



Social Capital in The Development of Kembang Sialang Joint Business Group Pekanbaru City

¹Septia Ayu Ningtias H*

²Rina Susanti

^{1,2}Universitas Riau, Indonesia

*Corresponding Email Author: septia.ayu1455@student.unri.ac.id

Keywords

Business Development,
Joint Business Group,
Social Capital

Abstract

This article describes the potential of social capital in trust, networks, and norms for developing KUB Kembang Sialang business. Social capital is examined in the pattern of membership and group relationships with partners using a qualitative approach to collecting data through in-depth interviews and observations—five informants using the purposive sampling technique and one key informant from Sialang Munggu Village. The research results show potential for social capital (with elements of trust, networks, and norms) in membership and with partners. This element of social capital plays a role in the development of group businesses by increasing cooperation between group memberships and partners, including improving order services and marketing group products in the form of wallets, mukenah (prayer clothe), masks, pencil cases, bags, tanjak, etc.

How to cite this article:

Ningtias H., S.A., & Susanti, R. (2023). Social Capital in The Development of Kembang Sialang Joint Business Group Pekanbaru City. *Jurnal Pendidikan Sosiologi dan Humaniora*, 14(1), 65-78, DOI: 10.26418/j-psh.v14i1.59680

Submit date : November 25, 2022

Review date : December 24, 2022

Accepted : January 16, 2023

Published : April 1, 2023

INTRODUCTION

The application of populist-style economic policies in the short term is focused on the objectives of reducing poverty and unemployment, reducing disparities that occur between regions, improving the quality of human life, which is reflected in the fulfillment of social rights of the community, increasing the quality of the good environment and managing natural resources and infrastructure (Pratomo, 2012). Entrepreneurship refers to enthusiasm, attitude, and behavior as an example of the courage to take calculated risks based on one's will and abilities (Tzanakis, 2013). People who have this attitude are called entrepreneurs or entrepreneurs. Therefore, an entrepreneur is a warrior who is gallant, noble, and brave and deserves to be an example in the field of business (Santoso, 2020). Entrepreneurs have entrepreneurial characteristics: dare to take risks, virtue, creativity, and exemplary in managing a business or company based on their own will and ability (Gunarsih, 2011). Through entrepreneurship, the government hopes that populist economic policies can reduce poverty, and social inequality and improve the quality of life of the Indonesian people by making efforts to improve the family's economy and dare to take risks for the business they are involved in (Kusuma, 2017)

The development of small and medium-sized businesses is a driving force of economic growth (Halim, 2020). In addition to improving the equitable distribution of economic growth by boosting people's income, business activities can also generate employment and business prospects. Small- and medium-sized businesses require social capital as shared understanding and information that forms a community or group, as well as relationships that enable a collection of persons to accomplish something productive (Permadi, 2017). With the development of small and medium-sized businesses, it is hoped that the community will be able to comprehend and comprehend that all businesses unite to form communities or groups to do something more productive to increase individual income in groups and to provide sufficient employment opportunities for all (Field, 2016).

Those who can trust others can build social capital by making commitments that can be tracked in order to form mutually beneficial connections (Nurhadiyono et al., 2019). Social capital is important for the community because it facilitates communication for all members, serves as a vehicle for sharing power within the community, fosters solidarity, permits shared accomplishments, and affects the behavior of togetherness and community organization (Bobi, 2014). Making small and medium enterprises in a community or group requires social capital, which is generated by all members of the group who trust one another; there are regulations and mutual benefits for both parties (Damsar, 2012).

Community participation in the regions is part of national development geared at growing the people's economy in the small industry sector, which is governed by the community, in the framework of efforts to grow and develop small industries (Soekanto, 2016). Through the development of Small Industry Joint Business Groups (KUB), community members, artisans, culinary makers, and tailors in this area agreed to form an association known as the Joint Business Group (KUB), which aims to build and strengthen unity, increase business activities, and increase income in order to realize the welfare of members, families, and the broader community (Sugiyono, 2018).

