

The Social Capital Transformation

Women Trader in Lok Baintan Floating Market, Banjar Municipality, South Kalimantan Province

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Abstract—This research aims to investigate the trading mechanism of Women Trader and how social connection is bonding among the Women and transforms into social capital in Lok Baintan Floating Market. The objection of this research is documenting a unique social relation in Floating Market and develops as mutualism symbiosis between traders and traders and consumers. The existence of floating market develops as adaptation mechanism of Banjarese with geographical areas surrounding this area. Unfortunately, the existences of floating market slowly become vanish according to modernity in term of advance in development of science and technology. Lok Baintan Floating Market has different experience compared with other floating markets. The visitors of Lok Baintan are increase from time to time and they experience the novelty of floating market. The local government support the existence by appreciating the local culture as “Local Tourist Destination” The research questions are; How are survival mechanism of Women Traders in Lok Baintan Floating Market and how it mechanism develops social relation among women and transform into social capital. This research is using qualitative method with more emphasis in a case study. Data was gathered by participant observation and interview. Researchers undertake fieldwork by mingling with Trader in floating market. Informant was selected by purposive and snowball technique. This research identify that Traders have their own manner and strategy to maintain their existence by applying barter mechanism with similar traders. This mechanism becomes catalyst to maintain social relation among traders. The relation is importance since they transform into social capital that can be useful to get mutual helps with society gradually.

Key Words—Women Trader, Lok Baintan, Social Capital

I. INTRODUCTION

The research was conducted in Lok Baintan floating market, Lok Baintan Village, Sungai Tabuk Subdistrict, Banjar

Municipality, South Kalimantan Province. This location is chosen because the people in the area applying a culture that correspond to the local geography nuance of river culture and the traditions of its merchant culture. In addition, this place is relatively unspoiled, located in rural areas, and is a large female traders.

Lok Baintan floating market is also a meeting place between the first hand traders (farmers who sell their own crops derived from around the floating market) and second hand (come from the market in the mainland and the tributaries around the floating market). Traders in the Lok Baintan floating market are majority living around the market. In Lok Baintan floating market there are still many traders, around 100 merchants, where the majority are women.

II. METHOD

This research utilize qualitative research method because the focus of the study or problem studied is complex, dynamic, and full of meaning so it is not possible if the data in this social situation obtained by quantitative research methods. The qualitative method is as a research procedure that produces descriptive data in the form of written or oral words and observes behavior and aims to contribute in depth knowledge of the object of research. Qualitative research as a particular tradition in social science that is fundamentally dependent on observation in humans within its own region and associated with those people in its language and in its terms [1-3]. Specifically, researchers apply a case study format or case study method as an explanatory tool for the focus of a study of trading strategies in the Lok Baintan floating market. A case study is an intensive explorative and analytical method (more detailed and profound) about a state of unity such as; a family, an institution, an organization, a community group or a specific

phenomenon. The case study is one of the social science research methods regard to the question of how and why, the study has little chance of controlling the events to be investigated with the focus of its research on contemporary phenomena (present) in a real-life context [4].

The unit of analysis is an activity that can essentially cover individuals, households, groups, organizations, social institutions and others. What kind of analysis unit will be taken in this research process depends on the problem to be studied.

In the study of female traders in this floating market, the selected analytical unit was a 'group' of female traders in the Lok Baintan floating market. Women traders in the Lok Baintan floating market consist of two groups, ie. Traders and Temporary Traders.

III. RESULT AND DISCUSSION

A. *Survival Mechanism*

Survival is an ability to survive. Survival can also be interpreted as an effort to survive and get out of a difficult situation (defended from certain circumstances / circumstances where the struggle required for survival).

The Clark's Survival Mechanisms identifies several conditions related to existing survival strategy which are: The first strategy, which is reciprocity into money, goods and services to meet daily needs and sudden needs. These social networks are close relatives, neighbors, and co-workers (informal social support networks). The second strategy, for those who have married, they change their household composition by entrusting their children to their grandmother in villages, it can reduce the cost of living especially for those who live in the city (flexible household composition). The third strategy is to diversify business eg working in the informal sector or opening services and shops. The third strategy is done because of limited time, skill, capital and information that produces (various sources of income). Other strategies undertaken to deal with the shortcomings in meeting the needs of life include: utilizing social capital assets by lending (informal credit debt, indebtedness to a mobile bank).

Scot participates in the theory of survival among farmers. Scot explained that farming families should be able to survive through years where the net yield of their crops or other sources is insufficient to meet their basic needs. Then they can tie their belts more tightly by eating in just a day and switching to lower quality foods.

B. *Social Capital*

Social capital refers to the major aspects of social organization, such as trust, norms, networks that can improve efficiency in a society through the coordinated facilitation of actions. Easy cooperation takes place within a community that has inherited substantial social capital in the form of rules, mutual exchange and interpersonal networks. Social capital are rules, norms, obligations, reciprocity and beliefs in social relationships, social structures and community institutional arrangements that enable members to achieve targeted outcomes individuals and their communities.

The most important element in social capital is trust which is the moral norms such as loyalty, honesty, and trustworthy as the glue for the lasting cooperation in community groups. With trust people will be able to work together more effectively [5]. Social capital can be interpreted as a source (resource) arising from the interaction between people in the community. Measurement of social capital is often done through the interaction results, such as: maintaining trust among citizens. From some sense of social capital above can be drawn the conclusions, especially from the point of view of sociology, that the main elements in social capital are trust, norms, reciprocity, and network (network).

