkan kecemburuan di antara pelaku usaha. Dari aspek lingkungan, telah diterapkan kebijakan tanpa plastik dan penggunaan bahan alami, meski pengelolaan limbah masih dilakukan dengan pembakaran terbuka. Secara keseluruhan, penerapan prinsip TBL di pasar ini belum seimbang, sehingga dibutuhkan inovasi kebijakan dan sinergi lintas sektor untuk mencapai keberlanjutan yang menyeluruh.</p>
<p>Article History Send 8thOctober 2025 Review 29th October 2025 Accepted 4th December2025</p>	<p>Copyright ©2026 Jurnal Aristo (Social, Politic, Humaniora) This is an open access article under the CC-BY-NC-SA license. Akses artikel terbuka dengan model CC-BY-NC-SA sebagai lisensinya.</p>



Introduction

Tourism Villages should be understood as a process to improve the capacity of the community in a sustainable manner by considering the balance between economic, social, and environmental aspects (Rozi, 2022). However, there are still cases of tourism villages that occur because their management is still poor or too focused on one aspect, namely the village economy (Rohani & Irdana, 2021; Siregar, 2019). Tourism Villages are one solution to support the economy of a village community. However, if tourism villages only focus on the economy, this can also have an impact on social and environmental aspects (Salam et al., 2020). Unequal opportunities to participate in tourism village activities, or activities that are only focused on certain people, can lead to inequality within a village (Wibhisana, 2021). Villages that have advantages in terms of the environment can also lose these advantages due to poor management of tourism villages (Lily Dianasari, 2021).

Many studies have discussed the importance of economic, social, and environmental aspects in the Triple Bottom Line (TBL) concept for the development of Tourism Villages (Kusuma & Fajri, 2024; Meryawan et al., 2023; Putra & Larasdiputra, 2020; Putu et al., 2020; Temalagi & Borolla, 2021). The economic aspect has a positive impact on increasing community income by creating jobs for the local community (Maevawati et al., 2023; Pramusita & Sarinastiti, 2018; Sosial et al., 2017). Apart from the economy, social aspects also play an important role in Tourism Village Development (Nurhajati et al., 2018; A. M. Putra & Ariana, 2021). Tourism Village Development must also consider the environmental elements of the Tourism Village (Putri Kurnianingtyas & Andika Pratama, 2023; Satrio Wibowo & Arviana Belia, 2023).

Challenges in the economic, social, and environmental fields, such as poverty, unemployment, natural destruction, and disasters, have prompted a shift in business approaches from those oriented solely toward profit (single bottom line) toward sustainable development through the Triple Bottom Line (3P) concept introduced by John Elkington (1997) (Rosyidah, 2017). This concept emphasizes the importance of balancing economic growth, community empowerment, and environmental management for long-term prosperity (Amalia et al., 2024). In its application, organizations are required to not only pursue economic aspects but also pay attention to social and environmental impacts (Hidayat, 2023). This approach is considered appropriate in the development of tourism villages because it not only pursues profit but also promotes community welfare and preserves the environment (Meryawan et al., 2023).

Wirokerten Village, located in Kapanewon Banguntapan, Bantul, DIY, has an area of 367.17 hectares and a population of around 13,750. This village has great potential in the cultural tourism sector, such as traditional jatilán, gamelan, and hadroh arts, and excels in the development of MSMEs, including melinjo crackers, grape cultivation, butterfly pea flowers, and traditional cuisine (Rahmawati et al., 2025). According to information from Hariane.com, to optimize this potential, at the end of 2022, Wirokerten Village officially established Blumbang Market as a culinary tourism center housing 15 SMEs offering signature dishes from across the archipelago.

Previous studies have highlighted the potential of the Blumbang market, but have not yet thoroughly discussed the balance between economic, social, and environmental aspects (Pribadi et al., 2025). Therefore, the application of the Triple Bottom Line framework is important to maintain existing potential and create sustainable and competitive tourism management, by balancing the economic interests of the community, social harmony, and environmental sustainability (Murianto, 2019). Based on this, this study aims to examine the implementation of the Triple Bottom Line principle at Blumbang Wirokerten Market, in order to evaluate the extent to which the three aspects have been applied to make Blumbang Mataram Market a sustainable and competitive market.