The name of the Joint Venture group is KUB "Kembang Sialang". KUB "Kembang Sialang". They were established in Pekanbaru on September 3, 2018, having their address at Jalan Cipta Karya Ujung, Complex Ruko Perum Cipta Mulya No. 1 Sialangmunggu Village, Tampan District, Pekanbaru City, Riau Province. KUB "Kembang Sialang" is based on the 1945 Constitution, Pancasila, and Family, Togetherness and Unity for the Common Progress and consists of 20 members, KUB Kembang Sialang is included in one of the best KUB in Pekanbaru City, this KUB establishes the articles of association of KUB outlets (AD-KUB) and has its booth to promote its products. In this KUB, each member has an obligation, namely the obligation to comply with the agreed rules, the obligation to take an active role in KUB activities, the obligation to maintain the integrity and unity of the KUB, and the obligation to pay a fee of 10,000 per month, and members give the contribution through the proceeds from product sales. - Processed products such as food, bags, and others. In addition to the obligations of KUB members to have rights, the rights of KUB members are to express opinions and suggestions, vote, and be elected administrators, take advantage of all the facilities owned by the group / KUB, get a share of the business profits, and each member has the right to know and be involved in all group activities.

Since 2018, KUB Kembang Sialang has produced 100 tanjak in a matter of days, offered sewing instruction for all KUB members, and in 2021 produced 1500 masks demanded by the Governor of Riau in a matter of days. A business's success is inextricably linked to the role of social capital within it. Social capital can improve networks by fostering interpersonal interactions (Fathy, 2019). Thus, social capital is required to accomplish a given objective. The problem formulated in this research is how are the elements of group social capital integrated in the development of KUB Kembang Sialang, Sialang Munggu Village, Tuah Madani District, Pekanbaru City? In accordance with the problem, the objective of this study is to collect data regarding social capital in group company development (Case Study: KUB Kembang Sialang, Pekanbaru City, Riau Province). In addition, the research benefits are separated into two categories, with the theoretical benefits of this study serving

as a reference for the science of social capital in MSME operations, which will subsequently serve as a reference for future research. The results of this study can be used to strengthen future research in the field of economic sociology, and the practical benefit is that this study is expected to serve as a resource for other authors who wish to write about the same issue in different locations, particularly those who are interested in social capital in MSME activities.

METHODS

This research employed a descriptive qualitative technique, specifically by the author describing social capital in building joint group companies (a case study of KUB Kembang Sialang, Sialang Munggu District, Pekanbaru City) (a case study of KUB Kembang Sialang, Sialang Munggu District, Pekanbaru City). The researcher then offered a rationale for each of the current sub-indicators. The descriptive approach may be understood as a problem-solving technique that explored the status of a study object (a person, institution, community, etc.) based on visible facts or by collecting data through in-depth interviews and observations. This research was conducted in KUB Kembang Sialang Jalan Cipta Karya, Sialang Munggu Village, Tuah Madani District, Pekanbaru City. The author selected this area because it was one of the best KUBs in the city of Pekanbaru and he was interested in social capital and group patterns in KUB development. As many as 5 primary informants were selected using a purposive sampling technique, namely selecting 4 people based on the following criteria: included in the active membership of the Kembang Sialang KUB, having joined for approximately 4 years at the Kembang Sialang KUB, and one key informant from Sialang Munggu Village.

Types and sources of data utilized via utilizing primary data through direct questionnaire-based interviews. In terms of the overall description of the respondents and the researched setting. Age of KUB management and members, type of business of KUB administrators and members, social capital from KUB administrators and members, and the influence of this social capital on KUB administrators and members, and secondary data obtained from available sources at KUB "Kembang Sialang" regarding the number of members and administrators, KUB social capital data, and KUB data regarding the influence of social capital on KUB members and administrators. According to Miles and Huberman (1984), the data analysis technique utilized is qualitative analysis, in which the data received from the outcomes of interviews is described systematically and directed by the theoretical framework associated to the conversation in order to identify answers to problems (Hardani, 2020).

RESULTS AND DISCUSSION

History and Development of KUB Kembang Sialang

KUB Kembang Sialang is a small business engaged in the trading, service, food industry, craft, sewing, savings and loan, and other social enterprises. This company's address is Jalan Cipta Karya Ujung, Complex Ruko Perum Cipta Mulya No. 1, Sialang Munggu Village, Tampan District, Pekanbaru City, Riau Province. This KUB sprang from the desire of the people in the Tampan District to establish a Joint Business Group. On September 25, 2018, the KUB Kembang Sialang was officially founded and registered. KUB Kembang Sialang first sold handicrafts and sewing products, which were distributed to local shops and communities. KUB Kembang Sialang has channels to sell its business results and establish businesses in handicrafts and sewing, trading, service, food industry, savings and loan, and other social enterprises.

