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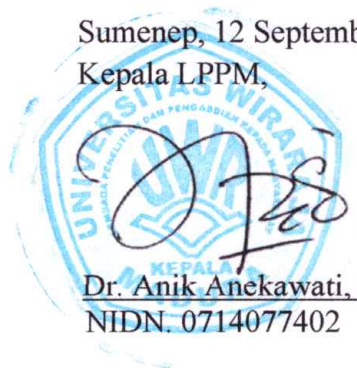
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# Social Capital And Informal Sector Business Sustainability Strategies For Standard Traders In The Covid-19 Pandemic Era (Case Study of Food and Beverage Traders at Bangkal Market, Sumenep City)

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# Social Capital And Informal Sector Business Sustainability Strategies For Standard Traders In The Covid-19 Pandemic Era (Case Study of Food and Beverage Traders at Bangkal Market, Sumenep City)

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## Abstract

The unequal distribution of population in Indonesia between villages and cities will cause quite a lot of life problems, especially social problems such as unemployment. The number of significant increases in the city's population without being supported and balanced by the number of jobs, public housing facilities, food supply, is of course a problem that must be resolved immediately. The purpose of this study was to find out how social capital and other forms of strategies were developed and carried out by traders in business continuity at the Bangkal Sumenep Market during the covid-19 pandemic. The research method used is descriptive qualitative research and the sampling technique used is purposive sampling technique. The results showed that the social capital built by food vendors at Bangkal Market during the pandemic was the expansion of the merchant's social network. The results of the study show that the strategies used by traders during the pandemic are self-tidiness and merchandise stalls as well as marketing strategies using social media in the form of applications to promote.

Keywords: Strategy, Social capital, street vendors, Covid-19

## 1. Introduction

The Distribution of population unevenness in Indonesia between villages and cities will cause various problems in life which are quite large, especially in social problems such as unemployment. The current significant increase in population in the city without being supported and balanced by the number of jobs, public housing facilities, food supply, is of course a problem that must be fixed immediately. To get a desire to go or move from the village to the city, the community usually has to get strong influences such as an invitation, mass media information, personal dreams, and the pressure of economic needs.

It is not easy for people who want to survive or live in the city in the current conditions as in the Sumenep City Regency. The community must have a job that matches their abilities, for example being a street vendor. One of the efforts to survive in adversity is doing business in the informal sector as a Trader. Doing business in the informal sector is an option because it does not require a lot of capital. Becoming a street vendor is not an aspiration or goal for some people because the capital spent to become a street vendor is small and there is no need to rent a place to sell, even though renting land or a place certainly costs very little.

The inability of employment opportunities to absorb labor has resulted in a large number of workers who are not accommodated in the formal sector and switch to the informal sector. In this case it can be said that street vendors have a very important role in reducing the number of unemployed people who are not accommodated in the formal sector. In the current pandemic era, people are selling small businesses such as street vendors who sell food and drinks at the Bangkal Market, Sumenep City, it is currently very difficult to earn an income, due to the provisions of the rules implemented by the government such as large-scale social restrictions (PSBB). and also new regulations such as restrictions on community activities (PPKM) because these regulations have made businesses in Bangkal Market currently experiencing difficulties.

Bangkal Baru Market is a market created by the Regional Government to accommodate street vendors in Sumenep to provide a comfortable place for individuals who want to do business. Bangkal Baru Market is located in the east of Sumenep City District and is also adjacent to the Sumenep District Health Office, Pamolokan Health Center, Sumenep City District Jl. KH. Agus Salim No. 25. In this market there are various types of traders who sell goods or services such as food and drink and household furniture and clothes.

Social capital is very necessary for traders, especially traders who do business during this pandemic with social capital that can provide a good influence for a smooth business where social capital consists of social networks, trust and social norms that are constructive for the desires to be achieved. by that individual.

In today's business world there must be a strategy in the business world, the word strategy is widely used by various business actors who do business, one of which is a business continuity strategy. feelings or ways to achieve a goal that business traders want to achieve. Using this strategy can help street vendors or other business actors so that they can predict and plan something for the future during the Covid-19 pandemic, so that later they don't experience a loss that has an impact on these traders.

