



The Role of Networks and Social Capital for Street Vendors on Jl. Laut Dendang, Deli Serdang Regency

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ABSTRACT

Networks and social capital act as a binder for everyone in society. Social capital is an important issue because an economic business will be successful not only with financial capital, but also with the need for support from human resources, and social capital is one of its elements. Social capital refers to the main aspects of social organization such as trust, norms, networks, which are able to mobilize the participation of group members to achieve common goals. The street vendor who sells vegetables on the Dendang Sea Transportation Road is one of the street vendor communities in Deli Serdang Regency, which has survived in its business. The purpose of this study is to find out how trust is formed among street vendors, especially street vendors of vegetables on Jalan Laut Dendang and to find out the reciprocal relationship between street vendors on Jalan Laut Dendang. This type of research is descriptive qualitative, then the sample is based on purposive sampling technique (purpose sample) and 5 street vendors are determined. Analysis Techniques Data were analyzed qualitatively, based on theoretical support related to the object of research from respondents by means of observation and interviews. Then a conclusion is drawn regarding the results of the study. The main aspects of social capital that refer to trust, norms and networks that are seen in the vegetable street vendors (PKL) on the Dendang Sea Transportation Road show the value of social capital that is formed and interwoven between traders from the rules and regulations. Informal rules that apply in the merchant group they are able to obey together, even though there is no written agreement, so that these informal rules become separate norms that develop and are implemented together, reflecting the spirit of mutual giving, mutual trust, and the existence of networks. social network.

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1. INTRODUCTION

Cities in Indonesia that eventually grew along with the social dynamics of its people. The existence of street vendors (PKL) illustrates that most of the community is still weak from an economic and social perspective, due to the absence of employment opportunities and limited education, because this condition encourages them to seek fortune for their families as street vendors, the process of informalization of their economic activities. can be seen as an effort to survive, at least to meet the most basic needs The informal sector or in this study focused on the activities of street vendors (PKL) street vendors can carry out work activities every day is part of how they defend themselves to be able to make a living . According to them, that's the way to do it, so like it or not, it has to be done. Although it is possible with income that can only be used for daily needs. And the existence of street vendors is not a new thing.

Street vendors are economic activities that tend to be in the informal sector. Street Vendors (PKL) can carry out their trading activities with little capital, limited space and time, as well as controlling and even threats of eviction. However, until now, we can still meet the street vendors due to the role of the network and the social capital of the street vendors. Social networks between street vendors and other market users give their own meaning to the formation of social capital. Damsar mentions that the structure in economic sociology is referred to as "placement" in a social network in which there is social capital related to norms and beliefs, trust does not arise suddenly or instantly but comes from the process of relationships between individuals or groups of actors. who have long been involved in economic behavior together (Damsar, 2002).

Fukuyama (Rahmat, 2009) states that social capital is an informal norm that can encourage cooperation between community members. From this statement, it can be understood that the aspect of cooperation is an important capital in doing business. To work together requires trust among group members who work together. Therefore, trust is an absolute requirement. According to Putnam (Rahmat, 2009) that social capital refers to the main aspects of social organization such as trust, norms and networks that can increase efficiency in a society through coordinated action facilities. From the description above, the social capital carried out in this study includes the main aspects in the study of social capital, which include the norms formed, social networks between fellow traders, trust and reciprocal relationships that occur among street vendors who sell vegetables vegetables on the Dendang Sea Transportation Road.

Social capital is also an important issue because an economic business will be successful not only with financial capital, but also with the need for network support and social capital as one of its elements. Social capital was originally understood as a form in which society puts trust in groups and individuals as part of it. They make the rules of collective agreement as a value in their community, where the aspirations of the community are accommodated, local communities and networks are adapted as a capital for community development and local networks. Social capital acts as the glue that binds everyone in society. In order for social capital to grow well, it is necessary to share and organize roles that are expressed in personal relationships, trust and a common sense of shared responsibility, so that society becomes more than just a collection of individuals wasting time. (Syahyuti, 2010) Social capital refers to the main aspects of social organization such as trust, norms, and networks that are able to mobilize the participation of group members to achieve common goals.

