

Women's Social Capital

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Abstract. This study aims to find various practices of women's social capital for the resilience of small industrial enterprises. This study uses a qualitative research method through a case study at UIK Kacang Tore. The data collection technique used triangulation in the form of observation, interviews and documentation. In the data analysis using the Spradley step-forward model. The results found in the field are various social capital practices created on the elements of social capital in terms of (1) Maintaining Loyalty, (2) Firm and tenacious in decision making, (3) Build communication with the environment, (4) Maintain and maintain responsibility, (5) Strong family member support, (6) Cooperation and mutual encouragement between individuals, (7) Mutual helpful and (8) Participatory. Various social capital practices that have been formed have become a big capital for the resilience of small industrial enterprises and this becomes a recommendation for Indonesian women who work in small industrial enterprises to continue to improve their quality, especially in the development of social capital.

Keywords: Social Capital, Resilience, Women, Small Industrial Enterprises

1 Introduction

Indonesia is one of the countries in the world that has the largest population. Of the 7.6 billion people in the world, Indonesia is ranked fourth with a population of 270, 20 million or 3.44% of the world's population [1]. This phenomenon illustrates that Indonesia as a large country must utilize the resources in it, both human resources and natural resources. In order to meet the needs of the community. So that social problems such as unemployment that lead to poverty can be overcome. From the data [2], the number of women in Indonesia is 134,266.4 with the number of men 135,337.0. According to the Central Statistics Agency (BPS), in 2021 as many as 39.52% or 51.79 million people aged 15 years and over who work are women. This number is increased by 1 09 million people from the previous year which was 50.7 million people. This indicates that the increasing number of female workers entering the workforce has continued to increase over the years. This is also supported by the decrease in unemployment because many female workers have been absorbed in the world of work. According to the Head of the Central Sulawesi Statistics Agency (BPS) Asim Saputra, in Manado, Monday (16/5/2022), said 1.23 million people in North Sulawesi are in the workforce, consisting of 1.13 million working people and 90, 25 thousand unemployed people. In August 2020, he said, the underemployment rate for males was 11.40 per cent and for females at 10.40 per

cent. Compared to a year ago, the rate of underemployment of men and women increased by 5.31 percentage points and 3, 44 percent points. it turns out that male unemployment in North Sulawesi Province (Sulut) is still higher than that of women.

The number of women workers is increasing in the world of work and many of them work in small and medium enterprises (MSMEs) who only work at home. Therefore, these productive resources need to be maintained for the family's economic resilience. Because MSMEs are economic drivers that need to be maximized so that they are not eroded by modernization efforts.

Based on data from the Ministry of Cooperatives and Small and Medium Enterprises (KemenkopUKM) in March 2021, the number of MSMEs reached 64.2 million with a contribution to Gross Domestic Product of 61.07 percent or Rp. 8,573.89 trillion. MSMEs are able to absorb 97 percent of the total workforce, and can collect up to 60.42 percent of the total investment in Indonesia.

MSME Kacang Tore is a local food business that develops in the social life of the people of North Sulawesi and is inseparable from the existence of social capital that influences it. The existence of this business has a positive impact, especially on women workers. There are at least 70 percent of women who work in this Peanut Tore MSME and are the backbone of the family. The practice of women's social capital for small business resilience is very important to study. This is because many small, fragile industrial enterprises eventually

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disband because of the reduced function of social capital. The practice of social capital shared by women workers with business owners and consumers can make the small business of Peanut tore resilient. With the hope of forming independent women who have active resources who can contribute to the progress of UIK Kacang Tore. This has an impact on the economic well-being of families and communities. This research is important and different from other studies because it raises the issue of women's social capital practices for the resilience of small industrial enterprises. As well as research from [3] looks at social capital in the small industry of Slondok Magelang which plays a role in the production process, the formation of raw material prices and marketing. Furthermore, a study of the social capital of women in the melinjo emping home industry in Banten province shows that social resources in the form of family relationships, kinship and friendship can strengthen the level of trust, networks and obligations that are able to mobilize the creativity and abilities of rural women [4]. Likewise [5] who revealed about social capital and women's empowerment saw that the development of social capital for women's empowerment was done by building cooperation in groups, intensifying communication and information.