The formation of KUB Kembang Sialang resulted from the deliberations of all members and KUB administration. The word Kembang signifies that every KUB member desires for this KUB to continue growing, and Sialang's own phrases are because this KUB is situated in the Sialang Munggu Village. Currently, KUB Kembang Sialang receives capital assistance from the Riau Provincial Government via the Riau Provincial Industry Office, Riau Province Trade and Cooperative & UKM Office, Pekanbaru city government, specifically the Pekanbaru City Industry Service, Pekanbaru City Trade and Cooperative & UKM Office, and local governments (District, District, City and Village), Non-governmental organization assistance (PKK, Kadin, NGOs, CALEG), Help from state/private firms (Pertamina, Telkom, PLN, Pos, Perum Pel, Pawnshops, etc.), revolving fund loans from LPDB-KUMKM (Institute for Handling Revolving Funds for Small/Micro Medium Companies), bank loans, and other financial institutions. The remaining non-distributed business results, as well as contributions from each KUB member and the Kembang Sialang KUB Management.

In the beginning, KUB Kembang Sialang was formed, the number of administrators was only seven people, and as time passed, more and more business actors joined the KUB Kembang Sialang, and currently, the number of KUB members and administrators is around 20 people. Moreover, when it was first established, KUB Kembang Sialang only made handicrafts in the form of bags from recycled materials and robes, but now KUB Kembang Sialang has been selling catering, potato chips, tablecloths, masks, bags of various models from various materials, pillows, souvenirs, sheets, etc. Initially, KUB only produced 100-200 pieces of clothing and bags each month; now KUB Kembang Sialang can produce more than 5000/items per month, and turnover at the start of KUB was less than Rp. 3,000,000 / month, and now the turnover is above Rp. 10,000,000 per order.

The results of the research will describe social capital in the development of joint group businesses (Study at KUB Kembang Sialang, Sialang Munggu Village, Tuah Madani District, Pekanbaru City).

KUB Kembang Sialang Social Network

The network developed between the KUB chairman and members of the Kembang Sialang KUB is not merely a network of colleagues and business relationships, but a familial link. The relationship between the KUB chairman and the members is based on the chairman's behavior and treatment of each member; in this scenario, the KUB chairman does not differentiate between members based on familial relationships; both enjoy the same treatment. In addition, it enables employees to perceive that they are being treated properly by their bosses and to channel all of their strengths toward corporate growth. This is the case, and it is evident that KUB Kembang Sialang is expanding daily.

Membership within Network

Every KUB chairperson must continually cultivate the network between the Kembang Sialang KUB chairman and KUB members. KUB members are a part of the KUB world, which is a requirement for forming a KUB in both formal and informal companies. Members of the KUB who are knowledgeable in their disciplines will give major benefits. Members contribute to the development and success of a firm. For the seamless operation of the firm, each KUB chairperson must be able to cultivate positive connections with each KUB member and develop effective contact with each of his employees. As previously indicated, this capacity must also be possessed by the Kembang Sialang KUB, in particular by its chairman. The chairperson of the Kembang Sialang KUB must be able to develop positive relationships with each member in order to fulfill the business's goals and ensure the KUB's success.

Affecting the network of KUB chairpersons and KUB Kembang Sialang members, namely the existence of norms that regulate and maintain how ties and media are maintained and maintained related to the behavior or actions of KUB chairpersons to KUB members related to the KUB development network. In the development of the KUB Kembang Sialang, the KUB Development Network related to the KUB chairman and members of the KUB Kembang Sialang following the norms that exist in everyday life and maintaining an attitude towards older people by speaking politely and easily understood by good interlocutors who are older, younger, even the same age as us, this is what all members of KUB Kembang Sialang apply.

