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CAPTURING DOUGHNUT ECONOMY CONCEPT IN BALI

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Abstract:

This study aims to examine the community's understanding of the concept of the donut economy and explore its potential application in the social and economic context in Bali Province. With a focus on equitable and sustainable development, this research is expected to provide an empirical basis for formulating local economic transition strategies that are in accordance with the principles of the donut economy. The method used in this research is a descriptive-analytical approach with primary data collection through a survey using questionnaires to communities and stakeholders in Bali. A literature review and content analysis of scientific journals, policy reports, and case studies from other relevant regions will strengthen the data. The results show that the interaction relationship of understanding the concept of doughnut economy with the support of Balinese traditional culture has a positive effect on the potential application of doughnut economy, while the variables of perceived social needs and ecological awareness have not shown a significant effect, either directly or through the moderation of Balinese traditional cultural support. This finding indicates that the potential of doughnut economy implementation in Bali is strongly influenced by the extent to which its principles can be integrated into local cultural values, norms and practices.

Keywords: Potential of Doughnut Economy Implementation, Understanding of Doughnut Economy Concept, Perceived Social Needs, Ecological Awareness, Support of Balinese Customary Culture,

INTRODUCTION

The current global economic system is still dominated by natural resource exploitation practices and a linear take-make-dispose approach that results in environmental damage, greenhouse gas emissions, biodiversity loss, and socio-economic inequality. These conditions encourage the need for new economic approaches that are more sustainable and inclusive. One of the emerging alternatives is the concept of Doughnut Economy, which emphasizes the balance between environmental sustainability and social welfare by maintaining social and ecological boundaries in order to create a safe and equitable living space for all communities (Modeong, 2024).

The main factor driving the potential application of the Doughnut Economy in communities is the understanding of the concept. Knowledge or understanding is often considered a prerequisite for pro-change behavior, but research shows that understanding alone is not enough to drive action in the absence of social capital or institutional frameworks that facilitate change (Ramil & Nurlan, 2025). Recent evidence also confirms that knowledge needs to be supported by social capabilities, effective governance and other contextual prerequisites in order to be converted into concrete action (Ortega et al., 2024).

The second is the community's sensitivity to justice, inclusion and fulfillment of basic needs. Conceptually, this dimension is in line with the "social foundation" in the Doughnut Economy framework, which emphasizes the importance of social welfare as a cornerstone of sustainable



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development. Research on value-based green behavior in Indonesia suggests that altruistic beliefs and related social norms can influence the intention to adopt sustainable behaviors, although the effect often depends on adequate institutional and policy support (Al Mamun et al., 2025). This finding is in line with a study by Ramil & Nurlan (2025), which asserts that perceived social needs can be a driver of collective behavior change, but the impact will be optimal if supported by inclusive and participatory governance mechanisms.

Awareness of environmental conditions is an important foundation in the framework of sustainable development, but without structural instruments and mechanisms that strengthen it, awareness does not always lead to concrete actions. This is in line with the findings of (Purnamawati et al., 2022), which, through a systematic review/meta-analysis, shows that increased ecological awareness does not automatically lead to concrete actions in the absence of appropriate accompanying strategies.

Specific to the Balinese context, the support of Balinese Indigenous Culture, namely the Tri Hita Karana philosophy, is believed to strengthen the relationship between understanding or awareness and real action in implementing sustainability principles. These values, which emphasize the harmony of human relationships with God, humans with others, and humans with nature, are proven to encourage sustainability through community empowerment, green marketing, and corporate social responsibility (Widiantara et al., 2025). Furthermore, a Good Corporate Governance study found that Balinese cultural structures moderate the relationship between governance practices and outcomes such as fraud prevention, where Tri Hita Karana strengthens the effect of governance on fraud prevention (Sari et al., 2024). A number of recent studies have also shown that the integration of these values in governance and development programs can strengthen sustainability in various sectors, including tourism, CSR, renewable energy, and water management (Ardani et al., 2025; Yasa et al., 2025).

Various previous studies have examined the factors that affect firm value; however, there are still inconsistent research results regarding the effect of financial decisions on firm value. This study attempts to use moderating variables that serve to assess how certain factors can influence or change the strength or direction of the relationship between two variables. Based on these research gaps, this study is designed to answer the questions: To what extent do concept understanding, perceived social need, and ecological awareness influence the potential implementation of the Doughnut Economy in Bali, and does the support of Balinese traditional culture strengthen the relationship? Thus, this study is expected to provide empirical and conceptual contributions to the development of local culture-based models to accelerate the adoption of the concept of doughnut economy implementation.

