

Strengthening Women's Trust in Social Capital in UIK

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ABSTRACT

This study aims to find forms of strengthening women's social capital trust in small industrial enterprises (UIK). Strengthening social capital trust should be an important capital in small industrial business activities involving women who are the pillars of the family economy. 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 forms of strengthening social capital trust, which can be seen in: (1) Increasing self-confidence through increasing human resources (2) Maintaining honesty (3) Having high integrity (4) Loyalty (5) Firm and tenacious in decision making (6) build communication with the environment and (7) be responsible. The role of trust in social capital is a reinforcement for the progress of small industrial businesses to survive in the midst of the increasingly stringent onslaught of modern large business products. This is also a recommendation for Indonesian women to remain a mainstay for family economic resilience. Because women have a strong ideal capital resource.

Keywords: Social Capital, Strengthening, Trust, Women

JEL Classification: L10, L19, M20

INTRODUCTION

Indonesia is a country with the fourth largest population in the world. Of the 7.6 billion people in the world, Indonesia occupies the top five with 270.20 million people or 3.44% of the world's population (BPS, 2021). This data illustrates that Indonesia as a large country must be able to utilize the resources in it, both human resources and natural resources. This is to meet the needs of a fairly large community. Therefore, social problems such as unemployment that result in poverty can be overcome. From Table 1 BPS data in 2021 the number of Indonesian women until 2020 is 134,266.4 million people and the number of men is 135,337.0 million people (BPS, 2021).

Table 1. Number of Indonesian Male and Female Population in 2018-2020

| No | Year | Number of Boys | Number of Women |
|----|------|----------------|-----------------|
| 1 | 2018 | 132.683.0 | 131,478.7 |
| 2 | 2019 | 134.026.6 | 132.886.3 |
| 3 | 2020 | 135.337.0 | 134.266.4 |

Source: BPS, 2021

Through the data presented, it can be seen that women who work continues to decline. Of course, this will directly affect the economic life of the family. Because there will be more and more women who are not productive and become a special burden for the state. The smaller number of female workers working in the business world is of course a challenge. This is because women are a dual resource whose potential can be utilized in many work activities (Garnasih, 2011).

This of course will directly affect the women's economy as a pillar of the family economy. Because women have a strategic and productive role as a pillar of today's family economy. The decrease in the number of female workers will of course directly affect the economy of a family. Because women have a strategic and productive role in improving the family economy. It is just, the involvement of women in economic activities is often not equipped with special education and skills which in the end government policies have not been much in favor of women's interests (Puspitasari, 2012). This condition instructs the need for employment opportunities that can accommodate a large number of women workers who are not empowered. Because female workers can be an investment for national income that has an impact on a country's economic growth (Runtunuwu, 2021).

However, it is different from what is depicted in the Small Tore Peanut Industry Business (UIK), which is a local community business that processes peanuts into a typical snack in the form of tore beans as a favorite snack that this business has been running since 1951. (Kimbal, 2021). This business employs many village women with different roles different. There are business owners, drying workers, roasting workers, sorting workers, packing workers and marketing workers. This indicates that the number of workers absorbed at the Peanut Tore UIK functions as a woman as the backbone of the family. The development of Peanut Tore UIK in the midst of the social life of the people of North Sulawesi for decades and is inseparable from the role of social capital that takes part in it. Since its establishment, this business has provided many benefits, especially for female workers. There are at least 70 percent of women who work at UIK Kacang Tore and are supporters of the family economy (Kimbal & Tangkau, 2021). Women's flexibility when building relationships of social trust with their environment creates opportunities for opening up access to economic resources.

Therefore, strengthening social capital in the form of women's trust as a supporter of the

family economy at Peanut Tore UIK needs to be strengthened with the support of a study. Because social capital can affect household economic poverty reduction through three types of positive externalities (Collier, 2002). First, social capital facilitates the transmission of knowledge about the behavior of others, reduces the problem of opportunism through repeated interactions, and builds mutual trust among members. Second, social capital facilitates the transmission of knowledge about technology and markets, reducing information failure (information asymmetry). Because information plays an important role for the success of small businesses and other service companies (Ernawatiningsih, 2021). both one-way and reciprocal interactions. Both of these externalities can reduce opportunism, which is achieved through repeated transactions and reputation. Repeated transactions have the effect of preventing the entry of other people (free riders) who tend to harm small industrial businesses (UIK). The reputation will increase the profits from repeated transactions. Repeated transactions generate trust in reciprocity, while reputation allows households to gain trust to increase access to transactions or economic resources. Thus, the effect of this third externality is collective action. Collective action is achieved through agreed norms and rules that apply to all group members. Social capital is more useful for UIK to substitute human capital, financial capital, and physical capital (Kimbal, 2020).