KUB Membership Network with Business Partners

Networking with business partners is one of the most important aspects of running a business that every entrepreneur must maintain. In the business sector, consumers play a crucial role. Customers can have a role in determining the success of a firm (Indarto & Santoso, 2020). If a firm has many consumers, it will develop rapidly; if it does not have consumers, it will be difficult for the business to develop and it may not survive in society. Influencing the KUB development network is related to cooperation with business partners, specifically establishing cooperation between KUB and business partners through social media relations into a single collaboration, specifically connecting the KUB product marketing process to the production process.

Hence, every entrepreneur must be able to cultivate relationships with consumers in order to locate and amass repeat clients who will purchase the business's products or services. Every customer who acquires the business's location will respond positively to relationships that have been appropriately developed. Similar to the Kembang Sialang KUB, the head of this KUB must be able to entice clients to purchase their handicrafts. Every entrepreneur must have the ability to promote business results and persuade consumers by displaying high-quality business results. In addition, the KUB chairperson must be able to reassure consumers through the direct and indirect communication of services offered to them, which can foster deeper and more durable alliances and relationships. Hence, buyers would feel at ease and satisfied when shopping for handicrafts at KUB Kembang Sialang. The KUB network that facilitates cooperation between KUB and its commercial partners KUB Kembang Sialang not only holds exhibitions and private events in Pekanbaru City, but also participates in exhibitions outside of Pekanbaru City, like the Riau Expo. Participating in the Riau Expo KUB Kembang Sialang show in 2019 led to a meeting with one of the managers of souvenir retailers in Pekanbaru and the beginning of a working relationship.

Do something that is expected and always act in a mutually supportive pattern of action; at least the others do not act which will harm themselves or their groups and business partners.

Norms in KUB Kembang Sialang

The norms or rules at the Kembang Sialang KUB do not have written rules that apply to their members, but this does not hinder the performance of the KUB members in the Kembang Sialang KUB instead, the workers are still responsible for all the tasks assigned to them to minimize the occurrence of problems. Therefore every KUB member must remain responsible for carrying out the rules given, both written and unwritten rules, because, in the

business world, business success is not only determined by written or unwritten rules made by the KUB chairman. However, it is determined by the responsibilities shared responsibility between the KUB members and the KUB chairperson.

Norms in KUB Membership

Every entrepreneur certainly has rules that must be agreed upon between the KUB chairperson and the KUB members who join the Kembang Sialang KUB. Rules imposed by these members can improve members' performance and the quality of the business. As is the case with the Kembang Sialang KUB, in which the Kembang Sialang KUB applies rules that must be accepted and implemented by its members. The rules that each KUB chairperson applies can be in the form of written rules or what is commonly referred to as work contracts and unwritten rules. It influences technical norms in the development of KUB related to regulations that apply in a KUB, which must be obeyed and understood by everyone who wants to join KUB to develop the KUB.

The norms contained in the Kembang Sialang KUB are the unwritten norms or rules in the Kembang Sialang KUB. These norms are only conveyed verbally by the chairman of the Kembang Sialang KUB to all members of the Kembang Sialang KUB at the meeting and following the customs in the Kembang Sialang KUB, and the work system that exists at KUB Kembang Sialang is a wholesale system and pays wages directly when finished producing these handicrafts.

KUB Membership Norms with Business Partners

Business activities will run well if there are consumers who are part of these activities because if there are no consumers, then the business will not be able to run and cannot even grow big. Therefore, every entrepreneur certainly has rules that apply to buyers. These rules can be in the form of written or unwritten rules. As also applies to the Kembang Sialang KUB, where they apply purchasing rules to business partners who come to the Kembang Sialang KUB. The rules that apply are unwritten, in the form of an agreement from KUB Kembang Sialang to business partners that must be followed when conducting transactions at KUB Kembang Sialang. The rules between sellers and consumers will significantly affect the continuity of buying and selling activities and consumer interest in long-term purchases. The following is the author's interview with the chairman of KUB Kembang Sialang regarding the rules that apply to consumers who buy handicrafts.

The chairman of KUB Kembang Sialang enforces rules that must be agreed upon with business partners or buyers who purchase handicrafts there when administering KUB. The

regulations implemented are not codified and formalized by KUB Kembang Sialang; rather, they are communicated directly to business partners and are not legally binding. The rules provided by the Kembang Sialang KUB are simple to comprehend and apply for business partners who visit the Kembang Sialang KUB. KUB Kembang Sialang does not feel constricted if there are new buyers who are unaware of the regulations they establish, since it is one of their goals and responsibilities to educate each buyer so that KUB activities and buying and selling activities can take place smoothly and continue indefinitely. By agreeing on the regulations given to consumers, challenges or hurdles in the horticulture business can continue to operate efficiently, expand in the community, and reach a larger market.