From the explanation above, the author wants to research and find out more about the social capital found in street vendors on Jl Perkapalan Laut Dendang. The object of the author's research is a street vendor who sells vegetables on Jl Perkapalan Laut Dendang. As well as the

existence of vegetable vendors on Jl Per Transportation in carrying out this informal sector, it has been fairly long since the land used is a road body, obviously not intended as a place to trade. It turns out that this raises the question, is there another role behind the existence of street vendors on the Dendang Sea Transportation Road or is there also a game by the officers to take advantage of the situation. How these street vendors are able to maintain their existence is the main attraction for making this location a case study in this research.

Based on what the author observed, there were about 30 stalls consisting of 15 street vendors selling various types of vegetables such as spinach, tomatoes, chilies, onions and other necessities. The location of the sale uses the shoulder of the road and even takes up the road, trading activities take place from 4 in the afternoon until the evening.

2. RESEARCH METHODE

Qualitative research is descriptive research. The data collected are more words than numbers (Nur Ahmadi, 2016). From that this research is descriptive qualitative, namely describing and a state of social interaction of the street vendors being studied, then providing a logical explanation for each of the existing sub-indicators. The location of this research was conducted around Jl. Dendang Laut Transportation, Deli Serdang Regency. And the subjects studied were all street vendors on Gambir Street using purposive sampling technique, which was a sampling technique with certain considerations, thus the research sample was set at 5 street vendors selling vegetables on Gambir Street.

There are two sources of data that the author uses, namely: Primary Data, data directly obtained through respondents by providing questions obtained through interviews and observations. Secondary data is data obtained or collected by researchers from existing sources.

Data collection techniques in this study using interview techniques by asking questions to informants, observation in the form of direct observations in the field to find out things related to research problems, and library research, namely searching for sources of literature, books, journals and writings, related to the object of research. The data analysis used is qualitative data analysis (Sugiyono, 2012). The data obtained from the results of this study will be analyzed qualitatively, by providing a clear and in-depth description of the problem information. The results of the information description will be interpreted according to the results of research conducted based on theoretical support related to the object of research from respondents by means of interviews and observations. Then the information or data obtained will be analyzed and given an explanation in accordance with what is obtained and a conclusion is drawn regarding the results of the study.

3. RESULT AND ANALYSIS

Fukuyama states that social capital is an ability that arises from the existence of trust in a community (Francis Fukuyama, 2002). According to Robert D. Putnam, the definition of social capital is part of social life such as networks, norms, and beliefs that encourage participants to act together more effectively to achieve common goals (Field, 2011). Fukuyama (2002) argues that the most important element in social capital is trust which is the glue for lasting cooperation in community groups. With trust people will be able to work together more effectively. As according to Pretty and Ward (Lubis, 2000) mutual trust is a very important lubricating element for cooperation.

The understanding of social capital that has developed so far has led to the formation of three levels of social capital, namely at the level of values, institutions, and mechanisms, as illustrated below (Pratikno, et al., 2001). Thus, in a broad sense, social capital can be in the form of a social network or a group of people who are connected by feelings of sympathy, obligation,

exchange norms, and civic engagement which are then organized into an institution that gives special treatment to those formed by the network to obtain capital. social network. At the level of the mechanism, social capital can take the form of cooperation as an effort to adjust and coordinate behavior needed to resolve conflict. The development of social capital in the community will create a tolerant society situation, and stimulate the growth of empathy and sympathy for community groups outside the group. (Hasbullah, 2006) explained that networks that strengthen social capital will facilitate the channel of information and ideas from outside that stimulate the development of community groups. The culture of mutual assistance, mutual assistance, mutual reminding between individuals in village community entities reflects the spirit of mutual giving, mutual trust, and the existence of social networks.

