

# Consciousness Value of Social Capital to Increase Competitive Advantage in The Art Industry in Bali.

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- **Abstract:** This study aims to strengthen social capital in increasing competitive advantage. The existence of good social capital can improve performance in the industry, but unlike the stone sculpture industry, the existence of social capital needs to have awareness in accordance with its duties and responsibilities, this awareness is defined as consciousness. This research was conducted in the stone sculpture industry in Gianyar Bali with the aim of analyzing the effect of the value of consciousness as a valid and reliable dimension of social capital, to explore the values of consciousness of social capital in increasing competitive advantage, qualitative method with snowball sampling, using 14 respondents. The results show that consciousness is a valid and reliable dimension of social capital, the better the value of consciousness, the stronger the social capital in the industry to increase competitive advantage. The conclusion of the study is that the value of consciousness in social capital can increase competitive advantage. The limitation of the research is only done in the traditional stone sculpture industry in Bali. It is hoped that the next researcher will research in different industries. The implication is that the value of consciousness is able to increase the competitiveness of the industry.
- **Keywords:** social capital, consciousness, snowball sampling