## 2. Literature Review

The concept of social capital was first introduced by L.J. Hanifan in the early 20th century. Hanifan explained that social capital is not capital in the usual sense such as wealth or money, but rather contains an individual character, which is an asset or real capital that is important in social life. The definition of social capital is the community's skills to unite and relate to one another and subsequently become a very important ability not only for economic life but also for every other form of social presence.

According to Tri Uswatun Hasanah, Nurhadi, Abdul Rahman (2020) mentions 3 forms of social capital as follows:

1. Social Networks
2. Trust
3. Social Norms

Business continuity strategy is a method used by the community, both individuals and groups in achieving a goal. such as in maintaining the continuity of a business in order to remain stable in a particular business. According to Suka Mahendra (2015) the business continuity strategy in this study is a state of a business, in which there are ways to maintain and develop as well as protect resources and fulfill a need contained in a business.

According to Suka Mahendra (2015) Men mentions there are 4 forms of strategy in business continuity as follows:

1. Strategy in capital
2. Strategy in resources
3. Strategy in production
4. Strategy in marketing

Business continuity consists of two words, namely sustainability is defined as resistance. And in the sociology and population dictionary, survival is the same as survival value, that in the value of resilience is the quality of an element that gives strength to an individual or social group to survive in a condition or situation. In Law NO. 3 of 1982 concerning mandatory company registration, business is any action, act or activity in the economic field carried out by any company or individual for the purpose of obtaining profit or profit.

Street vendors are business actors who sell trade in the form of goods or food using movable and immovable business tools, and sell in public places such as terminals, markets, and other tourist attractions that are temporary and not permanent.

## 3. Research Method

In the problem to be studied, the type of research used in this research is **1** qualitative research. The aim of researchers using this qualitative research method is to obtain more complete information and clearer and easier-to-understand results.

The place of this research takes place in the Bangkal Market, Sumenep City. The time of the research was carried out in April 2021. In this study, the informants were determined using a purposive sampling technique. The informants used in this research are market administrators, food and beverage traders and consumers at Bangkal Sumenep Market.

Data collection technique is a very important step in conducting research. The main purpose of research is to obtain data. In this study the methods used are observation, documentation and interviews.

In this study, the researcher chose to use data to systematically compile the results obtained from the data in this study, namely data reduction, data **3** presentation and conclusions and verification. Triangulation data collection is defined as a data collection technique that is unifying from various data collection techniques and existing data sources. There are three kinds of triangulation, namely source triangulation, technique triangulation and time triangulation.

#### 4. Result

##### 4.1 Social Capital built by food and beverage traders for business continuity in the Bangkal Market during the COVID-19 pandemic era.

During the current pandemic, the market situation is no longer conducive, resulting in drastic changes for traders who sell food and beverages in the market. With the arrival of the epidemic, not many visitors or people went to this Bangkal market. In this case, food and beverage traders at the Bangkal Sumenep Market have the idea to build a social capital whose goal is to smooth the continuity of the business being run in order to get empathy from other people in the form of good relations. In the social capital there are indicators that are in it, namely in the form of social networks, trust and social norms. The following researchers will discuss the social capital built by food and beverage traders in the Bangkal Sumenep Market.

##### a. Social networks

In the current pandemic, food and beverage traders in Bangkal Market are currently utilizing social capital such as social networks for the continuity of their current business, where with a good relationship will provide benefits in the continuity of the business being run. The network carried out by food and beverage traders during this pandemic in the form of approaches to traders and administrators, friends, relatives and family, building a bond between traders and other groups both within the market and outside other places will have a good impact and will benefit in In selling, there is a form of harmony with traders and administrators at this time, where food and beverage traders participate from a community, this community is the next input material to expand social networks during the current pandemic, such as participating in a joint activity event.

##### b. Trust

A form of relationship based on a feeling that the other will do something as expected and will take a form of mutually supportive action. Collective actions based on mutual trust will make improving social networks even better. Trust is the most important thing in a social capital relationship, especially during this pandemic, traders also put their trust in other traders, which is what these traders do for the sake of selling in the market. business continuity during the current pandemic, such as helping each other between traders by maintaining merchandise stalls and although not all of these are used by all traders, many traders have made social capital such as trust when doing business in the Covid-19 pandemic era.