The concept of the informal sector first emerged in the third world, when a series of studies on urban labor markets in Africa were conducted. Keith Hart said that the informal sector is the part of the labor force in cities that are outside the organized labor market (Manning 1991). Breman (in Manning, 1991) states that the informal sector includes the mass of working poor whose productivity levels are much lower than workers in the modern sector in cities that are closed to the poor. Meanwhile, according to Hidayat 1983, the informal sector is the opposite of the formal sector which is defined as a sector consisting of business units that have obtained economic protection from the government, while the informal sector is a business unit that does not receive economic protection from the government. Tadjuddin Noer effendi (Suharto, 2008) suggests that: the criteria for entering a business into the informal sector are simple technology, low skills, not protected by the government, small capital and labor intensive. Some of the small traders who are engaged in the informal sector are people who do not have adequate opportunities and abilities to work in the formal sector, people who are not accommodated in the formal sector, make economic activities in the informal sector the best alternative. The informal sector is characterized as small-scale producers, using their own labor for the production of goods and engaging in business activities, transportation and service provision (Sumarti, Syaikat and Nuryana, 2003).

According to Ramli (2003), street vendors are defined as community small businesses engaged in trade with a relatively small, limited and non-permanent business environment. In this sense, street vendors are often attached to the characteristics of small money circulation, unstable place of business, limited capital, market segment in the middle to lower class society and not too wide range of business. Street vendors according to An-nat (1983) in (Damsar, 2009) that the term street vendors are a relic from the British colonial era. This term is taken from the size of the sidewalk width which when calculated in feet (feet), which is approximately 31 cm less, while the width of the sidewalk at that time was five feet or about 1.5 meters less. So people selling on the sidewalk are then called street vendors (PKL). While Karafir (1977) suggests that street vendors are traders who sell in public places such as roadsides, parks, storefronts and markets without or with a business permit from the government. And the main character of the vegetable seller is to make sure that his merchandise is sold out on the same day. This is because the merchandise is not durable or the amount is small so it is expected that there will be capital turnover. As a result, vegetable traders will try to be as close as possible to their potential buyers. Work every day as long as conditions allow. The way of presentation and packaging of goods is very simple. Packaging tends to leave waste and reduce product quality both physically and aesthetically. Usually the types of vegetables sold vary according to the vegetable growing season. The price offered fluctuates because it adjusts to the conditions of the commodity, merchandise and trading time as well as the scarcity of goods and bargaining power.

Forms of Trust in street vendors on Jalan Perhubungan

That trust is maintained by norms that bind both parties (Damsar, 2011). The relationship that arises between traders and suppliers is only through the capital of trust which is the most important element in social capital is trust which is the glue for lasting cooperation in community groups. With trust people will be able to work together more effectively. mutual trust is a very important lubricating element for cooperation, which is believed to smooth social life. Thus it can be concluded that with trust, cooperation can be established between traders and suppliers of goods/distributors or farmers. Or conversely the emergence of trust because of a mutually beneficial cooperative bond. Not only that, the emergence of trust can also be seen from the behavior of traders who are assisted by their family members in running their business. The kinship relationships that are owned by the merchant group have become shared values for them that family ties are considered as inner ties that come compared to other people outside the family. The concept of trust according to sociologists into the approach of trust as possessed by individuals such as feelings, emotions and individual values. This is what causes the trust to be formed from strong feelings and emotional kinship and from the same origin. Trust also raises these positive expectations that give rise to motivation. From this study, it can be seen that the positive expectations of street vendors can be seen from the length of time the traders have been engaged in selling as street vendors on the Dendang Sea Transportation Road.

The main and most important element of social capital is trust. Or it can be said that trust can be seen as a necessary condition for the formation and construction of social capital.

Social Capital in the Bonding of Norms

Street Vendors in Jalan Laut Dendang have their own rules and procedures for running a business. The rules that are built because of what is done in community groups need to be regulated that binds all traders both directly and indirectly. There are binding rules that are built by fellow traders. Placement of business stalls for each trader has occupied his business stall in accordance with the previous agreement between street vendors.

