



**Jurnal BADATI**

**Vol. 3 No. 2 November 2021**

**P-ISSN : 1907 – 5340**

**E-ISSN : 2722 - 3248**

**Hal. : 93 - 101**

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**BUSINESS INDEPENDENCE IN SOCIAL CAPITAL REVIEW FOR ASAR  
FISH BUSINESS COMMUNITIES IN LAHA VILLAGE,  
TELUK AMBON DISTRICT, AMBON CITY**

**Derek Bakarbessy**

**Jurusan Ilmu Kesejahteraan Sosial FISIP UKIM**

Email: derekbakarbess.ukim@gmail.com

*Abstract*

*This study aims to analyze business independence in terms of social capital for asar fish business community in Laha Village, Teluk Ambon District, Ambon City. This research is an explanatory research for two months, from June to August 2021. The population in this study are asar fish business actors in Laha Village, Teluk Ambon District, Ambon City. A sample of 78 people was determined by a simple random technique. The data analysis used is path analysis supported by qualitative descriptive interpretation. The data were analyzed with the help of Lisrel software version 8.50. The results showed that the influence of trust, norms and network variables on self-reliance through business development variables was 96%, which indicates that asar fish business development can be improved through strengthening social capital in the form of trust, norms and networks which will ultimately increase the independence and economic capacity of the farmers. businessmen.*

*Key words : social capital, business independence*

**BACKGROUND**

Asar fish home industry players in Laha Village, Teluk Ambon District, Ambon City are one part of society in general. Asar fish is a typical food of the Maluku people, so it is not surprising that in every corner of the city of Ambon there are many asar fish sellers. In accordance with its name, asar fish is processed by preserving it through smoking with firewood. Asar fish is very popular with the people of Maluku, apart from being consumed daily, it can also be used as culinary gifts. One of the asar fish management centers in Ambon is in the village of Laha. Its strategic location with Ambon Pattimura International Airport makes it easy for tourists not to have to walk far to the city center to look for souvenirs from Ambonese culinary specialties. The problem faced by the asar fish processing industry in Laha village is marketing. Asar fish is generally produced to meet the daily needs of consumers in the surrounding area.

The existence of asar fish business community is very important in the social context. As an important part, they establish interactions, both among domestic industry actors and with members of the wider community. In everyday life, social capital has been implemented in various forms and dimensions. As an activity with high economic value, this business must continue to be developed with a wider scope through increasing business volume, increasing labor absorption and improving product quality to ensure business sustainability which allows business actors to become more independent and have a greater bargaining position.

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Social capital is an important study considering that social capital is a norm or value that is shared by the community that can strengthen positive social/work networks, establish mutually beneficial cooperation, foster high concern and solidarity and can encourage the level of trust between others. in order to achieve common goals (Syabra, 2003).

Etymologically, social capital has the meaning of capital owned by the community in community empowerment. This capital is a combination of something that is material and non-material. Material has the meaning of ownership related to the financial assets owned. Meanwhile, non-material capital is in the form of mutual trust and a gathering system in a society. Social capital is mainly related to the values of a network (network) that binds certain people (who usually have certain similarities, such as the same job, the same place to live, the same ethnicity, religion, and so on), and is bridging. ) between different people, with a norm of reciprocity.

Social capital places more emphasis on group potential and patterns of relationships between individuals within a group and between groups with space for attention to social networks, norms, values, and beliefs to others born from group members and become group norms. The essence of social capital is how the ability of the community in an entity or group to work together to build a network to achieve common goals. Social capital refers to the values and norms that are believed and practiced by most members of society in their daily lives, which directly or indirectly affect the quality of life of individuals and the sustainability of the community (Gold, et al, 2007).

The World Bank (1999) in Situmorang, Azfi and David (2012) defines social capital as something that refers to the institutional dimension, the relationships that occur, and the norms that shape the quality and quantity of social relations in society. Social capital is not just a series of institutions or groups that support social life, but with a wider spectrum, namely as a social glue that keeps group members together.