Various previous studies have examined the factors that influence the potential implementation of the Doughnut Economy, but the findings still show inconsistencies, especially regarding the influence of concept understanding, perceived social needs, and ecological awareness on the potential implementation. To overcome this inconsistency, this study uses moderating variables that serve to assess the extent to which certain factors can influence or change the strength and direction of the relationship between these variables. This study uses Balinese cultural support as a moderating variable because local values, particularly Tri Hita Karana, have great potential to be a normative and practical framework that bridges the knowledge, awareness and perceptions of the community with concrete actions towards sustainable and equitable development (Laksmi et al., 2024). Based on the existing research gap, this study focuses on analyzing the contribution of concept understanding, perceived social needs, and ecological awareness to the potential implementation of



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the Doughnut Economy in Bali, while assessing the supporting role of Balinese traditional culture in strengthening the relationship. Thus, this study is expected to provide empirical and conceptual contributions to the development of a local culture-based model capable of accelerating the adoption of the Doughnut Economy implementation concept.

Doughnut economics describes a conceptual framework for sustainable development that integrates social and ecological dimensions (Raworth, 2017). The model is depicted in the shape of a doughnut, where the inner circle represents the social foundation - i.e. the minimum limit of meeting basic human needs such as food, health, education, gender equality, and social justice - while the outer circle represents the ecological limit - i.e. the maximum threshold of natural resource utilization that should not be exceeded to maintain the stability of the earth's ecosystem. The space between these two circles is referred to as a safe and just space for humanity where social welfare is met without exceeding the planet's capacity (Raworth, 2017). The relationship between cognitive factors and local cultural values is highly relevant in driving the adoption of this principle, especially in the context of Bali, with its Tri Hita Karana philosophy.

Conceptual understanding refers to an individual's level of mastery of the principles and framework of *Doughnut Economics*, including social and ecological boundaries. Raworth (2017) asserts that conceptual knowledge is the first step towards systemic change, as it provides direction and a framework for evaluating policies and behaviors. However, research by Ortega et al. (2024) found that knowledge alone is often not enough to change behavior without the support of adequate social and regulatory structures (Darmawan et al., 2023). Research in Indonesia by Ramil & Nurlan (2025) also showed that sustainability understanding has a positive relationship with the intention to adopt environmentally friendly practices when supported by social capital. **H1:** Understanding the concept of *Doughnut Economics* has a positive effect on the potential application of *Doughnut Economics*.

Perceived social needs refer to people's sensitivity to justice, inclusion, and fulfillment of basic needs, which, in Raworth, (2017) framework, represents the "social foundation" of the doughnut model. The study by Al Mamun et al. (2025) in Indonesia shows that altruistic values and social norms can influence sustainable behavioral intentions, although the effect often depends on policy support and collective norms. Anggraeni & Kuklienè (2024) also confirmed that perceptions of social justice can be a driver of collective behavior change if accompanied by inclusive governance mechanisms. **H2:** Perceived social needs have a positive effect on the potential application of *Doughnut Economics*.

Ecological awareness reflects an individual's understanding of the importance of protecting the environment and the impact of ecological damage. In Raworth's (2017) model, this aligns with the ecological boundaries dimension. Aeschbach et al. (2025), through a meta-analysis, found that environmental awareness is an important foundation of sustainable behavior, but does not automatically result in action without supporting instruments. Research by Utama et al. (2024) in Bali showed that environmental awareness integrated with local community practices is more effective in encouraging conservation participation. **H3:** Ecological awareness positively influences the potential application of *Doughnut Economics*.

The support of Balinese traditional culture, particularly the value of *Tri Hita Karana*, may strengthen the relationship between knowledge and application. (Widiantari et al., 2024) proved that the integration of cultural values in sustainability programs increases the conversion of knowledge into action. This philosophy provides an ethical framework that binds communities to social and ecological harmony, as per Kate Raworth's (2017) principles. **H4:** Balinese cultural support



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strengthens the influence of concept understanding on the potential application of *Doughnut Economics*.