The rules for paying levies in the form of paying parking spaces to parking attendants are a form of honest, orderly behavior and the resulting waste is cleaned together before the land is used for parking. There is no written agreement, nor written evidence from the parking attendant in the form of a levy which is charged to each trader in the form of a fee of Rp. 10,000, - (ten thousand rupiah) in a week. Not only are the lapak rules and levies and environmental order and cleanliness adhered to, but there is an agreement to help each other in the event of a disaster that befell one of the traders. Spontaneously, they are traders who raise money to help fellow traders. The existence of an intangible and unwritten form of unity, namely the "Union of Help", whose members consist of all street vendor communities located on the Dendang Sea Transportation road, this association was formed in the context of being a means of helping fellow traders.

The cooperative relationship that is formed not only in norms or verbal rules agreed between the two parties, but more broadly in modern economic cooperation requires a written agreement in the form of a mutually beneficial cooperation agreement. The relationship between traders and providers of trade goods with suppliers of vegetables has been established since the beginning of selling. So here it is seen that the network plays a role as mutual benefit because traders and vegetable providers or distributors depend on each other, resulting in a mutually beneficial relationship. The relationship between traders and buyers, where there has been a long-standing relationship between traders and buyers, usually those who are buying

customers are traders who continue their wares in kiosks or stalls around residents. The role of the network in the merchant group includes increasing the number of customers, traders are easy to obtain raw materials, mutually helpful behavior among traders, traders get a sense of security, traders get support from family members in running their business (Garnasih, 2011).

Social capital as everything related to cooperation in society or the nation to achieve a better life capacity, supported by values and norms which are the main elements such as trust (mutual trust), reciprocity, rules and regulations. collective rules in a society or nation and the like. Reciprocal relationships occur between traders and agents/distributors, traders and farmers, traders and loyal buyers, this is a network formed from mutual trust that creates mutual benefits. Street vendors easily get goods (vegetables) to be sold, suppliers/agents/distributors distribute goods or stock, so that the circulation of goods goes well.

Thus the social network is formed because of the interaction between stakeholders. With a stable social network will produce an added value in the form of a bargaining power (bargaining power).

4. CONCLUSION

The main aspects of social capital that refer to trust, norms and networks that are seen in the vegetable street vendors (PKL) on the Dendang Sea Transportation Road show the value of social capital that is formed and interwoven among traders from informal rules. that apply in the merchant group they are able to obey together, even though there is no written agreement, so that these informal rules become separate norms that develop and are implemented together, reflecting the spirit of reciprocity, mutual trust, and a network - social networks (social networking). The culture of mutual cooperation, mutual assistance, the placement of business stalls, the rules for paying parking fees, to the orderliness of the place of business and when to sell are norms that are built to be adhered to together and grow well. This reflects informal norms leading to the emergence of trust among street vendors. The network that develops in the merchant group begins with informal norms that function as rules that must be obeyed together in order to achieve a cooperation within the community. The network built in order to increase the trading business undertaken by both street vendors, distributors, merchandise providers, suppliers, garden/land owners, buyers, and on the security side or parking attendants is a network of reciprocal relationships that are mutually beneficial (mutual benefits). benefit) Street vendors of Dendang Sea Transportation Road who sell vegetables. The main and most important element of social capital is trust which can be said that trust can be seen as a necessary condition for the formation and development of strong (or weak) social capital. the norms that are built are obeyed with traders, there are social relationships that occur, between street vendors and street vendors, street vendors and distributors, merchandise providers, suppliers, garden/land owners, buyers, and street vendors with security or parking attendants, and trust is also occurs in kinship relationships. This "reciprocal" relationship. Colored by a pattern of reciprocal and mutually beneficial interrelationships and built on trust that is supported by positive and strong social norms and values.

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