Putnam, et al (in Suharto, 2007) state that social capital is the appearance of social organizations, such as trust, norms (or reciprocity), and networks (of community ties), which can improve community efficiency by facilitating coordination. and cooperation for mutual benefit. Fukuyama (1995) states that social capital is an ability that arises from the existence of trust in a community. Eva Cox (1995) states that social capital is a series of processes of human relations that are supported by networks, norms and social beliefs that enable efficient and effective coordination and cooperation for mutual benefit and benefit. Narayan (in Suharto, 2007) states that social capital is the rules, norms, obligations, reciprocity and trust that binds in social relations, social structures and institutional arrangements of society that enable members to achieve target outcomes. individuals and their society.

Upphoff (in Suharto, 2007) social capital can be treated as an accumulation of various types of psychological, cultural, social institutions that are immeasurable, and assets related to the influence of cooperative behavior. World Bank (in Ancok, 2003) social capital is something that refers to the institutional dimension, the relationships created and the norms that shape the quality and quantity of social relations in society and become the glue that keeps group members together.

Dhesi (in Suharto 2007) social capital is shared knowledge, understandings, values, norms, and social networks to ensure the expected results. Cohen and Prusak (2001) social capital is the stock of active relationships between people. Every relationship pattern that occurs is bound by trust, mutual understanding, and shared values (shard value), which binds group members to make the possibility of collective action to be carried out efficiently and effectively.

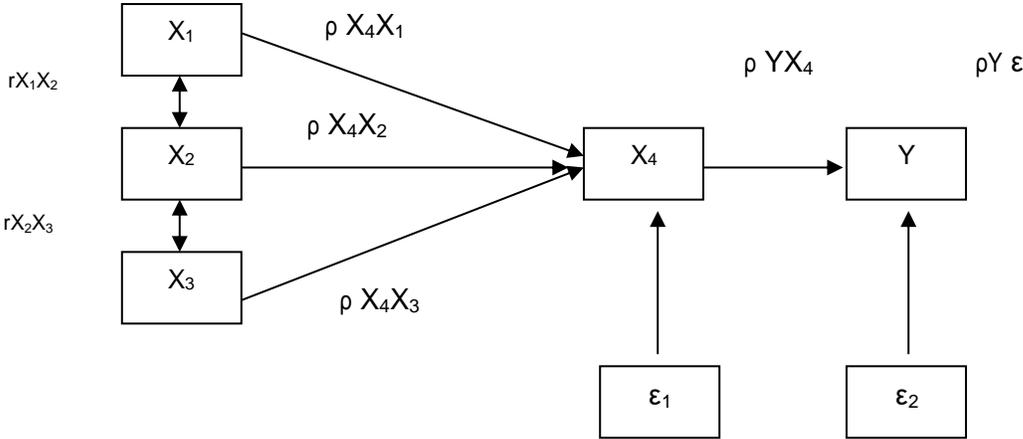
According to Suharto (2007) social capital can be interpreted as a resource that arises from the interaction between people in the community. Measurement of social capital is often done through the results of these interactions, such as: the maintenance of trust between members of the community. Interaction can occur on an individual or institutional scale. On an individual scale, interactions occur in intimate relationships between individuals that produce emotional bonds. On an institutional scale, interactions occur when several organizations share a common vision and goal.

Blakeley and Suggate, in Suharto (2007) state that the elements of social capital are: (1) Trust, the growth of mutual trust between individuals and between institutions in society; (2) Cohesiveness, the existence of a close and unified relationship in building community solidarity; (3) Altruism, understanding that puts the interests of others first; (4) Unselfish and non-individualistic feelings that prioritize the public interest and others above their own interests; (5) Mutual cooperation, an attitude of empathy and behavior that is willing to help others and work hand in hand in making various efforts for the common interest; and (6) Networking, and social collaboration, building relationships and cooperation between individuals and between institutions both within the community itself/groups and outside the community/groups in various activities that provide benefits to the community.

Ridell, in Suharto (2007) writes three parameters of social capital: (1) Trust, the hope that grows in a society, which is indicated by honest, organized, and cooperative behavior based on shared norms; (2) Norms (norms), norms consist of understandings, values, expectations, and goals that are believed and carried out together by a group of people; (3) Networks are dynamic infrastructure in the form of networks of cooperation between people. The network facilitates communication and interaction, enables trust to grow and strengthens cooperation.