The perception of social needs accompanied by local cultural support has the potential to encourage the application of the donut concept through strengthening solidarity and cooperation. (Putra et al., 2024) Found that *Tri Hita Karana* improves the quality of social interaction and strengthens collective initiatives in sustainable tourism. These values can integrate the social foundation of the donut model into Balinese life (Swariga et al., 2024). **H5:** Balinese traditional cultural support strengthens the influence of perceived social needs on the potential implementation of *Doughnut Economics*.

Ecological awareness strengthened by Balinese traditional values can transform awareness into collective action. Widiyanti et al. (2024) showed that *Tri Hita Karana*-based environmental communication is able to increase pro-environmental behavior among tourist communities. The integration of customary values with ecological awareness is in line with the principle of ecological limits in *Doughnut Economics* (Octaviani et al., 2024). **H6:** The support of Balinese indigenous culture strengthens the influence of ecological awareness on the potential application of *Doughnut Economics*.

METHODS

The method used in this research is a descriptive-analytical approach with primary data collection through a survey using questionnaires to the public and stakeholders in Bali. A literature review and content analysis of scientific journals, policy reports, and case studies from other relevant regions will strengthen the data. The integration of these two data sources allows for a more comprehensive and contextualized analysis. This research uses a quantitative approach with a survey method to analyze the influence of understanding the concept of *Doughnut Economy*, perceived social needs, and ecological awareness on its potential implementation, with the support of Balinese traditional culture as a moderating variable. The sample consisted of 287 respondents selected using *purposive sampling* in Bali Province.

Data were collected using a five-point Likert scale questionnaire and analyzed using moderation regression to test the supportive role of Balinese culture. The research instruments were subjected to validity and reliability tests before use.



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RESULT AND DISCUSSION

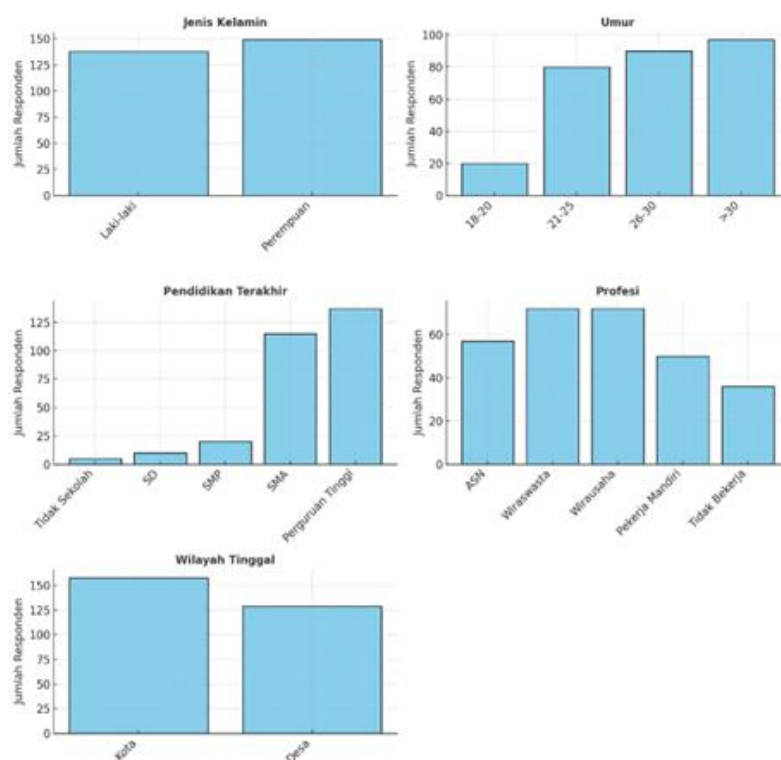


Figure 1. Descriptive Analysis Results

The characteristics of the 287 respondents in this study show a balanced distribution of 138 men and 149 women, so that the perspectives obtained reflect equal gender involvement. The majority of respondents were in the productive age range of 21-30 years as many as 170 people, followed by the age group of 18-20 years as many as 20 people, and more than 30 years as many as 97 people, which provides a combination of views from the younger generation to groups with more mature experience. In terms of education, most respondents have a medium to high education background, with 115 high school graduates and 137 university graduates, while the rest are junior high school graduates (20 people), elementary school graduates (10 people), and no schooling (5 people), indicating a relatively good level of literacy for respondents to understand the research topic. The respondents' employment backgrounds also varied, including civil servants (57 people), self-employed (72 people), entrepreneurs (72 people), independent workers (50 people), and not working (36 people), which allowed for a variety of viewpoints according to their respective socio-economic contexts. In addition, the distribution of residence is relatively even between urban (158 people) and rural areas (129 people).

