Strategy of Vegetables Traders in Maintaining Social Capital with Workers

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Abstract: East Java as one barometer of the economic development of Indonesia and has an important role in growing the economy of Indonesia. East Java is an Indonesian rice barns, so did the horticultural farm in East Java also do not want to fall behind the other regions, East Java has featured vegetable Sentara centres capable of supplying the needs of vegetable in East Java. The success of the East Java region became the centre of vegetables can not be separated from marketing activities of vegetable payments needs capital activities support the successful marketing of vegetables. This research activity will try exploring preservation form of social capital among vegetable traders and their workers. This study used a qualitative approach to the vegetable traders in the village Tawangargo. Qualitative approach in this research is conducted using research strategy CASE STUDY. The results of the study illustrate how social capital with traders keeping their workers are with; 1. Make workers as partners 2. Give decent salary and bonus 3. Comfort in work.

Keywords: vegetables; traders; social capital

1. Introduction

East Java as one barometer of the economic development of Indonesia and has an important role in growing the economy of Indonesia. East Java is Indonesian rice barns then also be centre of East Java Indonesian food agriculture. Similarly, agriculture horticulture East Java also do not want to fall behind the other regions, East Java has featured vegetable Sentara centers capable of supplying the needs of vegetable in East Java in need even in some areas outside of East Java. Each agriculture center of vegetables in East Java has the characteristics of each cashes in marketing their vegetable products. Marketing of vegetable started from small collector traders, whole seller large, inter-regional traders, and retailers. Traders have a very important role in the marketing of agricultural products vegetables, in line with the statement Syahyuti (2007) Traders have a role as a bridge which bridging the farmer and the consumer (Demand Driver).

The merchant role in marketing agricultural products often has problems because of agricultural products in Indonesia market in general in the form of imperfectly competitive market. Imperfectly competitive market caused by many things, namely: lack of information, high transaction costs, and weak market institutions shape structurally and culturally (Syahyuti 2007). The problems solved by growing social capital in vegetable marketing activities.

Social capital achievement is as a determinant of sales of agricultural products. Social capital as a determinant of success for the agricultural market has a unique relationship with the doings of cash characteristics of mutual cooperation. Mutual cooperation was social capital with social capital can grow into a large merchant. Social capital is able to activate togetherness, collective creativity, collective trust, and give collective benefits (Halil, 2013). Social capital is the main capital to undertake marketing activities vegetables. Social capital as a key component in supporting the marketing of vegetables in East Java, are also supported by a statement Nanayana and Pritchett (1997) social capital to accelerate the achievement of development and minimize the costs involved.
In the study, it was try to explore how merchants in social capital easel merke have with their workers. Social capital by working is very hard on merchants the social capital demand gives efficiency and also provides convenience in controlling their workers. For example, the workers do not need to be monitored, we do not need many orders, and they also tend to have high initiative.

2. Materials and Methods

This study used a qualitative approach to the vegetable traders in the village Tawangargo. Qualitative approach in this research are conducted using research strategy CASE STUDY (Yin and Abdurrahman Sitorus in 2009), the location is determined accidentally case study, namely in the village Tawangargo. Determination subject’s greengrocer subject was done by using snowball sampling.

3. Results and Discussion

3.1. Maintain Workers’ Social Capital

Social capital in the development of vegetables seller have shown a very big role in which the trader is able to solve problems they face by using social capital for example related to morally can be solved with social capital trust with farmers, e.g. market network coped with social networks owned by fellow traders therefore need to maintain the necessary social capital.

3.2. Maintain Social Capital with Workers

Comfort working environment is an important factor to increase productivity and to keep employees enthusiastic about the work and increase the loyalty of workers to the working field and the business owners. In addition to the convenience of working in this case is also very important to maintain the values of social capital owned by workers. There are some important things that traders do to improve the working comfort of their workers. Sometimes actions do also quite simple, for example by encouraging workers to joke with light chatter when they work together. Here are the things that do traders to ensuring their workers.

Making Workers As Partner

Here traders reposition their workers as partners in their trade. Such an attitude makes workers feel considered to be aligned with business owners, when this position will be more fluid working environment where workers do not feel too embarrassed by their skipper, and they also maintain their position as workers. This position also makes the skipper arbitrarily on their workers. When the skipper would have ordered something also requires the opinion of their workers, the impression that is the skipper had not ordered the workers and the workers do not feel ruled. Workers’ work because they feel it is their job and responsibility. The following statement from Mr. “S”:

“Yes how to position workers such as co-workers, would I also was not the origin of the command, if there is a problem about the business that was discussed with, become easier to solve if there is a problem, I do not think self. But it also helped solve the problem of my workers.”

Positioning the workers as partners also benefit the employers, where entrepreneurs in running the business are also aided by the thought of workers. By thinking is the skipper who thought of how the effort that must be taken. But with skipper partner position as a worker, the worker will come to think also the efforts of the business bosses. The condition causes will be many ideas to solve the problem of worker-owned businesses skipper. Minimal skipper will get
technical input in the solution of these problems. Those ideas from these workers can form a wide variety ranging from how merchants get vegetable commodities to marketing. Let us compare with modern business where workers usually work only in accordance with the technical instructions given by the employer. Their position is between superiors and subordinates in which superiors and subordinates think of all the work of all. Sometimes the boss does not know the state of the field and lead to thoughts or user created superiors not applicable in the field.