**RESEARCH METHODE**

This research is an explanatory research that aims to analyze the influence of the dimensions of social capital on business development and independence. The research period is for two months, from June to August 2021. The population in this study were asar fish business actors in Laha Village, Teluk Ambon District, Ambon City. A sample of 78 people was determined by a simple random technique. The data analysis used is path analysis supported by qualitative descriptive interpretation.



**Figure 1. Structural Model of Relationship Between Variables**

**RESULT AND DISCUSSION**

This study seeks to examine the extent to which the influence of trust, norms and network variables on business development and independence. To find out the magnitude of the path coefficient between variables X1, X2 and x3 to X4, and the path coefficient from X4 to Y can be seen in the following table:

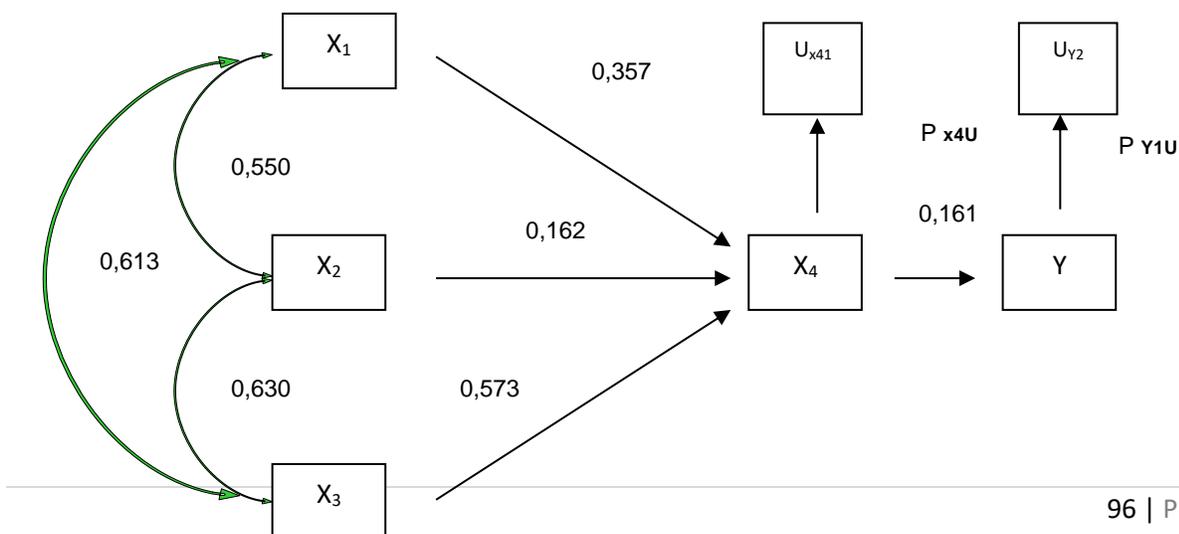
Table 1. Path Analysis Statistical Test Results

Parameter Structure	Path Coeff.	T count	T table	Sig.	Decision
X1 to X4 (pX4. X1)	0,357	3,503	1,658	0,000	Accept H1
X2 to X4 (pX4. X2)	0,162	2,632	1,658	0,004	Accept H1
X3 to X4 (pX4. X3)	0,573	4,011	1,658	0,000	Accept H1
X4 to Y (pX4. Y)	0,161	16,082	1,658	0,000	Accept H1
R <sup>2</sup> (X1,X2,X3 to X4)		0,546			
R <sup>2</sup> (X1,X2,X3 , X4 to Y)		0,723			

Source: Analysis Results, 2021

Note: \* significant at = 0.05

The results of the analysis in the table indicate that the path coefficients from the simultaneous test results are significant, so a decision can be made to reject H0 and accept H1 which means that it can be forwarded to individual tests. From the results of individual tests, it turns out that the path coefficients of the variables X1, X2 and X3 to X4 are statistically significant, so H0 is rejected and H1 is accepted. Furthermore, the results of the analysis in the table above are translated into a path diagram as shown in the following diagram:



**Figure 2. Structure of Relationship Between Variables X1,X2,X3  
with Variable Y through intervening variable X4**

Based on the above calculations, it can be summarized in the following table:

Table 2. Direct and Indirect Effects of Trust, Network and Norms Variables on Business Development

<b>Effects</b>	<b>Trust (X<sub>1</sub>)</b>	<b>Norm (X<sub>2</sub>)</b>	<b>Network (X<sub>3</sub>)</b>
Direct	0,23	0,13	0,03
Indirect through X <sub>1</sub>	-	0,03	0,13
Indirect through X <sub>2</sub>	0,13	-	0,06
Indirect through X <sub>3</sub>	0,03	0,06	-
Total to business development	0,39	0,22	0,22
Total to business independence		0,83	

Source: Analysis Results, 2021

The table above shows that the largest direct influence is the influence of network variables on business development of 0.33; which shows that every 1 percent increase in network strength will increase 33.0% business development. While the smallest effect is the norm variable on business development of 0.03 which indicates that every 1 percent increase in norm implementation will increase business development by 3.0%; assuming other variables are in a constant state or do not change.

The largest total influence on business development is through the network variable by 52.0% which indicates that network strength is the most dominant variable affecting business development, assuming that this network is supported by strong norms and beliefs. While the influence of trust, norms and network variables through business development variables is 96%, which indicates that asar fish business development can be increased through strengthening social capital in the form of trust, norms and networks which will ultimately increase the independence and economic capacity of business actors. The independence of asar fish business actors as one of the rural economic actors can be increased if business development is carried out through increasing sales volume and assets, increasing product quality and increasing workforce supported by strengthening trust, implementing norms and strengthening cooperation, both among fellow actors. businesses and other community members.

## CONCLUSION AND SUGGESTION

Based on the above calculations, it is known that the direct effect of trust on business development is 0.055 or 5.5% with the  $t$ -value  $>$   $t$ -table value, which is  $2.288 > 1.658$ . This is also reinforced by a significance value of 0.000 which is smaller than the 0.05 confidence level. So the first hypothesis is accepted. This trust plays a very important role in the sustainability of the business that is run because it is related to the desire and need to maintain mutual trust. This is in line with Verawati's research (2012) that trust plays a role in smooth consumer transactions, the process of negotiating the price of handicrafts between craftsmen or between traders can be carried out properly, goods can be completed on time according to the wishes of consumers.

The direct influence of norms on business development is 0.051 or 5.1% with a  $t$  value  $>$   $t$  table value which is  $2.105 > 1.658$ . This is also reinforced by a significance value of 0.004 which is smaller than the 0.05 level of confidence. So the second hypothesis is accepted. This study is also in line with the findings of Verawati (2012) that the role of norms in the creative industry strategy is that craftsmen are careful in the process of obtaining raw materials, strengthen the relationship between craftsmen and consumers, and encourage collaboration in handicraft products.

The direct influence of the network on business development is 0.133 or 13.3% with a  $t$ -value  $>$   $t$ -table value, which is  $3.192 > 1.658$ . This is also reinforced by a significance value of 0.000 which is smaller than the 0.05 confidence level. So the third hypothesis is accepted. This research is also in line with the findings of Verawati (2012) that the network expands the marketing of handicraft products, makes it easier for craftsmen to obtain raw materials, improves good relations between craftsmen, between traders or between craftsmen and traders, making it easier for craftsmen to get orders. The role of reciprocity is that the availability of handicraft products will always be available, providing the same benefits for traders and craftsmen.

The direct effect of business development on independence is 0.694 or 69.4% with a  $t$  value  $>$   $t$  table value which is  $13.297 > 1.658$ . This is also reinforced by a significance value of 0.000 which is smaller than the 0.05 confidence level. So the fourth hypothesis is accepted. The indirect effect of trust, norms and networks on the independence of craftsmen through business development is 0.997 or 99.7% with a  $t$  value  $>$   $t$  table value, which is  $13.297 > 1.658$ . This is also reinforced by a significance value of 0.000 which is smaller than the 0.05 confidence level. So the fifth hypothesis is accepted.