Method

This study uses descriptive qualitative as an approach to understand the application of the Triple Bottom Line (TBL) framework, which has principles of equality in economic, social, and environmental aspects in the management of the Blumbang Mataram Market tourist destination, Wirokerten (Chaerunissa & Yuniningsih, n.d.) This descriptive qualitative method was chosen to explore in depth the local dynamics and perceptions of key actors such as the tourism awareness group (pokdarwis), village officials, and MSME actors in the Blumbang Mataram Market tourist destination in Wirokerten (Yona Alfianto & Fauzi, 2021). In this study, the researchers interviewed the Head of Youth and Pokdarwis, Rivaldi Alan Saputra, Wirokerten Youth, Reva Bimo Nugroho, MSME actor Ibu Oki, and several MSME actors and visitors who did not want to be identified. This was done to understand the field conditions and prevent the possibility of data manipulation (Nengsih & Meldani, 2021).

Data collection used an intensive interview procedure to ascertain the views and knowledge of local actors, and was subsequently documented to serve as supporting data (Umar et al., 2023). Data analysis was conducted inductively, which not only identified

findings in three aspects of TBL, namely the economic impact on local income circulation, social representation in the form of participation and inclusiveness, and environmental management, but also observed how the three interacted and supported each other in creating a sustainable and competitive tourist village. Thus, this method not only produces a phenomenological description but also allows for a critical examination of the sustainability of village tourism management as a whole (Anwar et al., 2023).

Result and Discussion

General Conditions and Governance of the Blumbang Mataram Wirokerten Market

Blumbang Mataram Market is a tourist village located in Wirokerten village, Kapanewon Banguntapan subdistrict, Bantul regency, Special Region of Yogyakarta Province. The village covers an area of approximately 367.17 hectares and has a population of around 13,750. The village holds significant potential, including traditional arts such as *jatilan*, *gamelan*, and *hadroh*, and excels in the development of small and medium enterprises (SMEs), including *melinjo* crackers, grape cultivation, *telang* flowers, and traditional cuisine (Rahmawati et al., 2025). Previous research has yielded results, including the formation of the SK, the establishment of the Pok Darwis, and others (Pribadi et al., 2025). With the results of previous research and the youth movement from Wirokerten Village itself, along with the potential that exists within it, this provides a great opportunity for the realization of a tourist market. This is also supported by the results of an interview with the youth leader in Wirokerten Village, who said, "Judging from the advantages of this village, Wirokerten has great potential to become a tourist village." (Rivaldi Alan Saputra, Direct Interview, July 14, 2025)."

The Blumbang Mataram Market shows that the village of Wirokerten has strong basic capital for development. With a total population of around 13,750, it has sufficient human resources to support tourism activities. Traditional arts such as *jatilan*, *hadroh*, and *gamelan*, supported by the presence of small and medium enterprises (SMEs) producing *emping malinjo*, grape cultivation, *telang* flowers, and traditional cuisine, can be tourist attractions. The local youth are active and aware of the potential and advantages of their region, showing that this village can be more competitive.

Quoting from the Kunparan article (September 16, 2023), based on all the potential and support available, Blumbang Mataram Market was officially established and began operating in December 2022. To make Blumbang Mataram Market a sustainable tourist market, it requires not only potential and support, but also awareness of the importance of

maintaining social and environmental conditions so that a tourist market village can run well and sustainably.

The Application of the Triple Bottom Line at Blumbang Mataram Market

The Triple Bottom Line concept is essentially a concept for achieving sustainability by prioritizing harmony between three aspects, namely economic, social, and environmental (Wattimury & Kurniawati, 2022). The application of the triple bottom line is a very important theory, so that a tourism market does not only serve as a space for buying and selling transactions, but also as a forum for social interaction and for inspiring enthusiasm for protecting and preserving the surrounding environment. The application of the triple bottom line also aims to make a tourism market a sustainable tourism destination.