The validity test was carried out using Pearson Product-Moment correlation analysis between the score of each indicator and the total score of the variable. The criterion for determining validity is if the Pearson Correlation value > 0.30 and the significance value < 0.05 , then the indicator can be declared valid.



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Table 1. Validity Test Results

Variable	Indicator	Pearson Correlation	Description
X1 - Understanding the Concept of Doughnut Economy	Understanding1	0.810**	Valid
	Comprehension2	0.830**	Valid
	Comprehension3	0.766**	Valid
	Comprehension4	0.799**	Valid
X2 - Perceived Social Needs	Perception1	0.839**	Valid
	Perception2	0.816**	Valid
	Perception3	0.839**	Valid
	Perception4	0.844**	Valid
X3 - Ecological Awareness	Awareness1	0.808**	Valid
	Awareness2	0.815**	Valid
	Awareness3	0.850**	Valid
	Awareness4	0.777**	Valid
Z - Balinese Custom Culture Support	Culture1	0.804**	Valid
	Culture2	0.815**	Valid
	Culture3	0.808**	Valid
	Culture4	0.799**	Valid
Y - Potential Implementation of Doughnut Economy	Potential1	0.963**	Valid
	Potential2	0.959**	Valid
	Potential3	0.968**	Valid
	Potential4	0.962**	Valid
	Potential5	0.966**	Valid
	Potential6	0.949**	Valid

Source: Data processed, 2025

The test results show that all indicators on the variables of Understanding the Concept of Doughnut Economy (X1), Perception of Social Needs (X2), Ecological Awareness (X3), Support of Balinese Customary Culture (Z), and Potential Application of Doughnut Economy (Y) have a correlation value above 0.30 and significant at the 0.01 level (Pearson Correlation value > 0.30 and significant at the 0.01 level (**)). Thus, all indicators used in this study are declared valid.

The reliability test was carried out using Cronbach's Alpha value. The criterion for determining reliability is that if the Cronbach's Alpha value is > 0.70, then the instrument is declared reliable.

Table 2. Validity Test Results

Variable	Number of Indicators (N of Items)	Cronbach's Alpha	Description
X1 - Understanding of Doughnut Economy Concept	4	0.814	Reliable
X2 - Perceived Social Needs	4	0.854	Reliable
X3 - Ecological Awareness	4	0.828	Reliable
Z - Support of Balinese Customary Culture	4	0.82	Reliable
Y - Potential Implementation of Doughnut Economy	6	0.983	Reliable

Source: Data processed, 2025



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The test results show that all variables in this study, namely Understanding the Concept of Doughnut Economy (X1), Perception of Social Needs (X2), Ecological Awareness (X3), Support for Balinese Customary Culture (Z), and Potential Application of Doughnut Economy (Y) have a Cronbach's Alpha value above 0.70 (Cronbach's Alpha > 0.70), so that all research instruments are declared reliable and suitable for further analysis.

The normality test was carried out using the Kolmogorov-Smirnov (K-S) test method. The criterion for determining normality is if the significance value (Asymp. Sig. 2-tailed) > 0.05, then the data is declared normally distributed.

Table 3. Normality Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		287
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.12502609
Most Extreme Differences	Absolute	.048
	Positive	.022
	Negative	-.048
Test Statistic		.048
Asymp. Sig. (2-tailed)		.200 ^{c,d}

Source: Data processed, 2025

Based on the results of the Kolmogorov-Smirnov normality test on the research data, the Asymp. Sig. (2-tailed) of 0.200, which is greater than the significance limit of 0.05. This indicates that the residual data in the regression model is normally distributed. The relatively small value of Most Extreme Differences (Absolute = 0.048) also indicates that there is no large deviation from the normal distribution. Thus, the normality assumption is met, so the data are suitable for further parametric statistical analysis, such as regression tests and moderation analysis.