The problem to be studied is to see how the forms of trust in social capital are formed woman as an amplifier in the Peanut Tore UIK. This can build a new theory or new policy principles that contribute to strengthening women's social capital trust in small bean industrial enterprises. The purpose of this study was to find forms of strengthening women's social capital trust in Small Industrial Enterprises (UIK). This relates 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.

LITERATURE REVIEW

As explained by Fukuyama (2007), trust is a hope that grows in a society which is indicated by honest, organized and cooperative behavior based on shared norms. Social belief is an application of this understanding. Cox (1995), then notes that in societies with high levels of trust, social rules tend to be positive; relationships are also cooperative. Social trust is basically a product of good social capital. The existence of strong social institutions, so that social capital gives birth to a harmonious social life because damage to social capital will lead to anti-social behavior (Cox, 1995).

Molering (in Dharmawan, 2002:4-5) explains that there are at least six important functions of trust in social-community relations such as:

1. Trust in the sense of confidence that works on individual psychological properties. This attitude will encourage people to believe in making a decision after taking into account the risks that exist. At the same time, other people will also have the same belief in the social action, so that the action gets collective legitimacy.
2. Cooperation is also meaningful as an associative social process in which trust is the basis for establishing relationships between individuals without a background of mutual suspicion. Furthermore, the spirit of cooperation will encourage high social integration.
3. Simplification of work, where trust helps improve the efficiency and effectiveness of the work of social institutions. The work that becomes simple can reduce transaction costs that could be very expensive if the pattern of social relations is formed on the basis of the morality of distrust.
4. Order, trust functions as an inducing behavior of each individual who helps create an atmosphere of peace and reduces the possibility of social chaos. Thus, trust helps to create an orderly, orderly and civilized social order.

5. The custodian of social cohesiveness, trust helps to glue every social component that lives in a community into an unbreakable unity.
6. Social capital, trust is an important asset in social life that ensures social structures stand intact and function operationally and efficiently.

Basically Hasbullah (2006) trust in social capital is a process to recognize one's capacity in carrying out a vision and mission. Trust earned by a group because of the results that have been seen in real terms. A group that has social capital in the form of trust because of the long-interwoven process of social interaction and activities that are often carried out together. In the concept of trust, Lawang (2004) concludes that 1) Social relations between two or more people, 2) Expectations that will be contained in the relationship, if realized will not harm each other, 3) Interaction that allows relationships and expectations to be realized. Then a relationship of trust (trust) will be able to build cooperation which will reduce transaction costs between people, which means saving on the use of resources. 2) Expectations that will be contained in the relationship, if realized will not harm each other, 3) Interaction that allows relationships and expectations to be realized. Then a relationship of trust (trust) will be able to build cooperation which will reduce transaction costs between people, which means saving on the use of resources. 2) Expectations that will be contained in the relationship, if realized will not harm each other, 3) Interaction that allows relationships and expectations to be realized. Then a relationship of trust (trust) will be able to build cooperation which will reduce transaction costs between people, which means saving on the use of resources.

RESEARCH METHOD

In this study using qualitative research methods (Suman, 2012). In the context of this research, the specific phenomenon to be studied is a social phenomenon that is closely related to the behavior and social interaction of women in cases that occur in the small industrial business (UIK) of Kacang Tore. The focus in this research is find forms of strengthening women's social capital trust in small-scale industrial enterprises (UIK) of peanuts torewho can build new theories or new policy principles that contribute to strengthening women's social capital for the economic resilience of families in small tore peanut businesses (UIK). In this study, the data sources are informants who have close relationships with small-scale industrial business activities (UIK).

In collecting data in qualitative research, it reaches the saturation level (saturated) through initial information and those who master the data will be selected, then this candidate will develop to the next prospective informants. In the next stage, the informants were selected by means of a snowball (snowball, then the next informant is determined in rotation, then the last information when it reaches the saturation level means that there is no more variation in the answers from the informants that is the stopping point. The place of research is in the small industrial business of Kanonang village which consists of women who work in the small tore bean industry. Their professions are different, there are entrepreneurs as owners, processors of roasted peanuts (labor) and, sellers of tore nuts. The data obtained in this study were analyzed using a step-by-step model from Spradley (Idrus, 2007) This model consists of domain, taxonomy, and componential analysis.

RESULTS AND DISCUSSION

Trust is a form of social capital which is indicated by honest, organized and cooperative behavior based on shared norms. Trust in small industrial enterprises (UIK) grows in the relationships and activities of economic actors. So, its existence can be seen in several forms of continuous interaction with one another. The forms of trust social capital found in the field are formed in terms of:

Increase Self-Confidence Through Increasing Human Resources

Self-confidence is the belief that someone is able to overcome a problem with the best situation and can provide something pleasant for others. Self-confidence will cause a lot of problems in a person. This is because with self-confidence, a person is able to actualize all his potential (Ghufron and Risnawati, 2011). Next Self-confidence is a belief in the human soul that any life challenge must be faced by doing something. Confidence in your abilities is the main thing in managing a business. But to achieve it is not something easy. Everything is through someone's process and hard work. This was revealed by Mrs. VL how her abilities were tested and processed for a long time.