This is in line with the opinion of Dasgupta and Serageldin (2000) that the development of social trust, high social trust (no lies between us), honesty, warmth in social interaction, concern for the fate of others (who suffer) and high respect for time, which can be used as a productive asset, as well as high respect for human dignity.

Pratomo (2006) which states that the economy of a country is driven by economic activity actors, namely households, the private sector, the government and export and import. Therefore, social capital is absolutely necessary in addition to financial support to improve the welfare of the poor by increasing the income of farmers in particular and society in general (Kuswaryan et al., 2005; Otieno et al., 2003).

Social ties are an inseparable part of social life, while kinship is an important factor that determines the high social ties of a society. Therefore, the maintenance and development of kinship relationships in social life can support various activities carried out by the community, one of which is an effort to earn income. This is in accordance with the opinion of Syahyuti (2006) which states that social relations exist in all economic, social and political linkages and believes that social relations affect how markets and the state work.

Norm is a rule that has become a habit and is institutionalized based on mutual agreement. Understanding the norms of values will create a harmonious and peaceful community, so that the activities or businesses that are run can run well. This is in accordance with the opinion of Syahyuti (2006) which states that norms provide effective social control, not written but as a guide to determine the expected behavior patterns of people in a society, namely behaviors that are considered good in society. Therefore, a group or community that preserves norm values has a role in the smooth running of business activities and creates a good community in business.

Asar fish business actors have different behaviors in living social life and in business activities. The problem that arises in the group is the application of good behavior and in accordance with the rules has not been achieved optimally. However, bad behavior can be changed by developing awareness that comes from oneself and from the environment so that good behavior habits will help change the behavior of a society and create social stability. Paskarina (2007) states that economic productivity can be encouraged and strengthened by creating conditions of social stability. Therefore, good behavior plays an important role in the development of a business, so that business actors can carry out their activities with an awareness of their rights and obligations and this will motivate them to develop their business towards a better direction. Therefore, good interaction will help realize the welfare of the community and is the embodiment of social capital. Syahyuti (2006) stated that social capital is essentially a solid foundation, which if properly managed will reduce development costs.

The positive relationship between social capital and business development and independence indicates a mutually supportive relationship between social capital indicators and business development and the possibility of increasing independence. The higher the perception given to assess social capital indicators, the higher the assessment given to assess business development and independence indicators, which means that the higher the social capital, the higher their desire to be independent. This is in line with Yuliarmi's research (2012) which concludes that the high social capital of craftsmen must be strengthened by the ability to continuously in the long term to interact with other sources of capital so as to enhance the independence of the handicraft business carried out.

Social capital refers to the characteristics of social organizations that include networks, norms and trust that can facilitate mutually beneficial coordination and cooperation. This is also in line with the theory put forward by Blakeley and Suggate (1997) that social capital has a major influence on economic growth through various mechanisms, such as increasing a sense of responsibility towards the public interest, expanding participation in the democratic process, strengthening community harmony and decreasing levels of violence. and crime (Suharto, 2007).

Among the components of social capital (social capital), such as cooperation networks, mutual trust, and norms of cooperation are interconnected so that they become a single unit as a theory of social capital. The interaction or relationship between the components of social capital, namely mutual trust between members of the group that is getting stronger can strengthen the collective cooperation network. However, strong mutual trust in collective cooperation is determined by the level of compliance with mutually agreed norms or rules of cooperation.

## CONCLUSION

Based on the results and discussion, it can be concluded that:

1. The high direct influence of network variables on business development by 33% indicates that a very well-established social network, high awareness and activeness in community social activities can have a positive influence on business development.
2. The highest total influence on business development is through the network variable of 52.0% which indicates that the strength of the network is a catalyst for trust and norms as part of social capital in developing asar fish business.
3. The effect of trust, norm and network variables on independence through business development variables is 96%, which indicates that asar fish business development can be improved through strengthening social capital in the form of trust, norms and networks which will ultimately increase the independence and economic capacity of business actors.

Based on the conclusions above, it is concluded that:

1. The establishment of a formal forum for business actors based on common needs is an important factor in the formation of social capital.
2. Increasing the capacity of business actors as rural community entities that are able to improve the overall economy.

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