The results of this study are in accordance with Ahmadi (2012) who states that norms are a social unit consisting of rules that have carried out quite intensive and regular social interactions so that among individuals, there is already a division of tasks, structures, and norms that are specific to that group.

Trust in KUB Kembang Sialang

High trust has given good results to the progress of the KUB Kembang Sialang. Every party member of the KUB, starting from the chairman, members, suppliers of raw materials, business partners, and even people outside the KUB Kembang Sialang, builds mutual trust between one another. Good trust will produce good cooperation and provide welfare to every individual (Nazmudin, 2018).

Trust KUB members

Every business will be able to develop if the people in it trust each other for the performance that is owned by one another. Every KUB needs to establish relationships with every worker to increase trust and what KUB Kembang Sialang has to do. In this case, the owner must be able to trust the workers on duty at the hatchery unit. If there is no trust, then this can disrupt the continuity of business activities and hinder the business's development because managers will always feel a lack of trust and dissatisfaction with the employee's performance. Apart from that, every worker there must also be able to maintain the trust that the KUB chairperson has placed in them through the responsibility and good performance they provide.

Every member of the Kembang Sialang KUB has high trust in fellow members and the KUB chairman towards the members. Currently, the number of members in KUB Kembang Sialang is 20 people. The relatively small amount does not affect them in achieving the sales targets they make. With cooperation and responsibility, and trust, which is their foundation,

KUB Kembang Sialang can provide success. In this case, Mrs. Lidya, as the head of the Kembang Sialang KUB, has always treated each member equally. Nevertheless, none of these members have family ties with her, but this is not a differentiator for all of them. However, in terms of treatment, there is no difference in the treatment given by the chairman of the Kembang Sialang KUB to each of its members, all of whom are considered family.

KUB Membership Trust with Business Partners

The success of a business can be seen from the level of consumer satisfaction with the products provided (Kasinem, 2020). It also can be seen from the consumer confidence in the suitability of the products provided. Customer satisfaction is one thing that every entrepreneur must prioritize. To achieve satisfaction and good ratings from customers, every business person must try his best for the production he has. It is the same with the Kembang Sialang KUB. Each head of the Kembang Sialang KUB must build buyer confidence in the products they produce so that the business can continue to grow because more and more buyers will come to the place. After all, the services provided do not disappoint the buyers who come there.

Business partners who work with KUB Kembang Sialang feel satisfied and trust the quality and service provided by KUB Kembang Sialang to each of its members. In addition, KUB Kembang Sialang always ensures that every business partner who comes there does not feel disappointed and tries as much as possible to fulfill their consumer demands properly. KUB Kembang Sialang also makes contact/contacts consumers who have bought handicrafts there to inquire about the progress of making the purchased handicrafts; the KUB Kembang Sialang also provides consultations related to the maintenance of these handicrafts so that they are durable to each partner businesses that need guidance related to how to maintain these handicraft products.

KUB Kembang Sialang, in terms of maintaining the trust of business partners, also ensures that they believe in the quantity given to them. In this case, the number of items when placing an order can be said. In this case, KUB Kembang Sialang weighs directly in front of the buyer, so consumers who buy can see the weighing process and ensure the amount ordered is in accordance with what is given. This is also what makes KUB Kembang Sialang develop well until today in society.

This result is in line with Khodijah (2016) who stated that trust originating in individuals and groups that have the opportunity to encourage individual trust with other individuals and individuals with other people.

KUB's Strategy in Maintaining and Developing Social Capital

In order to develop and maintain the social capital, they are currently implementing in their business activities. They must continue to carry out all of these things properly, such as networks, norms, and trust. This explanation can be explained in the following sections.

1. Carry out the norms and rules properly
2. Build a more comprehensive network/relationship
3. Maintaining the trust of everyone who comes to KUB Kembang Sialang, including the trust of every consumer.
4. Continuing to maintain quality and provide quality products to every consumer.
5. Providing exemplary service to every consumer and even visitors to KUB Kembang Sialang.