"This business was started in 1999. At first, we just tried and joined some of the tore bean entrepreneurs in Kanonang village. Simple knowledge of how to fry tore beans was our initial capital to start this business. Finally, by learning from many people and mistakes, we can get the right way to manage tore beans.

The statement above confirms that starting a new business is not a young thing. But Ms. VL did not give up and continued to learn from some of her predecessors and seniors in this endeavor. Many failures were experienced when pursuing this business, namely when processing peanuts into roasted peanuts, VL's mother had processed low quality raw materials. Finally, the tore beans produced are of poor quality. This is very influential on the products sold. However, since that incident, Ms. VL began to be able to choose and distinguish the quality of peanut raw materials. His ability makes him more confident in selling his tore beans with the brand "Nanda" because it is known for its quality.

Skills that are honed through events and time are valuable lessons and the best teachers. So that by continuing to study and learn without time, Ms. VL dares to show the uniqueness and uniqueness of the tore beans she produces. Not only that, the tore beans are not only consumed by local people. But also, outside the area. That's what Mr. Jackson said, one of the consumers who is a trader who sells tore beans in the Sangihe area:

"For several years I have subscribed to tore beans with VL's mother. I buy these nuts and resell them to consumers in my area. At first, I tried to sell it. But seeing business opportunities and demand that many finally every week I asked to send peanuts tore to Tahuna area.

This statement explains that the quality of tore beans is able to attract new consumers to consume this light snack. So, Mr. Jackson took advantage of this opportunity to sell tore peanut products and chose the Nanda brand product belonging to Mrs. VL to be sold to consumers. It turns out that consumer demand continues to increase. So, every week Mr. Jackson always asks for this product. This was also confirmed by Mrs. Irmanda from Ternate, who also sold the Nanda brand of tore beans. This is what he said:

"I have been a regular customer for the Nanda tore peanut brand for more than a year. At first, I thought these nuts were not selling well where I live. However, when many

consumers came to my shop and continued to buy, I finally became a regular customer of VL's mother in selling this Tore Bean.

The success of Mrs. VL in producing tore beans with the Nanda brand cannot be separated from her hard work and efforts to continue to learn, both from experience and entrepreneurship training programmed by the government. This of course really helps improve self-quality which has an impact on the quality of reliable tore beans.

Honesty

Honesty is the ability to convey the truth, admit mistakes, be trustworthy and act respectfully (Zubaedi, 2011). According to Daviq (2016) Methods and techniques teach honesty to children from an early age) Honesty is the most important fundamental life value, its application is carried out in everyday life. Likewise with small industrial business activities (UIK) honesty is an important thing. That's what these women entrepreneurs do.

"This business started with trial and error and eventually became the main business of our family. At first my husband and I saw that this business was normal. Because our village is the biggest peanut producer in Minahasa. But over time it turns out that this business deserves a thumbs up.

The statement above indicates that this small tore bean industry is actually just a side business of VL's mother's family. But over time it turned out that the prospects were very encouraging. Finally, they made this business the main family business and a source of family income. To run this business to survive, of course, requires a lot of capital. Both financial capital and social capital are no less important. Social capital very important to apply for those who run a business. Because this business is in the community and will certainly relate to many people. Therefore, its role is very much needed as a startup business, both small and large. Likewise with honesty which is one part of the form of social capital of trust. This is very important for every business person, especially women who are involved in the small tore bean industry. This is revealed from the narrative of Mrs. VL and Mrs. JW as the woman who owns UIK:

"When I started this business and ran it, it took hard work, at first it was very difficult for me to adapt because this job is quite complicated and requires special skills. Starting from planting peanuts to the last process, which is selling peanuts tore. All of this requires honesty.

The same thing was also confirmed by JW's mother that this business must be carried out with the capital of honesty. Starting from the beginning to the end of the process. The statements of two women entrepreneurs in small industry illustrate how important honesty is in running a business. Because honesty will lead them to always give their best. Both in terms of selecting raw materials for peanuts, female business owners look for good and superior raw materials. If they get raw materials from farmers with poor quality, they will be honest so that the appreciation in terms of price will be different from other quality raw materials. Of course, they will process these raw materials even though the price is below the actual price. But they do this so that farmers always maintain the quality of their peanuts.

