

Social Capital of Warung Sari Laut in Palu City

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Abstract: The seafood stall business does not always provide large profits, so business success relies on the strength of social capital owned which is negotiated with consumers. This study aims to describe the social capital owned by sari laut street vendors in Palu City. The research used a descriptive qualitative approach through observation, interviews, documentation. Informants were selected purposively as many as 5 (five) people. Data analysis is descriptive while data validity is done by triangulation. The results showed that business development of seafood stalls does not only use physical capital, but also requires social capital. Trust is the main line of social capital applied to the sea sari warung business. This can be seen from the existence of workers who are given responsibility, reciprocal relationships and strong cooperative relationships between owners, workers, customers and suppliers. The social capital of trust is then supported by other social capital such as networks, norms and cooperation. It is concluded that the ability to build social capital will facilitate the development of a business.

Keywords: Social Capital, Warung Sari Laut

1. Introduction

The Tondo sub-district in Mantikulore is one of the areas in Palu City that has seen an increase in the number of various types of culinary businesses, such as Warung Sari Laut, Rumah Makan Padang, Gado-Gado Ulek, and various other types of culinary snacks. Interestingly, there is one culinary business that continues to grow and remain competitive amid the competition from other types of culinary businesses in the Tondo sub-district of Mantikulore. This business is Warung Sari Laut, which has become very popular in the area.

The Sari Laut stall business is part of the informal sector, and its ability to maintain its existence is marked by the menu it offers. Warung Sari Laut has evolved to cater to consumer preferences, which lean more toward land-based foods, hence offering dishes like chicken, tofu, and tempeh. Even the menu items are typically sourced from freshwater, such as catfish and banden fish. Only a few Warung Sari Laut establishments offer seafood dishes, but these are still accompanied by land-based dishes and freshwater fish, and even then, only a small portion of the menu.

An interesting aspect of this study is why this shop has so many customers compared to other seafood shops. Even though the menus are almost the same, the locations are similar, the prices are almost the same, and some are even cheaper, and all the equipment used is almost the same. However, why is the number of customers different? Therefore, the author believes that in maintaining and developing this business with so many customers, physical capital is not the only factor in determining the success of a business. The application of the concept of social capital is also a much-needed effort. Otherwise, the author believes that it would be difficult to maintain, let alone develop, this business.

The author intends that social capital in this study refers to the opinion put forward by Putnam in Theresia, et al (2015: 35-36) that social capital is actually a set of behavioral patterns between individuals that produce trust, norms, and networks that can develop the efficiency of a community or group. The concept of social capital that Putnam tries to convey is similar to the phenomenon in this study, because shop owners and their employees exhibit behavior that generates a response from customers in the form of trust, and also forms a norm or value that is agreed upon to be implemented together during work, which then results in an increasingly broad social network and social relationships between suppliers, sellers, and customers.

2. Method

This study used a descriptive qualitative research method conducted on Jalan Untad 1, Tondo Village, Mantikulore District, Palu City. The reason for choosing this location was because there was a food stall that was much more crowded than other food stalls. In terms of the food menu, there was almost no difference between this food stall and other similar food stalls.

Informants were selected using a purposive approach, whereby the researcher deliberately chose informants who were considered capable of providing relevant information and proven in the study. The researcher then selected a total of five informants.

3. Social Capital of Warung Sari Laut

This section discusses the three dimensions of social capital possessed by Mas Fais's seafood restaurant, namely trust, reciprocal norms, and networks. The discussion and analysis of these three dimensions can be seen below.

3.1. Trust

Trust is equated with the term trust defined by Fukuyama (1995) as expectations of order, honesty, and cooperative behavior that arise from within a community based on norms shared by members of that community. Fukuyama sees that trust is beneficial for the creation of a superior economic order because it can be relied upon to reduce costs. Certainly, in a business or enterprise, trust can reduce potential problems. With trust, people can work together more effectively. In this context, we can see how trust has a

huge effect on the owner of Warung Mas Fahri Sidomulyo, who has established a partnership with one of the suppliers of basic and additional materials needed to run his business.

The form of trust between the shop owner and the supplier of basic and additional materials can be observed by looking at how the shop owner stays loyal or subscribes to only one supplier of the materials needed. Of course, this behavior benefits the shop owner because the suppliers deliver the materials needed by Mas Agus without him having to go to the trouble of visiting the suppliers. This is also evidenced by the results of the author's interview with the informant, Mas Agus (35 years old), who said that:

"I have my own suppliers for basic and additional ingredients. For basic ingredients, I have a long-standing supplier, and every time I place an order with them, I don't need to go to their place; I just order via my cell phone and they deliver it to me. In addition, the ingredients they sell are of good quality, ranging from tofu, tempeh, tomatoes, vegetables, chili peppers, oranges, rice, chicken, fish, and other basic ingredients. Except for supplementary ingredients such as soap, for which I subscribe to street vendors who usually bring their goods to this shop".