in the SPP group and build social cohesion and group inclusion. The purpose of this study was to determine the practice of women's social capital for the resilience of small industrial enterprises. This is related to the character of qualitative research with case studies whose data analysis uses a step-by-step Spradley model that builds on findings from empirical research results. The smaller number of female workers working in the business world is of course a challenge. Because women are a dual resource that can be utilized for its potential [6]. If the ability is not channeled. Then it will have a negative impact. It is different from what is pictured at UIK Kacang Tore in North Sulawesi, which has been around for a long time. Seen in this effort a lot of female workers who work. They work as the main support for the family economy. Their numbers dominate the workersexisting man. UIK Kacang tore does not stand alone but forms social capital between economic factors such as entrepreneurs as owners of UIK Kacang tore and women workers. In essence, the concept of social capital refers to all relationships with other people or groups that allow activities to run efficiently and effectively through a process [7]. Therefore, the practice of social capital among women workers in strengthening small industrial enterprises is important to study. Because research on social capital involving women workers in small industrial enterprises is still limited. The purpose of the study was to determine the practice of women's social capital for the resilience of small industrial enterprises.

2 Research Method

This research was conducted using qualitative research methods [17] In the context of this study, the specific phenomenon to be studied is a social phenomenon related to the behavior and social

interaction of women in the case that occurred at UIK Kacang Tore. The focus of this research is to find various women's social capital practices that are created through working relationships between tore bean business owners and female workers and consumers who sell tore beans for the resilience of small industrial businesses. Sources of data in this study were informants related to the activities of UIK Kacang Tore, namely two business owners, seven female workers and two shop business owners' consumers. Other data sources are obtained through events in the field and documents related to the data. Data collection in qualitative research is carried out to the level of saturation of initial information, those who control the data to be selected, these candidates will develop to the next prospective informants. The next informant is selected by means of a snowball [7], then the next informant is determined in turns, and the last information when it reaches the saturation level means that there is no more variation in the answers from the informants. The research site is in Kanonang village, especially for women workers and entrepreneurs at UIK Kacang tore. The data obtained in this study were analyzed using a step-by-step model from Spradley [18]. This model consists of domain and taxonomy analysis. In a domain perspective, Researchers in revealing the elements and roles of social capital through the data that have been collected will involve categories including cover terms, behavioral sections, and semantic relationships. In this context, the researcher begins the analysis by determining one of the semantic relationships and combining it with field notes that have been obtained from the data collection process during the researcher's interaction with data sources at the UIK Kacang Tore location. This analysis process will continue with the categorical relationship between covert behavior and part of behavior reaching a saturation point in finding a list of domains which is seen as a reflection of the perception and understanding of the elements and relations of social capital in accordance with what is understood and believed by the perpetrators of economic activities at UIK. Tore beans as research subjects. This analysis process is then carried out taxonomically, especially to explain terms or parts of behavior in specific domains and in the context of organizing in order to achieve research objectives. In this case, the researcher chooses one of the domains that have similar semantics to be used for the chosen domain. In this process, the researcher will also look for part terms through constructing structural questions. The result will form a taxonomy graphically or the relationships between the domain and its subsections against the subdivision terms described from the levels found. To evaluate the analysis carried out taxonomically on the data obtained through the intensive interaction of researchers with data sources at UIK Kacang tore, the researchers conducted focused observations for checking which were then described as findings regarding various social capital practices. The validity of the research requires examination techniques used to see the degree of trust and truth in research results, processes and results in research through: 1. Credibility through: a. Detailed