Strategy is a sense or a deception to achieve a purpose. Strategy is as a set of actions selected by individuals and households who are economically and socially poor. So strategy is a certain sense or way that is done to achieve a goal. In other words, strategy is a tool to achieve goals in various activities. Here it is seen that people is a rational being. To achieving its goal, people will act in certain ways which they deems effective by using one or a set of strategies [6].

In the context of this research, what is meant by strategy are the ways, tools used, and all actions performed by women traders in Lok Baintan floating market which are included in the case of getting buyers/customers as many as possible. For traders, this strategy is very important especially they are very dependent on the number of buyers/customers who buy their wares. The strategy is differing for one trader to the others.

The strategy that has been implemented by the informants (women traders in the floating market) makes their business growing to date. The most prominent strategy is the ownership of social capital. The main aspects of social organization, such as trust, norms, and networks that can improve efficiency in a society through coordinated action facilitation.

The most important element in social capital is trust which is the moral norms such as loyalty, honesty, and trustworthiness as a glue for the continued cooperation in community groups. With trust, people will be able to work together more effectively [6]. Social capital can be interpreted as a resource arising from the interaction between people in the community. Measurement of social capital is often done through the interaction results, such as: maintaining trust among citizens. From some sense of social capital above can be drawn the conclusions, especially from the point of view of sociology, that the main elements in social capital are trust, norms, reciprocity, and network (network).

C. *Improving service*

To be a successful trader, they are not just sold out their goods, return their capital quickly and made a profit. There is a value of "satisfaction" from consumers after they shop and that value is what can make consumers or buyers to re-buy the next merchandise, which eventually can become loyal customers.

Honesty and loyalty are a strategy that is effective enough to get consumers. Honesty is considered very important to grow and strengthen consumer confidence. The most important element in social capital is "trust" which are moral norms such as loyalty, honesty, and trustworthiness as a glue for the

continued cooperation of community groups. So that with trust (trust) the buyers and traders will be able to cooperate more effectively. With honest behavior, it leads to customer loyalty to it [6].

The statement is appropriate in examining the actions of women traders in the Lok Baintan floating market, on the basis of experience and defense of the situation and conditions of the floating market and surrounding communities. Because according to the informants, they are not looking for a big profit, but customer satisfaction. They prefer to sell with little profit but many merchandise sold. In addition, they are willing to honest in trading. It will not make customers refuse to buy again. The individuals perform an action based on experience, understanding, perception of a stimulus object and a particular situation [7].

D. Barter System among Merchants

In the Lok Baintan floating market, there is often a barter system (exchange goods among Merchants). Nowadays, the system is only operated by fellow traders who have a very close relation. A sense of kinship and high trust between fellow traders who raises the barter system still survive to this day.

The uniqueness of this barter is not owned in other traditional markets. This is a strategy that can be a binder between fellow traders. Although they compete in trade, barter is able to foster high levels of harmony and trust among floating market merchants, and this uniqueness also causes Lok Baintan floating market to become a 'fantastic and exotic' tourist attraction, which has the potential of river and tourist tourism culture. Traders usually obtain capital from other traders, in the trading structure. A complex and branched network of credit balances is one of the binding mechanisms of all wholesalers and small traders in a floating market.

E. Maintain Customer Satisfaction

The existence of floating market Lok Baintan cannot be separated from the existence of loyal customers who shop or buy in the floating market, such as Santriwati (Female Student of Moslem Boarding School) of Pesantren close to Lok Baintan floating market. They usually shop for daily needs in the floating market which is in front of their cottage.

The majority customers of Lok Baintan floating market who certainly shop every day are residents whose homes are close to the floating market or on the banks along the river route. However, for remote buyers such as Sungai Andai, Sungai Lulut, and Sungai Tabuk, which is approximately a 50-minute river journey by klotok (Small Boat), they usually shop or buy on the market floating 2 to 3 times a week.

This action is correspond to Weber's rationality theory, that the rationality in this type of Weber action is not limited to the narrow sense of 'maximizing profit' as when used in terms economy. So being a trader is not just acting to take the maximum profit or to maximize profits, but instead keep customer satisfaction with a cheap price, friendly attitude, honest, on time when promised.

F. Offer Goods in Bungkalan System

To go to the Floating Market, it must rent Kelotok Rp. 350,000 for one single trip. With such a large expense, it will certainly make the visitors to get good goods in the form of vegetables and fruits.

The visitor's expectations are apparently understood by Traders by offering merchandise with bungkalan system. Bungkalang itself is a container that can accommodate fruits and vegetables. With the system selling the bundle, the Seller "forces" the Buyer to buy with plenty and refuses the retail purchase.

With an excessive price, the visitor will feel "dear" if not buy something in the market. Psychologically, it causes buyers to buy goods offered by Seller regardless of system given.

IV. CONCLUSION

The existence of a floating market is an application of Banjarese community adaptation with its natural environment. Nowadays, slowly but surely, the floating market in South Kalimantan is beginning to disappear and fade along with the modernization of science and technology.

The increase in the number of residents resulting in increased development of facilities on land, as well as the narrowing and disappearance of rivers as transportation routes are the cause of the decrease of a number of floating markets in South Kalimantan. However, Lok Baintan floating market, located in Lok Baintan Village, still survives compare to the other floating markets.

The ownership of social capital is very important strategy in carrying out trading activities is the ownership of social capital. Honesty, kindness, caring for others and always on time when making a promise are the main social capital that traders have. Honesty to keep customer satisfaction related to quality and quantity of merchandise sold. Always friendly in serving the wishes and inquiries of the customers and tourists who come. Caring for others, it still implements a barter system with fellow traders. Be consistent and always punctual in selling in the Lok Baintan floating market especially when making appointments with customers. All of these social capitals are used to improve service and maintain customer and tourist satisfaction.

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