The heteroscedasticity test is carried out using the Glejser test method, which regresses the absolute value of the residual against the independent variable. The determination criterion is if the significance value (Sig.) of each variable > 0.05, then the data is declared free from symptoms of heteroscedasticity.

Table 4. Heteroscedasticity Test Results

Variable	B	Std. Error	Beta	t	Sig.	Description
(Constant)	-2.288	0.94	-	-2.435	0.016	-
X1 - Understanding the Concept of Doughnut Economy	0.201	0.28	0.292	0.717	0.474	No heteroscedasticity
X2 - Perceived Social Needs	0.012	0.237	0.02	0.051	0.959	No heteroscedasticity
X3 - Ecological Awareness	-0.059	0.294	-0.088	-0.199	0.842	No heteroscedasticity
X1*Z	-0.005	0.017	-0.17	-0.306	0.76	No heteroscedasticity
X2*Z	0.004	0.015	0.155	0.301	0.764	No heteroscedasticity
X3*Z	0.008	0.018	0.276	0.454	0.65	No heteroscedasticity

Source: Data processed, 2025



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The heteroscedasticity test using the Glejser test shows that all independent and moderation variables have a significance value > 0.05, so the research model is free from symptoms of heteroscedasticity and fulfills the assumption of homoscedasticity.

This study conducted a model feasibility test (F test) to determine whether the independent variables simultaneously had a significant effect on the dependent variable. This test refers to the significance value in the ANOVA table, the coefficient of determination (R^2) test to measure how much the model's ability to explain variations in the dependent variable, and the t-test to determine the effect of each independent variable and interaction variable on the dependent variable.

Table 5. Moderation Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	Sig.	Description
	B	Std. Error	Beta		
(Constant)	-34.446	1,534		0,000	
Understanding the Concept of Doughnut Economy (X1)	0,136	0,457	0,038	0,766	Not Significant
Perceived Social Needs (X2)	0,580	0,388	0,181	0,136	Not Significant
Ecological Awareness (X3)	0,325	0,480	0,095	0,499	Not Significant
X1*Z	0,093	0,029	0,568	0,001	Significant
X2*Z	0,041	0,024	0,276	0,089	Not Significant
X3*Z	0,028	0,030	0,184	0,339	Not Significant
Adjusted R Square					0,908
Sig. F					0,000

Source: Data processed, 2025

Through the Moderated Regression Analysis test in Table 1.6, the regression equation is as follows. $Y = -34.446 + 0.136 X_1 + 0.580 X_2 + 0.325 X_3 + 0.093 X_1*Z_1 + 0.041 X_2*Z_1 + 0.028 X_3*Z_1 + e$

Table 6. Adjusted R Square Analysis and F Significance

Adjusted R Square	0,908
F Significance	0,000

Source: Data processed, 2025

The R Square value of 0.910 indicates that 91.0% of the variation in changes in the Potential Application of Doughnut Economy (Y) can be explained by a combination of independent variables (X_1 , X_2 , X_3) and moderation variables (X_1Z , X_2Z , X_3*Z). The remaining 9.0% is explained by other factors not included in this research model. The Adjusted R Square value of 0.908 indicates good model stability despite considering the number of variables and samples. This value is classified as very high, which means that the model has excellent predictive ability.

The F test was conducted to assess the feasibility of the model in testing the effect of the independent variable on the dependent variable. The results in Table 1.7 show an F significance value of 0.000, which is smaller than $\alpha = 0.05$, so the model is declared feasible to use to analyze the effect of independent variables and moderation variables on the dependent variable.

Next is the t-test of each independent variable and interaction variable on the dependent variable. Based on the Coefficients table, the t-test results for each variable are:

Hypothesis testing 1. The t-test results show that the Doughnut Economy Concept Understanding variable (X_1) has a coefficient of 0.136 with a significance value of 0.766 (> 0.05),



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which indicates that directly understanding this concept does not have a significant effect on the Potential Implementation of Doughnut Economy in Bali. This means that the level of understanding that people have is still conceptual and not strong enough to encourage real implementation without the support of other factors such as facilities, regulations, or social encouragement (Modeong, 2024). One of the reasons could be that the conceptual understanding has not been implemented in real action due to limited facilities, regulations, or adequate social encouragement.