observations in this study about the practice of social capital of women workers for strengthening small industrial enterprises by digging up data on events in small industrial enterprises that occur in every work relationship that exists between economic actors and information provided by informants and the surrounding community. . b. Triangulation is carried out on the information provided between each informant such as business owners, female workers and consumers and the data is supported by documents. Checks are carried out on other informants who are involved in the incident or know the document so that the truth of the data is obtained. For example, data on the number of workers and the duration of small industrial business activities take place. c. member check with the researcher asking the opinion of the informants to assess the truth of the data, interpretations and conclusions made. 2. Dependability Research results should be reliable (qualitative) the importance of consistency in the formation and use of concepts in making interpretations and drawing conclusions. Everything was done after conducting a series of research activities. For example, the ease of business owners in getting female workers supported by a network of friends. 3. Confirmability The research results should be verified because confirmability prioritizes the results and products. A re-examination was carried out on the research results and rechecked the truth and conformity with the data obtained from the research. Information submitted by community volunteers,

3 Results and Discussion

3.1 Maintaining Loyalty

According to [19] loyalty is a deeply held commitment to buy or re-support a preferred product or service in the future even though the influence of the situation and marketing efforts has the potential to cause customers to switch. Furthermore, [20] defines loyalty as the degree to which a consumer shows repeat purchase behavior, a positive attitude, and uses a product from a brand in the long term.

Loyalty is the most important part of UIK. This is practiced by Mrs. VL, a female entrepreneur at UIK, who is very loyal to her regular farmers. Because they have been customers for a long time, every harvest, the farmers who subscribe to Mrs. VL always sell their crops to Mrs. VL. This was confirmed by VL's mother, as she said:

“Having life loyalty is very important. Every harvest I have a subscriber farmer. So they always sell the harvest to me. So I have to buy it even though it is often hampered by payment. But because we've known each other for a long time. So payments are often there at harvest. But there is also a wait of several days.

The statement above illustrates how the owner of UIK is very loyal to his subscriber farmers. This is done so as not to disappoint peanut farmers with their peanuts not selling well. Although these farmers are also loyal by not demanding payment at harvest time and waiting for several days. Because they trust each other, this

becomes a normal thing. This is also experienced by sales customers Mr. Jackson and Mrs. Mety from Sanger who are regulars of peanuts tore. This is what they say:

"It's been a long time since I bought Mother VL peanuts with the Nanda brand. I buy tore beans and sell them again in my shop. As long as I sell VL's mother's products, my shop has more and more customers because they really like tore beans. Finally, I became a regular and loyal customer of this product. Even if I run out, I will not switch to another tore bean. Because the taste and quality is definitely different. So, I remain a regular customer to MOM VL.

3.2 Firm and Tenacious In Decision Making

One of the attitudes that must be owned by someone is a firm attitude. In general, assertiveness is an attitude that is brave and confident in expressing what is right and what is wrong, what is desired and what is not wanted clearly, clearly, and definitely. If it is wrong then it is said to be wrong and if it is true it is said to be true (<https://www.definisimenurutparaahli.com>). Making a decision is not easy because it affects other individuals. But in UIK activities, decisions must be firm in every activity. This is what is often described by women at UIK in carrying out their activities. These are some of the statements of women workers:

“I worked here for a long time, and even then, it really helped our family's economy. Even though I am a farmer. The work at UIK I do sincerely because it requires tenacity and not playing games because it has to do with taste.

The statement above confirms that tenacity at work must be the main capital for Mrs. MP to work at UIK. Because without this it will have an impact on the resulting product. So, these activities must be carried out professionally, such as frying peanuts with sand, requiring extra energy to be in the furnace by scraping nuts. Without tenacity, the product will not be perfect. Because tenacity is needed in every part of the work at UIK. This is also confirmed by Ms. ML who is a female worker:

“Working at UIK, Mrs. VL, we were taught to be professional. So, tenacity is needed in every process. For example, in the process of frying, sorting and packing, we must be careful. Because if you don't, the peanut product will be bad. Therefore, tenacity is needed.

