



Social Capital Traders in Pahingan Tradition in Boyolali Sunggingan Market (Phenomenology Study at Boyolali Sunggingan Market)

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Abstract

The purpose of this study is to describe social capital of traders in Boyolali Sunggingan Market. The location of this research is conducted in Boyolali District Boyolali Market, with the reason up to now still maintain the pattern of conventional trading interaction. This research is a qualitative research with phenomenology method. Technique of collecting data comes from interview with main data source that is trader and indigenous people around Sunggingan market. While other data comes from observation and documentation. Sampling technique using purposive sampling. Test the validity of the data using source and method triangulation. Analytical techniques using interactive data analysis model that is data collection, data reduction, data presentation, and conclusion. Based on the results of the study can be concluded that the social capital of traders in the market is very important role in traders trading strategies in the market that form a habit of traders that have been done continuously. The conclusion of this research is that merchant traders in Pasar Sunggingan have certain strategies to give their existence.

Keywords: Trader; Social Capital; Traditions of Pahingan; Market Sunggingan

Introduction

Market in the broad sense as a meeting place between sellers and buyers in which there is also social interaction that occurs between traders and buyers. The market is closely related to the owners of capital. The owner of capital invests capital in the form of a market formed in accordance with the wishes of the owner of the capital itself. The market name of the owner of the capital is usually called the minimarket, shalawan to supermarket. Indonesia can not be separated from various forms of diverse cultures. The existence of cultural pluralism in Indonesia is covered from religion, language, clothing, customs, norms, tribes and livelihoods that overshadow a region so as to form a particular community with a tradition that is firmly embedded in it. Indonesia has a wide range of markets, ranging from traditional markets to modern markets. However, a market that has a certain uniqueness is a traditional market.

The traditional market is an open place where there is a process of buying and selling transactions which may be a bargaining process (Eis., 2013: 4). One of the traditional markets located in Boyolali is Pasar Sunggingan. Pasar Sunggingan is located in the center of Boyolali City area. Sunggingan Market

can be said to be as the heart of Boyolali city, because of its location in the central city which is very strategic. The attraction of Pasar Sunggingan is the market day right on the day Pahing, where every day the market is the traders from all directions hawking various merchandise. In general, traditional markets in Indonesia are synonymous with slums. Nevertheless, today many traditional markets are being renovated with the aim of making traditional markets cleaner and more orderly. While non-physical revitalization involves empowering traditional market traders through the formation of traditional traders' groups, provision of revolving funds, security management and market order (Eis., 2013: 7).

One of the impacts of market renovation is the change of tradition that occurs causing a big impact too, ranging from changing the structure of market buildings, changing patterns and market systems, the decline in profit traders to the loss of livelihood. One of the elements affected by the revitalization impact is traders in Pasar Sunggingan.

Methodology

This research was conducted in Sunggingan Market, Boyolali District, Boyolali District. Basic consideration of this location because of the tradition of pemah slowly increasingly faded also not the same as it used to do in the area. Thus the researcher can get the data and clear picture about the purpose and subject matter to be studied, that is "Social Capital Traders on Market Pahing Sunggingan Boyolali".

In this study using a qualitative approach, namely, research that aims to find the meaning of a phenomenon by using several sources that are considered to provide answers to the phenomenon. It is also the same as Bogdan and Taylor (Moleong., 2006: 4), qualitative research is "research that produces descriptive data in the form of written or oral words of people and observable behavior". The type of this research is phenomenology. According to Lexy J. Moleong, phenomenology research is a study that seeks to understand the subject in terms of their own views (Lexy J. Moleong., 2006: 45). Yanuar Ikbal (2012: 65), argues that in the research of phenomenology, researchers attempt to understand the meaning of events and their relation to ordinary people in certain situations. From the above definition can be interpreted that phenomenology research is a study that examines an event based on human understanding associated with the event. Therefore, this study aims to examine the phenomenon of Pahingan tradition based on the understanding of the community, especially the market traders whose existence is very closely related to the tradition.