The Blumbang Mataram Market certainly has a lot of potential. The various potentials possessed by the Blumbang Mataram Market need to be properly maintained so that the Blumbang Mataram Market can develop for the better. Looking at the principles in the Triple Bottom Line theory, this theory can be a solution to problems related to maintaining and supporting the Blumbang Mataram Market to become better. The alignment of these three aspects allows the Blumbang Mataram Market to operate not only with a focus on one aspect, namely the economy, but also as a platform for fostering and maintaining relationships among the community and preserving the existing environment.

The implementation of the triple bottom line in the Blumbang Mataram tourist village in terms of the economic aspect has so far proven to be running as it should. This is reflected in the results of interviews conducted by researchers with one of the managers of Blumbang Mataram Market and one of the active MSME players. One of the managers, Mr. Reva Bimo Nugroho (direct interview, July 14, 2025), said, "So far, the presence of the Blumbang Market has greatly helped the community, especially for the community's weekly market () which does not sell on Sundays. With the Blumbang Market, which runs every Sunday and Monday night, it provides space for the community to sell on those days and clearly increases the income of the people who participate in selling." The argument from one of the Blumbang Market managers is also supported by one of the SME entrepreneurs actively involved in every Blumbang Market activity, Mrs. Oki (Direct interview, September 19, 2025), who stated that "Alhamdulillah, since I started selling here, I have earned additional income."

In social terms, the Blumbang Mataram market has clearly become a forum for the surrounding community, regardless of whether they are MSME players or buyers. They feel

that the operation of this market has changed the lives of residents who previously did not know each other, or perhaps knew each other but often did not have time to socialize. This is evident from one MSME actor and buyer who said, "At this Blumbang Market, I meet many people from the surrounding community whom I didn't know before, and it was difficult to find time to greet them, but now we can greet each other again at this Blumbang Market." However, there are still some shortcomings, namely the emergence of jealousy among MSME actors. From an interview with Rivaldi Alan Saputra (direct interview, July 14, 2025), he said, "Feelings of jealousy among MSME entrepreneurs often occur here, and even I, as one of the managers, am also affected by it." This is clearly an important note for the managers of the Blumbang Market in Mataram.

In terms of the environment, the Blumbang Market management has so far created several policies to protect and preserve the environment where the market operates. One of the policies created is a plastic-free market, which is expected to create a market environment that is free of plastic waste. Based on an interview with Rivaldi Alan Saputra (direct interview, July 14, 2025), he said that "to protect the environment at Blumbang Market, the management has created several policies, one of which is a plastic-free policy and the use of more environmentally friendly materials such as coconut shells and the like.

However, this policy is often complained about by buyers because it is difficult to carry home, so we make an exception for buyers who want to take their snacks home.". However, despite these policies, there are still several obstacles, namely waste management. Rivaldi Alan Saputra (live interview on July 14, 2025) said that "There are still weaknesses in waste management. The Blumbang Market in Mataram has its own waste bins, but the waste is still burned, which clearly does not produce optimal results." This is clearly an important additional note for all actors involved in running the Blumbang Market to better preserve the natural environment and surroundings of the Blumbang Mataram Market.

Keyword Map Visualization with Vosviewer

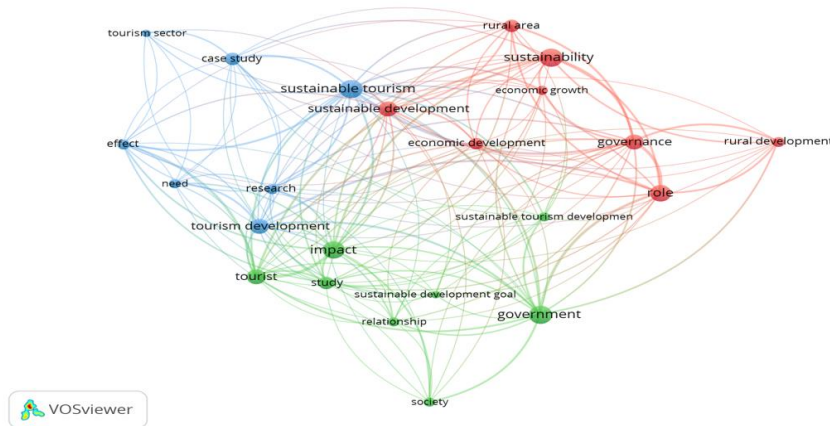


Figure 2 (Vosviewer Visualization)