The statement above reveals that tenacity in every work process is the main capital of a person working at UIK. For example, in the sorting process, workers must be careful to separate good and bad nuts. The ability possessed is the responsibility of the worker to do this work in a professional manner. So without tenacity, this effort will be in vain. Because the workers also have a responsibility to produce good products and can elevate these products to become the mainstay of traditional snacks. The firmness in managing the business is also owned by Mrs. VL by always being firm when there are workers who do not work well. Mrs. VL will reprimand and take action if it is beyond reasonable.

“When there are workers, I start to be lazy and work incorrectly. I firmly rebuked the person. I do this so that

things don't deviate. Because it is very influential on the final product.

This statement was confirmed by Ms. AS:

"VL's mother is our boss, so if we are wrong in doing our work, we are firmly and authoritatively reprimanded by VL's mother to return to our initial commitment to work well"

The statement above proves that in managing UIK a leader needs firmness in acting against his subordinates. But the firmness applied by Mrs. VL is done with love so that the workers return to their commitment to give the best and the quality of the processed products remains the same.

3.3 Build communication with the environment

Communication aims to change attitudes, opinions, behavior and social. According to Rogers and Kincaid, communication is a process in which two or more people form or exchange information with each other which in turn creates a deep mutual understanding [21] communication has four functions, namely: (1) conveying information, (2) educating, (3) Entertaining (4) Influence (<https://www.kompas.com> Thursday 5 August 2021).

Communication is a very important asset in UIK. From the start to the end of the production, communication plays a very important role. As in the case of processing peanuts into tore beans, the business owner will communicate with the workers what they should do. This communication will help smooth work so that it can be successful. This is the statement of VL's mother

"Before the workers go to work, they do activities. I've communicated with them, what they should do. Although often there is also communication that goes wrong. But it can be overcome.

The statement above illustrates how important communication is in smoothing work. This is often done by UIK owners to avoid production errors. Because it happened when communication didn't work, there was a production failure with the charred beans being processed. Though each frying requires 50 liters of beans. This results in losses for business owners. What is done is to give a good message through communication between the owner and workers in the field.

This is also confirmed by US Mother:

"Before we work, we always communicate with the UIK owner. We do this to avoid mistakes in production activities. Because if an error occurs. There must be a loss and it will also have an impact on us.

The statement above illustrates that communication is very important to avoid mistakes. The female workers always communicate with the owner if they do not understand how to do the job. This is to minimize the risk of errors that cause harm to all parties. So communication is very important in UIK activities.

3.4 Responsible

Responsibility is the attitude and behavior of a person to carry out the duties and obligations that he should do towards God, himself, society, country, natural, social and cultural environment. (Mustari, 2011). The characteristics of responsibility are obtained in terms of: (1) choosing the straight path, (2) Always advancing yourself, (3) maintaining self-respect, (4) always being alert, (5) having a commitment to the task, (6) performing tasks with the best standards, (7) admit all his actions, (8) keep promises, (9) dare to take risks for his actions and words.

Furthermore, [22] argues that responsibility is a simple measure of a person's attitude and behavior to carry out his duties and obligations.

Being responsible is an attitude and behavior that is very important in UIK's business activities, both as UIK owners and as workers. Evidence of responsibility will be seen in one's actions. As illustrated in UIK, the workers' responsibilities can be seen in their activities. This is what Ms. US said:

"We female workers are given the responsibility to process peanuts into tore beans. Even though the owner of UIK is not at home, we are responsible for completing the work even though it is not supervised by the owner.

This is confirmed by Ms. ML:

"When the UIK owner is not at home and there are people or consumers who come to buy products. So we as workers are given the responsibility to sell it. We give the full amount to the UIK owner when they return home.

The responsibilities of the workers are evidence for them to advance this UIK. Even though they are unattended they carry out their task to completion. There are even certain tasks such as sales that should only be done by the UIK owner but they can also do it directly with the trust of the UIK owner. It turned out that this was given by the owner of UIK so that female workers felt that UIK was also theirs and deserved to be maintained and developed. That's what Mrs. VI said."