Based on this statement, to maintain and develop social capital to survive, we must always carry out and apply social capital such as networks, norms, and trust in our production activities. The efforts made by KUB Kembang Sialang to maintain and develop social capital can be said to have been successful and have been carried out well, this can be seen from the development of the owned hatchery business, which is growing more and more, and more and more people know about KUB Kembang Sialang and buy handicrafts from them. The success of KUB Kembang Sialang in running a business coupled with the application of social capital can be used as an example for every individual or group who has the desire and interest to establish a KUB, as was done by KUB Kembang Sialang. KUB Kembang Sialang can also be used to learn how to develop a sound and correct KUB outlet strategy because KUB Kembang Sialang itself is very open to anyone who wants to learn and has a solid intention to do business in the handicraft sector.

The above statement is in accordance with (Romadi & Warnaen, 2021), which is to develop social capital to survive by constantly implementing and implementing social capital such as networks, norms, and trust between group members and groups with business partners.

Forms of Social Capital in the Development of KUB Kembang Sialang

The social capital in the Kembang Sialang KUB plays a role in developing the KUB handicrafts, such as finding permanent buyers of their products from gift shops and collaborations established until now. In addition to that, the products are increasingly varied, not only tanjak but also prayer clothes (mukenah), pencil cases, pillows, bags, wallets, sheets, souvenirs, catering, and snacks. The turnover and the number of employees have also increased with orders from buyers at gift shops. This is because social capital has an

element of networking social norms and beliefs. In KUB Kembang Sialang, the social network assists in the marketing process so that it can meet and work with trading partners, namely from the gift shop. Contributing to the production process, namely by making it easier to get additional raw materials in the handicraft production process so that the production results obtained can meet customer requests every month, as well as making it easier to get additional capital from financial institutions to help overcome costs in the production process. The norms or rules that exist in KUB Kembang Sialang are unwritten rules or norms that exist in general in society, which affect the smooth cooperation between KUB officials and KUB members, and with their trading partners and trust plays a role in helping to maintain good relations with trading partners and facilitating the procurement of raw materials.

The results of the above research are in line with the Putnam's theory which says social capital is a picture of social organization, such as networks, norms, and social trust (Yustika, 2012, p.140), which facilitate mutually beneficial coordination and cooperation (Pratomo, 2012). Putnam's definition is in line with several studies that have been carried out, where the role of social capital is no less important than other economic infrastructure, so efforts to build social capital need to be prioritized. Social capital formation can contribute to economic development through networks, norms, and trust (Amalia, 2015). This formation becomes social collaboration (coordination and cooperation) for the common good (Tzanakis, 2013). If each party has expectations that both parties equally fulfill, then a high level of trust will be realized (Fathy, 2019).

CONCLUSION

The results of the study led the researchers to the conclusion that networks, norms, and trust were factors of social capital in the development of KUB Kembang Sialang. These three factors contribute to the development of KUB Kembang Sialang; specifically, the network in KUB development aids the marketing process so that business partners from souvenir stores may be met and collaborated with. Additionally, the network contributes to KUB membership by facilitating KUB members in the manufacturing process, so that the monthly production results can satisfy client demands. In addition, the network supports the process of getting extra financing from financial institutions in order to support KUB Kembang Sialang in overcoming production expenses. With the establishment of the Kembang Sialang KUB, there are no written standards or rules based on community norms, which hinders the cooperation between administrators and members of the KUB, government agencies and private agencies, and commercial partners. Moreover, trust in the development of KUB

Kembang Sialang contributes to the maintenance of excellent ties with business partners and the facilitation of KUB membership interactions.

THANK YOU ESPECIALLY

This research can be carried out properly thanks to the help of various parties. Therefore, the researcher would like to thank all parties involved in this research, especially the academic community at the University of Riau, all parties to the KUB Kembang Sialang Pekanbaru City, and the respondents who participated in this research so that researchers could complete this research.