##### c. Social norms .

The rules that have been raised to every individual in the Bangkal Market at this time, such as the rules for traders who sell must pay dues on time, and also rules for every

trader to take part in an activity such as the Prophet's birthday event and also activities such as mutual assistance, royang to clean the place of merchandise, as well as the rules from the government in the current pandemic situation as well as the rules given by the government both to all people must be obeyed, including traders, administrators and buyers, such as ordering people when they go out of the house to wear masks, and As for the new rules implemented by the government in the form of limiting visitor hours and also limiting business opening hours, because every rule that is violated by individuals there must be sanctions given later.

#### 4.2 The forms of strategies carried out by food and beverage traders in maintaining business continuity at the Bangkal Market, Sumenep City in the Covid-19 pandemic era

The pandemic situation in Indonesia is arguably still not conducive, the widespread spread of the Covid-19 virus is quite worrying not only for the health of the community but also for the nation's economy, especially for street vendors who sell food and drinks. This situation can be said to provide challenges as well as opportunities for food and beverage traders, which provide challenges as well as opportunities for traders to maintain their existence and to maintain business continuity. This can be attempted by traders who cause losses to maintain their business, food and beverage traders must think broadly in order to survive during the Covid-19 pandemic, which is said to be quite disturbing for every individual. This can be used as a reference for street vendors, especially food and beverage traders at the Bangkal Market, Sumenep City, which must provide solutions in order to survive in any way. The most important thing is to apply it in the future. As well as the discussion of the strategy below.

##### a. The capital strategy

Of food and beverage traders in the Bangkal Market, Sumenep City, to meet the need for business capital to be run, there is one that comes from own capital and also capital from loans. Own capital is capital that comes from the trader's own money, while loan capital is capital obtained by borrowing either from people or financial institutions such as banks. The strategy in continuing their business for food and beverage traders who are in the Bangkal Sumenep Market during the pandemic, traders only carry out a strategy with the capital of neatness, both self-tidiness and the neatness of their trading stalls. This strategy can provide comfort for buyers who come.

##### b. Strategy

Human resource Human resources or also known as manpower is a potential if the strength of these human resources is enhanced by excellence and competition, in that case traders in Bangkal Market have no effort to increase the potential of other labor sources but from themselves. itself, because given the current economic conditions that are increasingly difficult to earn an income. Some traders in Bangkal Market currently only rely on workers who are not hired or not paid, so traders take advantage of resources such as labor sources from their own families who do not need to provide salaries or wages, even traders who rely on themselves to do business merchandise.

##### c. Production strategy Production

activities are always needed to fulfill limited human needs, by using available factors as a means of activity, it is hoped that new uses for goods or services can be obtained to meet the needs of current business actors. Food and beverage traders in Bangkal Market at this time, considering the very quiet market conditions to maintain losses and a decrease in turnover, some traders have reduced production in the sales process such as limiting buying production from suppliers, in order not to add to ongoing losses.

##### d. Marketing

Strategy Regarding Strategies at this time, marketing is very much needed in the business of food and beverage traders in the Bangkal market, what is meant by marketing itself is one of the main activities carried out by every community in the business world such as trading business actors in an effort to maintain the survival of his business. This is because marketing is one of the activities of companies and small traders, which directly deal with consumers. Some traders at the Bangkal Sumenep Market have carried out

different marketing strategies, from changing their trading business hours and also promoting products by using social media to spread their wares to various applications during the current pandemic.

## 5. Conclusion

In the midst of the current pandemic, street vendors, especially food and beverage traders at the Bangkal Market, Sumenep City, traders take advantage of social capital which builds a good relationship in the form of individual intimacy, network expansion, and also there is a sense of empathy that traders have towards traders. others who are both selling. The traders also use a strategy that is capitalized on the cleanliness of the stalls and most food and beverage traders in the Bangkal market use a marketing strategy in the form of promoting merchandise using media applications to facilitate their merchandise.

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