Source: VosViewer

The results of the VOSviewer map analysis show that the interrelationships between concepts in village tourism management are divided into three main clusters that can be understood through the Triple Bottom Line approach. The blue cluster describes the economic dimension with keywords such as economic growth, economic development, and tourism development, which emphasize the contribution of tourism to strengthening local businesses and creating job opportunities. The green cluster focuses on social aspects through the words society, relationship, role, and impact, which emphasize the importance of community participation in managing destinations, so that residents are not only beneficiaries but also key actors. Meanwhile, the red cluster represents the environmental dimension with the emergence of the words sustainability, rural development, and sustainable tourism development, which emphasize attention to ecosystem preservation and the application of environmentally* friendly practices. Using VOSviewer, researchers concluded that the keywords sustainability, governance, role, and government are dominant words that are interconnected with the words economic development, impact, and society. This explains, that village tourism management is not only an economic instrument but also a means to strengthen social relations and protect and maintain environmental sustainability. In the context of the Triple Bottom Line, which is a principle that emphasizes harmony between the three pillars of economy, society, and environment, it is key for village tourism to develop inclusively and sustainably, especially in the Blumbang Mataram Market where the researchers conducted their research.

Economic Aspects

Economic aspects refer to activities related to the production, distribution, and use of goods and services that can generate financial income for the community (Nasution & Munthe, 2025). In the context of the tourism market, economic aspects include the utilization of resources to support tourism activities that generate added value, open up business opportunities, and increase the income of the community around the tourism market area (Hapsoro & Bangun, 2020). The Blumbang Market in Mataram plays a very significant role for the local community in providing additional income. According to Reva Bimo Nugroho (Direct interview, July 14, 2025), the existence of the Blumbang Market provides additional income for the community, especially on Sundays when there are no other activities. Additionally, the development of SMEs since the market's inception in 2021 has grown from approximately 17 SMEs to 75 SMEs by 2025.

From the results of interviews conducted by researchers, it can be concluded that the Pasar Blumbang Mataram tourism village in Wirokerten has a significant impact on the economic aspects of the community in Wirokerten. This is evident from the interviews, which revealed that the existence of the Blumbang Market provides the surrounding community with additional activities to earn extra income on Sundays. It also shows an increase in the number of MSMEs from only 17 to 75. This drastic increase can be interpreted as the income generated from sales at the Blumbang Market attracting other MSMEs to participate.

Social Aspects

Social aspects and a tourist village are two complementary elements, where social aspects involve the local community and visitors as the main actors, and a tourist village provides a space for the community to carry out activities to increase their income and build relationships or socialize with each other (Sutrisnawati et al., 2021). However, the reality on the ground shows that in addition to having positive impacts, a tourist village also has the potential to cause negative impacts, including conflicts of interest, social inequality, and changes in traditional values, which certainly need to be taken into consideration (Padilla Hawanda et al., 2023).

The presence of the Blumbang Mataram Market in the midst of the Wirokerten community has had a very tangible social impact. According to one MSME entrepreneur, Mrs. Oki (direct interview, September 19, 2025), the market has provided her with additional income and helped her make new friends. However, in addition to the positive impacts, the

Blumbang Market also has negative impacts, namely the emergence of jealousy among MSME entrepreneurs. According to Rivaldi Alan Saputra (direct interview, July 14, 2025), "Jealousy among MSME entrepreneurs is real, and as a manager, I also feel the impact."