REFERENCES

- Ahmadi, A. (2012). *Ilmu Interaksi Sosial Dalam Kelompok*. Jakarta: Rineka Cipta.
- Amalia, A. D. (2015). Modal Sosial Dan Kemiskinan. *Sosio Informa*, 1(3).
<https://doi.org/10.33007/inf.v1i3.166>
- Bobi, S. (2014). Ruang Pablik Modal Sosial : Priviatasi Ruang di Kampung. *sosiologi*, 17.
- Damsar. (2012). *Pengantar Sosiologi Ekonomi*. Kencana.
- Fathy, R. (2019). Modal Sosial: Konsep, Inklusivitas dan Pemberdayaan Masyarakat. *Jurnal Pemikiran Sosiologi*, 6(1). <https://doi.org/10.22146/jps.v6i1.47463>
- Field, J. (2016). *Modal Sosial*. Kreasi Wacana.
- Gunarsih, R. (2011). Peran Modal Sosial Dalam Pemberdaya Perempuan Pada Sektor Informasi (Studi Kasus : pada Pedagang Nasi). *fisip UIN*.
- Halim, A. (2020). Pengaruh Pertumbuhan Usaha Mikro, Kecil Dan Menengah Terhadap Pertumbuhan Ekonomi Kabupaten Mamuju. *Jurnal Ilmiah Ekonomi Pembangunan*, 1(2).
- Hardani, D. (2020). *Metode Penelitian Kualitatif dan kuantitatif*. CV. Pustaka Ilmu Group.
- Indarto, I., & Santoso, D. (2020). Karakteristik Wirausaha, Karakteristik Usaha Dan Lingkungan Usaha Penentu Kesuksesan Usaha Mikro Kecil Dan Menengah. *Jurnal Riset Ekonomi dan Bisnis*, 13(1). <https://doi.org/10.26623/jreb.v13i1.2202>
- Kasinem, K. (2020). Pengaruh Kepercayaan dan Kualitas Pelayanan Terhadap Kepuasan Konsumen Pada Hotel Bukit Serelo Lahat. *Jurnal Media Wahana Ekonomika*, 17(4).
<https://doi.org/10.31851/jmwe.v17i4.5096>
- Khodijah, I. S. (2016). Analisis Pengembangan Usaha Mikro Kecil Menengah (UMKM) Pada Pengerajin Kursi Sofa Cipacing Jatinangor Dengan Pendekatan Business Model Canvas Jurnal E-Proceeding Of Management. *jurnal ekonomi*, 3.
- Kusuma, U. A. (2017). Peran Modal Sosial Dalam Pemberdayaan Masyarakat Nelayan

- Desa Bangsring Pada Objek Ekowisata Bangsring. *Underwater Journal*, 1–14.
- Nazmudin, N. (2018). Kerukunan dan Toleransi Antar Umat Beragama dalam Membangun Keutuhan Negara Kesatuan Republik Indonesia (NKRI). *Journal of Government and Civil Society*, 1(1). <https://doi.org/10.31000/jgcs.v1i1.268>
- Nurhadiyono, Purwanto, A., & Tumengkol, S. M. (2019). Modal Sosial dan Keberlangsungan Usaha Pedagang Sayuran di Pasar Bersehati Manado. In *HOLISTIK, Journal Of Social and Culture* (Vol. 12, Nomor 4).
- Permadi, G. (2017). *Pedagang Kaki Lima Riwatmu Dulu Nasibmu Kini* (Cet 1). Yudistira.
- Pratomo, S. T. (2012). *Ekonomi Skala Kecil Menengah Dan Koperasi*. Ghalia Indonesia.
- Romadi, U., & Warnaen, A. (2021). Sistem Penyuluhan Pertanian “Suatu Pendekatan Penyuluhan Pertanian Berbasis Modal Sosial Pada Masyarakat Suku Tengger.” In *Tohar Media*.
- Santoso, F. S. (2020). Lingkungan Keluarga Sebagai Awal Pengembangan Kewirausahaan Islam. *Nuansa Akademik: Jurnal Pembangunan Masyarakat*, 5(1). <https://doi.org/10.47200/jnajpm.v5i1.418>
- Soekanto, S. (2016). *Menbedah Konsep dan Aplikasi Crporete Social Responsibility*. Fascho Publishing.
- Sugiyono. (2018). *Metode Penelitian Kuantitatif Kualitatif Dan R&D*. Bandung: Alfabeta.
- Tzanakis, M. (2013). Social capital in Bourdieu’s, Coleman’s and Putnam’s theory: empirical evidence and emergent measurement issues. *Educate*, 13(2), 2–23.