"I trust my workers. So if I'm not at home then I give them the responsibility to enter the marketing process that deals directly with consumers. This activity has been around for a long time and I believe the responsibility given to them makes them feel like they belong and are part of this UIK.

This statement confirms that the responsibility has been instilled by the UIK owner to the workers so that a sense of belonging becomes their main part. So that binds them to always give the best in terms of work.

3.5 Family member support

According to Sarafino (Rokhimah, in Meilianawati 2015) social support is the degree of support given to individuals, especially when needed by people who have close emotional relationships with that person, social support can refer to comfort, concern, self-esteem or any form of assistance. received by an individual from another person or group.

Aspects of social support according to [23, a. Emotional support, which includes expressions of

empathy, concern, and concern for the person concerned. b. Appreciation support, which occurs through positive expressions of respect (appreciation) for the person, encouragement or agreement with the individual's ideas or feelings, and positive comparisons of that person with others. c. Instrumental support, which includes direct assistance to facilitate behavior that directly facilitates behavior, directly helps individuals. For example, the help of objects, work, and time. d. Informative support, which includes providing advice, suggestions, or feedback.

The forms of social support according to [24] are: A. Appraisal Support That is assistance in the form of advice related to solving a problem to help reduce stressors. B. Tangible Support That is tangible assistance in the form of action or physical assistance in completing tasks C. Self Esteem Support Support given by others to feelings of competence or individual self-esteem or one's feelings as part of a group where members have related support with one's self-esteem. D. Belonging Support Shows a feeling of being accepted as part of a group and a sense of togetherness.

Tore bean entrepreneurs, especially women entrepreneurs, in running their businesses need the support of family members, this was said by Mrs. VL as the owner of the tore peanut business and at the same time as the village head of Kanonang III, she said.

"In managing the tore bean business, I also work in the world of government as a village head. Initially, it was very difficult to divide the work as village heads, housewives, and business owners. I am grateful that I am supported by my husband, children and society.

The explanation above means that family support is very important for the success of women in carrying out their various activities. Without the support of the surrounding environment, the business will certainly not succeed, therefore the support of the surrounding community is a determinant of the success of this business.

This is justified by the husband of VL, the father of FT, who has always been the main supporter of his wife's success:

"As a husband, I am very supportive of all my wife's activities. Because I know his work is very hard, therefore whatever he does as a husband, I continue to support him because he works for the economic welfare of the family."

6. Cooperation and mutual encouragement between individuals

Cooperation is a form of social interaction. According to Abdulsyani, cooperation is a form of social process, in which there are certain activities that are shown to achieve common goals by helping each other and understanding each other's activities. [25] Cooperation is also defined as an activity carried out jointly by various parties to achieve a common goal.

The implementation of cooperation and education information systems can be carried out by taking the following stages: the assessment stage, the signing of the cooperation stage, the program preparation stage, the implementation stage, the evaluation stage, and the

reporting stage. that have been agreed upon by two or more people, namely: 1) Open to each other, in a good cooperation order there must be a communicative comm between two people who work together or are more unique. 2) Mutual understanding, cooperation means two or more people working together to achieve a goal, in the process, of course there is, one of them made a mistake in solving the problem at hand. (Abduddin Nata)

Cooperation is a very important thing in a business, this activity is reflected in the activities of women in small industrial businesses such as those carried out by MP, AS, ML and NT, they work in small industrial businesses as female workers. In doing their business they work together and encourage each other for the success of their activities. For example, what MP's mother did to help ML's mother:

"I always get support from friends and business owners when I work here. Once, I was still learning how to fry tore beans. I was taught patiently by friends so I could do the job.

The above statement emphasizes that cooperation and mutual encouragement for an individual's progress are an important part of one's journey of success. The workers work together and encourage each other for their work to be successful so that there is no competition that brings down one of the parties, this of course becomes a strength for small industrial businesses and creates reliable women workers.

"I always teach female workers to work together. Because without cooperation the work will fail so they work together when one of the workers is absent then they will help to replace.