From the results of interviews conducted by researchers, it can be concluded that the positive impact of the presence of a tourist village in Pasar Blumbang Mataram has two tangible effects on the community. The positive impact is the strengthening of relationships between community members, while the negative impact is the emergence of jealousy among MSME actors, with even MSME managers feeling the impact. The emergence of this negative impact is clearly a lesson for managers to overcome the negative impact of the emergence of the Blumbang Mataram market on the community in Wirokerten.

Environmental Aspects

Environmental aspects in tourism are closely related to the concept of how activities carried out in tourism can maintain environmental balance and minimize negative impacts on the environment (Vidra & Kurniawan, 2024). Therefore, in a tourism village, there needs to be a systematic environmental protection mechanism so that the environment around the tourism village is maintained as activities in the tourism market increase (Apriliyanti & Randelli, 2020). Blumbang Mataram Market is a tourism village that is located directly adjacent to fish ponds and has a very natural environment. Given these environmental conditions, it is crucial to apply the triple bottom line theory to ensure that the natural environment is preserved while economic and social aspects continue to develop in tandem.

In preserving the environment at Blumbang Mataram Market, the results of an interview with Mas Rivaldi Alan Saputra (live interview, July 14, 2025) stated, "To address environmental damage, the management has implemented a zero waste and plastic-free market concept in running Blumbang Mataram Market." This has become a tangible policy for the Blumbang Market management to at least minimize environmental damage if it cannot be eliminated. However, the efforts made by the management still have some shortcomings, as many visitors find it difficult to take home the snacks they buy because they do not have containers, and waste is still being burned, as stated by Mr. Rivaldi Alan Saputra. (direct interview, July 14, 2025), who said, "There are still shortcomings in the concept because buyers find it difficult to take their snacks home since there is no plastic, and also in terms of waste management. Blumbang Market itself has a waste bin, but it is still managed by burning, which is clearly not optimal."

From the interview results, researchers can conclude that the environmental aspect of the Triple Bottom Line theory in the Blumbang Mataram market has not been fully implemented due to several weaknesses. This clearly requires additional policy innovations that support the initial policies of the management and the need for cooperation from the actors and visitors of the Blumbang Mataram market. These additional policy innovations are necessary so that the Triple Bottom Line can be fully implemented and the Blumbang Mataram market can become a sustainable and competitive tourist village.

Discussion: Integration of the Triple Bottom Line In The Blumbang Mataram Market

TBL dimensions	Empirical Findings of Mataram's Blumbang Market	Literature Support / Comparison	Analysis
Economic	The number of MSMEs increased from 15 (2022) to 75 (2025); turnover increased by ±35%; markets became the center of village economic activity.	Tourism villages create business diversification (Destin & Narottama, 2020). Community involvement accelerates economic growth (Rahmadani & Gunawan, 2023).	Consistent: the most prominent economic aspect, provides direct benefits, but creates small gaps between business actors..
Social	Markets have become a space for social interaction; however, conflicts arise over "jealousy" between MSMEs (location and revenue are uneven).	Tourist villages are prone to horizontal conflict if governance is not inclusive. (Rochmatin & Muchsin, 2025)	Consistency: Social participation is realized, but the distribution of benefits triggers potential conflict. Conflict resolution mechanisms and internal regulations are needed.
Environment	Plastic-free market (coconut shells, paper); but waste management is still incinerated → pollution.	The gap between environmental policies & practices (Apriliyanti & Randeli, n.d.). Bantul tourist villages face waste problems due to limited facilities (Wahyu & Sari, 2025).	Consistency: There are environmentally friendly initiatives, but there is a large implementation gap. Innovation and collaboration are needed in waste management.
Integrative (TBL)	Strong economy, mixed social (cohesion + conflict), weak environment.	Elkington (1997): TBL demands a balance between three pillars. The integration of MSMEs and digital branding needs to be balanced with socio-environmental sustainability (Winarsih et al., 2023).	This study confirms that economic bias remains dominant. Contribution of the study: Empirical evidence of TBL imbalance in the case of a local tourist village (Blumbang Mataram).