In addition to trust between owners and suppliers, trust between owners and workers is also built because how could Warung Mas Fahri Sidomulyo grow if the owners and workers did not show each other secular norms of reciprocity? This was also expressed by the shop owner, who said that trust is an important part of his relationship with his workers, as evidenced by honest behavior and clear and equitable wage distribution, as stated by informant Agus (35 years old):

"Instilling trust is important for me in building this business, so of course I am honest in distributing wages. Every time it is time to distribute wages to workers, they must be divided according to the agreed amount, and only then does the excess income become my profit. This way, the workers can trust and be trusted in carrying out their duties."

One way to instill trust in employees is to behave honestly and fulfill the rights that have been mutually agreed upon so that the workers' obligations are carried out properly. Of course, the workers will not feel worried if they perform their duties to the fullest because their rights will be fully granted even if the income is not always abundant. The analysis of the interview results correlates with Fukuyama's (2002) opinion, which states that trust is a very important side effect of the application of cooperative social norms and the emergence of social capital.

In addition, the trust between the owner and workers of Warung Mas Fahri Sidomulyo can be observed through the actions taken by the owner towards workers who are given the responsibility to work and manage the shop, which is the object of this study. Another form of trust built between the shop owner and the workers is the freedom given to the workers in carrying out their duties. This is due to the secular norms that foster trust between them, so that the owner no longer enforces rules regarding the shop's opening and closing hours, the need to follow customer orders, and the emphasized work schedule.

Furthermore, the trust that is built is the trust between the owner and the workers towards the customers. Building trust with customers is also a must so that customers do not look for other places to buy similar food. In addition, the trust built with customers has a long-term impact, because customers will certainly feel satisfied and have no worries as long as that trust exists when buying or ordering food, whether for personal consumption or for consumption together at an event or activity.

The researchers observed that Warung Mas Fahri Sidomulyo was indeed clean because they saw how one of the workers assigned to control the cleanliness of the restaurant was doing his job well. Starting from his readiness to pick up dirty cutlery when customers had left, cleaning and tidying up the tables, and arranging tissues, spoons, and seasonings for customers.

In addition, the researchers tasted the food themselves and confirmed that this warung offers a menu with a distinctive flavor, especially the meatballs served with a delicious broth that is different from those served at other warungs that the researchers have tasted. The prices are actually in line with the spending money of college students and schoolchildren, but the prices are similar to those of other stalls, so it can be said that price is not the main reason customers shop at this stall because there are stalls that offer cheaper prices than Mas Fahri Sidomulyo's stall.

Building trust between the owner and suppliers, the owner and employees, and the owner and employees towards customers is very important so that the profits obtained by each party can be sustained over a long period of time. As stated by Fukuyama, social capital is a capability that arises from general trust within a group or community in society or only certain parts of it. It is important for both owners and employees to build trust by being honest. This can be seen from how long the workers have stayed at the shop, such as Mas Wahyu, who has worked there for 7 years and has been entrusted with the responsibility of managing one of Mas Fahri Sidomulyo's shops, as well as informant Mas Rahmat, who has worked there for 4 years.

3.2. Norms

Norms or rules are often necessary to control the running of a community or group in society. However, the norms that apply are divided into two types: formal and informal. In this case, Warung Mas Fahri Sidomulyo also has rules that apply, but they are informal because they are not written down. The spontaneous rational norms (voluntary rules) at Warung Mas Fahri Sidomulyo are as follows:

First, the opening and closing hours of the shop. This rule is categorized as a spontaneous rational norm because it is unwritten and does not change. This is because the shop owner does not emphasize work rules in his shop but relies on the awareness of each worker. Thus, the shop owner gives each worker freedom regarding working hours.

Second, customer service or communication. This rule is also categorized as a rational spontaneous norm because there are no specific rules that bind workers to apply certain methods in serving customers. However, the researcher observed that the workers at

Warung Mas Fahri Sidomulyo still serve customers by showing a friendly and polite attitude, good communication, and service that prioritizes customers who order first.

Third: working hours. The norms governing working hours at Warung Mas Fahri Sidomulyo are also based on spontaneous rationality, and these rules were even established by the workers themselves. Working hours at this warung are divided into shifts, making it easier for workers who have other commitments or are physically tired to deal with these issues.