The above expression indicates that cooperation is an inseparable part of small tore bean industry business activities because cooperation is the key to the success of a business. They will support each other and complement each other so as to form a reliable activity.

3.6 Help each other

Mapalus is a social event that describes interactions based on social cultural values, mutual cooperation, togetherness, help, openness, discipline, usability, and usability that have been rooted in the culture of the Minahasa community. Mapalus is oriented towards the reciprocal economy which is a social form based on obligations that arise from moral teachings.

Mapalus principles, among others: 1. The principle of helping. This principle of helping, not only in the sense that those who have advantages must help those who are lacking. However, the principle of mutual assistance in Mapalus in the form of gathering energy, more funds or more materials, is given to members who get a turn in Mapalus, so that those concerned are better able to build something, able to overcome difficulties in order to further increase their level of welfare. 2. The principle of transparency. The principle of openness includes (1) openness in the arrangement and management of Mapalus activities, (2) the open heart of each member in expressing their wishes, difficulties or things they feel and (3) openness in accepting new members who want to become

members indiscriminately. These three types of openness make Mapalus' life stable and dynamic and do not invite displeasure or disapproval or being challenged by other people who are not members of Mapalus. 3. The principle of group discipline. Each member of the Mapalus group, group or individual sincerely and voluntarily deserves and obeys the rules of discipline of the Mapalus group, if someone violates group discipline, openly the person who violates gets moral sanctions for violating group discipline. serious violations and detrimental to Mapalus, the violator can be expelled from the membership of Mapalus on the basis of deliberation and consensus of the chairman and members of Mapalus. 4. The principle of togetherness. The principle of togetherness. make it easy for each member to follow every Mapalus activity. Each member of Mapalus is highly responsible for the existence and progress of Mapalus. Each member has rights and obligations that must be accounted for. [26]

Helping each other in Minahasa culture is practiced in Mapalus culture which is a picture of interaction based on Minahasa cultural values in the form of helping, openness, discipline that has been rooted since the ancestors. Mapalus culture is practiced by the Minahasa community in their daily activities. This is also manifested and reflected in the daily activities of small industrial businesses:

Those are some of the statements of those who still carry mapalus as a cultural value that strengthens their business activities, as told by several farmers who always sell their peanuts to VL's mother, as stated by TM's father:

“Since 1999, I have been selling my peanuts to Ms. VL, so I have become a regular customer for raw materials for Tore Beans because I have been associated with this business for a long time as a supplier, so when I have financial problems with crop failure, Ms. VL will help me financially.

The above statement explains that the economic difficulties that Mr. TM has experienced made him not afraid because he believes that Mrs. VL will help him in financial problems because their long-standing relationship makes them help each other, this makes business activities easier.

3.7 Participatory.

The Meaning of participation is the participation or involvement of a person either individually or as a group in a particular activity.

Participatory activities are inseparable in people's lives, especially in the small tore bean industry business, this is so closely related to activities between workers and business owners, of course those who carry out these activities really need participatory activities where there is participation, participation and involvement of someone in small industrial business activities.

4 Conclusion

Social capital in women becomes a basic strength. This is reflected in the activities of women in the small tore bean industry. Most of the workers are women who are the backbone of the family. Its existence is a pillar. Therefore, various real practices are reflected in every activity of women in small industrial businesses through the relationships created to form strong social capital for the resilience of a small tore bean industry business. Various social capital practices created through interaction form the elements of social capital created in terms of (1) Maintaining Loyalty, (2) Firm and tenacious in decision making, (3) Building communication with the environment, (4) Maintaining and

Maintain responsibility, (5) Support strong family members, (6) Cooperation and mutual encouragement between individuals, (7) Help each other and (8) Participatory. Various social capital practices that have been formed have become a big capital for the resilience of small industrial enterprises and this becomes a recommendation for Indonesian women who work in small industrial enterprises to continue to improve their quality, especially in the development of social capital.

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