Figure 3 (Triple Bottom Line Integration)

Source: Previous Jurnal

Integratively, the results of research at Blumbang Market in Mataram show an imbalance between the three main aspects of the Triple Bottom Line (TBL). The economic aspect appears to be the most dominant, while the social aspect shows a mixed dynamic between cohesion and conflict, and the environmental aspect is still relatively weak. The researchers' findings confirm that there is still a dominant economic bias in the development of tourism villages, which is certainly not in line with Elkington's (1997) idea that the TBL requires a balance between economic, social, and environmental aspects in order for sustainability in tourism villages to occur. In this context, the integration of MSMEs and digital branding strategies in the Blumbang Mataram Market need to be balanced with social and environmental sustainability (Winarsih et al., 2023). This study provides empirical

contributions by showing how the application of TBL principles at the local level is still unbalanced, especially in the Blumbang Mataram Market.

From an economic perspective, the results of the study show a significant increase in the number of MSMEs, from only 15 MSMEs in 2022 to 75 MSMEs in 2025, with an increase in turnover of around +35%. The market acts as the center of the village's economic cycle. This phenomenon is in line with the research by Destin and Narottama (2020), which states that tourist villages are capable of creating business diversification, as well as Rahmadani and Gunawan (2023), who found that community involvement accelerates local economic growth. This analysis shows consistency that the economic aspect is the most prominent sector and provides direct benefits to the community, despite a small gap between business actors.

In social terms, the market becomes a place for community gatherings, but on the other hand, social conflicts arise in the form of jealousy among MSME actors due to disparities in selling locations and uneven turnover. This finding is consistent with the views of Rochmatin and Muchsin (2025), who explain that tourist villages are prone to horizontal conflicts if governance is not inclusive. Thus, social participation is indeed realized, but the uneven distribution of benefits has the potential to trigger conflict. Conflict resolution mechanisms and internal regulations are needed to maintain harmonious and productive relationships between business actors.

Then, in terms of the environment, Blumbang Mataram Market has implemented environmentally friendly policies by eliminating the use of plastic and replacing it with natural materials such as coconut shells and paper. However, waste management is still carried out by burning, which has the potential to cause air pollution. This situation highlights the gap between policy and practice in the field, as pointed out by Apriliyanti and Randelli (2020) and Wahyu and Sari (2025), that many tourist villages face obstacles in waste management due to limited facilities. Therefore, despite efforts towards a green market, innovation and collaboration in waste management are still needed to achieve environmental sustainability.

Conclusion

The application of the Triple Bottom Line concept at Blumbang Mataram Market has demonstrated a clear picture of tourism management with a balance between economic, social, and environmental aspects. From an economic perspective, Blumbang Mataram Market has successfully become a productive platform for the community by opening up

business opportunities and providing additional income. This is supported by the significant increase in the number of MSME players every year. In the social aspect, Blumbang Mataram Market has also become a place for the community who sell and visitors to strengthen relationships and build friendships. However, behind the positive impact, there are also negative impacts, namely the emergence of potential divisions between MSME players due to jealousy. Then, in terms of the environment, the policies and concepts promoted by the managers of Blumbang Mataram Market have shown a commitment to protecting the environment around Blumbang Mataram Market, although there are still obstacles related to waste management..

Researchers can conclude that the implementation of the Trip, Bottom Line concept has been quite comprehensive, although there are still some important notes and weaknesses in this study, such as the emergence of jealousy among MSME actors and waste management that is still ineffective. Researchers suggest that there is a need for policy innovation in waste management that is more detailed and strong cooperation between managers, MSME actors, and visitors. Continuously improving the harmony between economic, social, and environmental aspects will be key to making Blumbang Mataram Market a progressive, sustainable, and competitive tourist village that provides long-term benefits to the community of Wirokerten. This study also confirms that a tourism management model based on the Triple Bottom Line can be used as a reference in the development of other tourist villages in Indonesia.

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