In this position, the worker will find it useful and employees will also be developed and getting smarter. The position of the workers is getting smarter, will increase efforts vegetable marketing efforts because workers are an asset and its own capital for the operation and development of vegetable marketing efforts. On the other hand with increasingly clever workers if we cannot take care of it with a good worker, then workers would set up their own similar effort from their skipper effort. Especially workers believed to come take care of marketing. But when skipper able to care for the workers they will never be an enemy or rival skipper in the trade. This is an advantage of working where employees will have the option to which workers would get a wage or right as well as possible when choosing work continues on business owner or choose their own business if he did not get the rights as well as possible.

Is one form of the skipper’s inability to care for their workforce at a given salary, still there is no increased. Plus the workers get the opportunity to be able to trade independently. This time the worker has been run independently and that such efforts have a pattern similar to the pattern which is owned by their business owner while still working. Independence of workers is not a threat to the business owner for those who trade it has had a separate market from their owner first. Increased merchant made this village famous as a trader village and will provide facilities of its own for existing businesses in the village. Such convenience is the growing recognition of East Java as the centre of vegetable traders will automatically bring vegetable merchants who need to buy vegetables, and also bring in merchant suppliers who will sell vegetables. East Java trader at the centre of transit trades vegetables.

How that is done to create a climate familiarity between bosses and workers like this is a way to build intimacy between them. Where traders should also be directly involved in all forms of trading activity from getting vegetable commodities to marketing. Their involvement in the activities of the traders will be more familiar with the worker and that is where it will create a sense that they are not business partner’s superior and subordinate relationships. In addition to the way merchants and workers usually also conducts eat and rest in between work together. Different eating depends more and more make them blend and awoke bonding social capital between workers and bosses. Similarly, resting atmosphere along the sidelines of the work will familiarize themselves with them because they are usually filled with simple joke and also a bit of teasing that aim to familiarize or also sometimes there is a friend who used their joke material. So work atmosphere is not rigid and saturate. Here statement of one of the workers Mr “K”,

“Brother, aye work was made easy, jokingly did not matter as long as the work is completed, there is the skipper nor anything, sometimes joking skipper made materials.”

It shows the same position with their workers it is extremely effective in their effort to build. Wherein the balanced position will make the workers make a major contribution to their businesses. This is when we compare it with the conventional business very much different from where the boss asked respected and upheld and the result is a lack of thought given by the worker because of differences in the position.

Salaries and Bonuses

In the running of business, labor factor is a very important factor in the success of the effort. Employers require workers to run and help the course of these efforts, and therefore so workers can work optimally it are necessary to pay attention to the welfare of workers. Workers should get a decent wage. If the worker was considered in the case, is expected to be the focus of workers carry out their work without being disturbed mind or other financial problems. In addition to a
decent salary skipper must also provide a wide range of other bonuses, such as bonuses or bonus when performing employees as a result of the efforts that benefit greatly. Bonus is feast and also other bonuses. Similarly, marketing efforts also enforces things decent salary and other bonuses. It is necessary for workers to work at home, let alone vegetable marketing efforts that require heavy labor work exhausted those needing a break and eat a lot. And this effort also competitive when we do not concern the welfare of the workers' problems will cause effects in which the worker or workers will move would establish their own business will be a competitor of its own. Actually the matter was not to their own competitors, but they lost labour is an asset of vegetable trading business.

Comfort in Work

Most of the workers who work in the merchant still have a brother relationship, have a neighbour relationship, and there are too few for a friend relationship. So they're already quite familiar. The familiarity with build continues to be built for a comfortable working atmosphere. Squire they're familiar with and there is also a family relationship so they are free to interact. Some attitudes are increasingly making them familiar is the merchant does not position as a subordinate worker but the position of workers as their business partners, with the position of the workers will work in the area survived their skipper. By positioning as a partner, when an error occurs to solve merchant workers is through a process of discussion or to accost good. In addition to keeping the working environment, the skipper not only the origin of orders to trade, but also by considerations of workers. So, the climate in the work is to be very friendly. The following statement from Mr. "T",

"Keeping workers is important brother. Let the bear in the work should be careful in keeping their feelings, not the origin of the command, must not get angry if there is something wrong must be evaluated who is wrong, that is totally wrong way of reprimand should be good. There is also a huge salary but also many who feel uncomfortable because of the attitude of abusive bosses or their own way."

So here is the good attitude that should be used in treating their workers so that they are well and feel at home in the work. There is also mentioned that despite the high salaries of workers on average feel uncomfortable if the attitude is not good from skipper.

4. Conclusions

In conclusion graced is traders maintain social capital with their workers in a way that first is with be worker as a partner by making workers as workers would feels equal partners. Both are giving decent wages and bonuses when they see themselves achievements and when the third big profit trader is making comfortable working atmosphere in making workers feel at home and productive working.

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