Results and Discussion

In a market can not be separated from the role of traders who are there. Researchers also found it in the Market Sunggingan, especially on the market day Pahing. Every trader has many types of capital, ranging from economic capital, social capital, cultural capital to symbolic capital. Of the umpteenth many of the capital, the researcher tries to focus on social capital owned by traders in Pasar Sunggingan. Although economic capital also plays an important role in a business, but the existence of social capital is no less important. Traders in Pasar Sunggingan also acknowledge that. The traders must also have the network, trust and rules that apply in running the business that he lived. Thus, the tradition of battling in the Sunggingan Market becomes an obligation with socio-cultural capital tucked into it.

It is known that Pierre Bourdieu reveals the various kinds of capital possessed by every individual in his daily activities. capital for Boudieu there are several types of capital at stake in the arena of economic capital, social capital, cultural capital and symbolic capital. Economic capital includes such things as production, material and money tools that are easily used for all purposes and passed from one

generation to the next. Social capital was first proposed by Bourdieu which is often used by other figures in defining social capital. According to Bourdieu (1992) the definition of social capital is the amount of resources, actual or virtual (implied) developed in an individual or group of individuals because of the ability to have a long-lasting network in relationships that are more or less institutionalized by knowledge and the introduction of reciprocity. In this study, researchers found a variety of social capital traders who have researchers categorize as follows:

1. Norm: retribusi trader in Boyolali Sunggingan Market. There is a system that runs in Sunggingan Market with the cost of retribution from market traders who are withdrawn every day. It is a rule or norm that must be obeyed by all members of Pasar Sunggingan.
2. Network: the relationship that exists between traders, customers and service market Boyolali Sunggingan. Establishing the interaction among members in the Sunggingan Market is very important, because in addition to mitigating conflicts that occur a good interaction will also affect the mutual relationship of mutual benefit of all parties.
3. Trust: the trust of merchants to God in giving fortune, loyal customers, other traders who like brother and Sunggingan Market service that provides more comfortable facilities. Every network that is guarded by a like-minded relationship from all sides, there will certainly be a sense of trust that is embedded in the bond of that relationship. The attitude of trust with the various parties will keep the interaction and the relationship stronger and more attached. Trust or trust becomes one of the important dimensions of social capital. Trust is a desire to take risks in a social relationship based on the feeling that others will do something as expected and will always act in a mutually supportive pattern of action, at least the other will not act in self-harm and his group (Putnam, 1995). According to Fukuyama (2001), trust is an attitude of mutual trust in the community are united with each other and contribute to the improvement of social capital. Therefore, trust becomes an important factor in establishing relationships to strengthen the social capital that exists.
4. Reciprocity: the embodiment of embedded merchant confidence. Reciprocal relationship or reciprocity in *tardisi* rampant in Boyolali Sunggingan Market is well established. The relationship of *bailk* leads, among others, the relationship that exists between the merchant and the consumer who has become a loyal customer, between the merchant and the merchant who has become his own brother and between the merchant and the market service who get the more convenient market facilities.

Conclusion

Social capital of traders in Boyolali Sunggingan Market, there are several dimensions of social capital of traders in Sunggingan Market, among others, the norm that is in the form of a system running in the Market Sunggingan retribution fees from market traders who are withdrawn every day, the network is a good relationship between traders, consumer and market services that need each other, Trust traders to customers and market service Sunggingan arise because of their routine routines. Traders have a high sense of trust in God for the fortune that can be. As for the trust of consumers or customers, traders believe when he can sell goods well then the consumer will become loyal customers. To trust the Sunggingan market, traders believe in government policies that renovate the market in order to get more comfortable facilities, the relationship between *bailk* or reciprocity in Pasar Sunggingan, among others, the relationship between traders and consumers who have become loyal customers, between traders with traders who have become brothers themselves and between merchants and market agencies who get more convenient market facilities

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