Another thing that is also owned by the women who own UIK is that they are honest in the quality of tore beans. When they sell tore peanut products to the field. What they do is provide honest information to consumers and wholesalers who sell their tore beans. This was stated by Ms. RW as a consumer of tore beans:

"I have been consuming tore beans made by Mrs. VL for a long time. Even though I live in Manado, when I return to Kanonang Village, I will buy Ibu VL tore beans. When I bought it honestly, VL's mother explained which nuts were good and not. There must be a price difference. That makes me happy so I am free to make choices on every peanut product offered. Mrs. RW's statement emphasized that her honest expression of good quality tore peanut products did not make her happy to choose according to the information provided. So, nothing to hide. This is of course a strength for UIK to continue to take part in the increasingly fierce competition of modern peanuts.

Have High Integrity

Integrity is the quality, nature or condition that shows a unified whole so that it has the potential and ability that radiates authority and honesty (<https://kbbi.web.id>). There are three meanings of integrity that have been spread among the general public, such as: (1) Integrity which means honesty, (2) the existence of a balanced and orderly life, and (3) doing things naturally without doing too much effort. ([www://www.studimu.com](http://www.studimu.com)). Integrity according to the Ministry of Finance is reflected in attitudes and actions such as: (1) being honest, sincere, and trustworthy, (2) Acting transparently and consistently, (3) Maintaining dignity and not doing disgraceful things (4) Being responsible for the results work and (5) is objective (<https://www.djkn.kemenkeu.go.id>).

A successful business when the business is carried out by a leader who has an honest and authoritative nature. This can be seen in the daily activities carried out by Mrs. VL together with female workers who work at UIK (small industrial business) tore beans. Their activities support each other. Like the female workers, namely US mothers who have worked in the small tore peanut industry for a long time. VL's mother's authority and honesty lead the workers to do the same. This is what Ms. US said:

"Ms. VL is our boss at UIK. I've worked at this place for quite some time. Quite a good relationship has been built for a long time. Moreover, Mrs. VL is the village head, one of the highest government leaders in Kanonang 3. Her authority as a leader is reflected when she protects us workers. What Mrs. VL ordered is what we followed without arguing.

Mrs. AS's statement above means that Mrs. VL's authority as a business owner is reflected in her daily life. Moreover, Mrs. VL is a female community leader. His thoughtful treatment makes the workers very comfortable so his integrity is the strength of this business and it is easy to get workers. US mothers themselves when they know about their duties and obligations will no longer argue when given the responsibility. Because US mothers believe that the orders that have been given are absolute to be carried out. Ms. VL's self-integrity is not only in the world of village government but also flows into small industrial businesses.

"I am a village head in Kanonang 3. During my 10 years in office, I felt that my responsibility to serve the community required me to have authority and honesty. Because dealing with people with different characters, of course, have special abilities. It turned out to be honest, sincere and trustworthy and even working with responsibility became Mrs. VL's main capital to play a role both as head of village government and owner of small industrial businesses. The things he does make him more honed and professional in his work. So that her ability becomes an inspiration for Indonesian women.

Loyalty

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 constrained 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 the peanut farmers by not selling their peanuts. 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 store. This is what they say:

"It's been a long time since I bought Mother VL peanuts with the Nanda brand. I buy store 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 store beans. Finally, I became a regular subscriber and loyal to this product. Even if I run out, I will not switch to another store bean. Because the taste and quality are definitely different. So, I remain a regular customer to MOM VL.

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 (Mustari, 2011)

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 not then the peanut product will be bad results. 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 rebuke 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 taking action 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.

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 leads to a deep mutual understanding (Mustari, 2011). communication has four functions, namely: (1) conveying information, (2) educating, (3) entertaining (4) influencing.

Communication is a very important asset in UIK. From the start to the end of the production. As in the case of processing peanuts into tope 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 doing activities. I've communicated with them that 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 the 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.

Responsible

Responsibility is the attitude and behavior of a person to carry out the duties and obligations that he should do to 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 vigilant, (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, Daryanto (2013) argues that responsibility is a simple measure of a person's attitudes and behavior to carry out their 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 was 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 responsibility of the workers is a proof 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 get into 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.

CONCLUSION

Forms of strengthening social capital trust are created through interactions between business owners, women workers and the surrounding community. The long process of its formation has made the Peanut Tore UIK experience quite good business development from year to year and support the community's economy. Various forms of strengthening trust in social capital created through long-term and process relationships between business owners and women workers can be seen in terms of: (1) Increasing self-confidence through increasing human resources (2) Maintaining Honesty (3) Having high integrity (4) Loyalty (5) Firm and tenacious in decision making (6) build communication with the environment and (7) Responsible. The role of trust in social capital is a reinforcement for the progress of small industrial businesses to survive in the midst of the increasingly stringent onslaught of modern large business products. This is also a recommendation for Indonesian women to remain a mainstay for family economic resilience. Because women have a strong ideal capital resource.

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DECLARATION OF CONFLICTING INTERESTS

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