Hypothesis testing 2. The t-test results show that Perceived Social Needs (X2) has no significant effect on the Potential Implementation of Doughnut Economy (Y) (coefficient = 0.580, Sig. = 0.136). This indicates that although people realize the importance of justice and fulfillment of social needs, these perceptions have not become a dominant factor for real action in the application of the Doughnut Economy concept. This lack of synchronization could be caused by a mismatch between perceived needs and implementation strategies, as well as policy or resource constraints. This finding is consistent with a study by Miftaql et al. (2024), who found that perceived social needs only influence the adoption of sustainable policies when supported by inclusive public policies.

Hypothesis testing 3. The t-test results show that the Ecological Awareness variable (X3) has a coefficient of 0.325 with a significance value of 0.499 (> 0.05), which means that ecological awareness does not have a significant effect directly on the potential application of the Doughnut Economy. Although awareness of environmental issues is an important element in the sustainability framework, this result confirms that awareness alone is not enough to encourage real implementation without supporting instruments that turn it into concrete action. This finding is in line with Utama et al. (2024), who assert that ecological awareness needs to be supported by accompanying strategies such as green policies and environmentally friendly infrastructure in order to generate real behavioral change.

Hypothesis testing 4. The test results show that the interaction between Understanding the Concept of Doughnut Economy and Balinese Indigenous Cultural Support ($X1*Z$) has a coefficient of 0.093 with a calculated t value of 3.244 and a significance of 0.001 (< 0.05). This proves that indigenous cultural support moderates positively and significantly the relationship between concept understanding and potential application. That is, when the support of indigenous culture is high, the influence of concept understanding on application will be stronger, whereas when cultural support is low, concept understanding does not have a significant effect. This finding is in line with Yasa et al. (2025), who found that the integration of Tri Hita Karana values in business strategy strengthens the relationship between environmental orientation and sustainability practices. Octaviani et al. (2024) also reported that framing environmental messages with indigenous cultural values significantly increased pro-environmental behavior in Balinese society. Ardani et al. (2025) showed that the application of local culture in the governance of tourist villages is able to transform sustainability understanding into real action.

Hypothesis testing 5. The interaction between Perceived Social Needs and Balinese Customary Cultural Support ($X2*Z$) produces a coefficient of 0.041 with a t-value of 1.704 and a significance of 0.089 (> 0.05). Although not statistically significant, the significance value close to the 0.05 limit indicates a potential moderating influence, although the effect is not strong enough. This indicates that customary cultural support has not been able to fully strengthen the relationship between perceived social needs and the potential application of the Doughnut Economy. This result is consistent with the findings of Yasa et al. (2025), which show that the value of Tri Hita Karana is able to encourage social solidarity, but its impact on sustainability implementation becomes



significant only when integrated with policies and cross-sector collaboration. Perception of new social needs is effective in driving collective change if supported by participatory governance.

Hypothesis testing 6. The results of the analysis show that the interaction between Ecological Awareness and Balinese Indigenous Cultural Support ($X_3 \times Z$) has a coefficient of 0.028 with a t value of 0.959 and a significance of 0.339 (> 0.05). This indicates that indigenous cultural support does not significantly moderate the relationship between ecological awareness and the potential implementation of the Doughnut Economy. Yasa et al. (2025) also reported that Tri Hita Karana can strengthen environmentally friendly practices only if accompanied by structured collective action. Ardani et al. (2025) added that linking ecological awareness with traditional activities such as village gotong royong, subak management, and environmental rituals can bridge the gap between knowledge and action.

CONCLUSION

This study analyzes the effect of understanding the Concept of the Doughnut Economy, Perceived Social Needs, and Ecological Awareness on the Potential Implementation of the Doughnut Economy in Bali, with the Support of Balinese Traditional Culture as a moderation. The results show that the three independent variables do not have a significant effect directly, but the relationship between concept understanding and implementation potential becomes significant when moderated by indigenous culture, confirming the importance of integrating Tri Hita Karana values in promoting sustainability. In contrast, the moderation of culture on perceived social needs and ecological awareness was not significant. These findings indicate that the successful adoption of the Doughnut Economy in Bali is highly dependent on the strengthening of participatory local cultural values. Future research is recommended to combine primary and secondary data, add mediating variables such as collective awareness, and use mixed methods with in-depth interviews with traditional leaders and business actors, to enrich quantitative findings and use SEM-PLS analysis to obtain a more comprehensive picture.

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