Fourth: Clothing. In terms of clothing, there are no formal norms attached to this shop. The researcher observed that the workers' clothing was not uniform or distinctive; they only wore ordinary T-shirts and pants. However, this did not affect the consumers' appetite because the clothing worn was still in good condition and clean.

As observed by the researcher, the work duties at the food stall vary, with some employees washing dishes, controlling cleanliness, serving meatball and chicken noodle orders, and others serving customers who order fresh vegetables. These rules are repeated so often that they become customary norms.

To develop a business, it is not necessary to impose rules that put pressure on workers, because it is important to instill a sense of sympathy so that workers feel that it is important to reciprocate by maximizing the work given to them. As Anwar (2013) argues, the exchange in this context is a mutually beneficial exchange of principles that creates social obligations.

The exchange relationship between owners and workers forms a norm that is Spontaneous Rational (voluntarily organized). This analysis correlates with Putnam's (2000) opinion, which states that norms arise because of mutually beneficial exchanges (reciprocity), meaning that if only one party enjoys the benefits of the exchange, the next exchange will not occur. Therefore, norms are not created from a single social exchange. If the first exchange results in benefits for the parties involved, a second exchange will occur, with the expectation of further benefits.

3.3. Social Network

Networks are one of the factors that support the success of a business. If networks are understood not as a formal type of organization, or understood as social capital, then there will be a better understanding of the actual economic function of these networks. In this case, networks are moral relationships based on trust. This is similar to what the owner and workers at Warung Mas Fahri Sidomulyo do, who develop their business through social networks. This is also evidenced by the author's interview with Mas Agus (35 years old), who said:

"I have my own suppliers for basic and additional ingredients. I have had my suppliers for basic ingredients for a long time because every time I order from them, I don't need to go to their place. I just order via my cell phone, and they will deliver it. In addition, the ingredients they sell are

of good quality, ranging from tofu, tempeh, tomatoes, vegetables, chili, oranges, rice, chicken, fish, and other basic ingredients. Except for additional ingredients such as soap, for which I subscribe to street vendors who usually bring their goods to this shop"

Building networks with necessary parties or those who mutually benefit each other is crucial to facilitate work. This is similar to what the informant does by building relationships with suppliers of the raw materials he needs, and of course, the suppliers also need Mas Agus (the shop owner) to buy their goods. This is mutually beneficial because as a shop owner, he has no difficulty obtaining the basic ingredients he needs at low prices, while the suppliers get customers who buy their goods in large quantities.

Based on the author's analysis, this correlates with Fukuyama's (2000) opinion that a network is a group that applies informal norms and values that exceed the values or norms that are more important for ordinary market transactions. The norms referred to here are those built on reciprocity (give and take). Being an entrepreneur, it is very important to build a social network because it greatly facilitates work and certainly supports the success and development of the business. By expanding the network, the cooperative relationships that will be built will also expand.

Social networking is not only done by business owners, but also by employees, thereby building a marketing network. At Warung Mas Fahri Sidomulyo, the marketing network is implemented by the employees in order to improve customer satisfaction. The marketing network is implemented by building friendly relationships with regular customers at the shop. This is what the employees at Warung Mas Fahri Sidomulyo do, according to an interview with informant Wahyu (30 years old), who said:

"There are several customers whom I know very well. We greet each other not only at the shop, but also outside when we meet or pass each other. I build relationships with customers so that they will enjoy shopping at this shop because of the relationship. Not only that, sometimes building such relationships will encourage customers to bring their friends or even family members. Because some of the customers with whom I have built good relationships often bring their friends"

(Interview, January 29, 2023).

Based on information obtained from an interview with Wahyu (30 years old), it turns out that apart from the shop owner, the employees also have the initiative to build social relationships and create a network that benefits the development of the business where they work. By building good relationships with customers, there is certainly the potential to attract other consumers, because social interactions between people are naturally carried out with different people, so that information can be easily obtained or easily disseminated. The same thing happened at Mas Fahri Sidomulyo's shop, which often got new customers from people who were part of the social network that had been built. The researcher also traced the shop's social media accounts, which received good reviews from customers, as well as photos of customers who came and were uploaded on social media.

The network described in this study can be seen in the strong relationship between the owner of Warung Mas Fahri Sidomulyo and the suppliers of basic ingredients, salespeople for necessary tools, and employees. It can also be seen in the network built from relationships.

4. Conclusion

Developing a business certainly requires not only physical capital, but also social capital. Several aspects of social capital that are the strength of Sari Laut food stalls are trust, norms, and networks. Trust is built through good behavior so that customers feel confident to shop there. Spontaneous rational norms resulting from social exchange or reciprocity serve as guidelines. These norms do not put pressure on workers. Social networks are built by establishing good relationships and fostering camaraderie, thereby increasing economic profits.

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