
CAPITAL CONVERTIBILITY: EMPOWERMENT STRATEGY FOR MICRO-ENTREPRENEURS IN BABELAN VILLAGE, NORTH BEKASI REGENCY

Wimba Wisesa¹, Robert M.Z Lawang²

Universitas Indonesia Depok

E-mail: Wimba.wisesa@yahoo.com¹, robertmarkus925@yahoo.co.id²

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ABSTRACT

This research examines capital convertibility in Huripjaya Village, Babelan District, North Bekasi Regency. Capital convertibility refers to the ability of capital or economic resources to switch between forms or sectors to improve societal welfare. The main objective of this research is to analyze the dynamics of capital convertibility, the factors that influence it, and its impact on village development. The research method used was a combination of literature study, field observation, and interviews with the main stakeholders in Huripjaya Village. The research results show that capital convertibility in this village is influenced by internal and external factors, including geographical conditions, natural resources, institutions, and regional economic development. Factors such as economic diversification, the role of microfinance institutions, and community involvement in regional decision-making play an important role in increasing capital convertibility. Apart from that, the existence of community economic training and education programs was also identified as a factor that made a positive contribution to changes in the economic structure in Huripjaya Village. In the context of development impacts, this research presents findings that increasing capital convertibility can make a significant contribution to improving the welfare of rural communities. This can be seen in increasing community access to health services, education, and better infrastructure. This research provides valuable insights for policymakers, local governments, and other relevant parties to design more effective and sustainable development strategies at the village level. As a contribution to the rural development literature, the research opens up space for further research in analyzing the factors affecting capital convertibility in different geographical and social contexts.

INTRODUCTION

Indonesia has village-level administrative areas covered in Village Potential. including villages, kelurahan, Nagari in West Sumatra, Transmigration Settlement Units, and Transmigration Settlement Units (SPT) which are still being fostered by related ministries. The results of the 2021 data collection recorded that 84,096 village-level government administrative areas consisted of 75,584 villages, 8,461 urban villages, and 51 UPT/SPT. In addition, it is also

known that the number of sub-districts is 7,274 and the number of districts/cities is 514 (Indonesian Village Potential Statistics 2021).

Village Potential 2021 data shows that the economic potential of villages/wards is 23,472 villages/wards that have superior goods products and as many as 2,385 villages/kelurahan that export their superior products to other countries (Sumantri, 2011). Supporting the movement of the economy is not only supported by physical facilities, but the support of credit facilities and telecommunication network facilities is important today so that economic growth is faster. The results of Podes 2021 show that there are 56,732 villages/kelurahan having People's Business Credit, there are 12,649 villages/kelurahan having Joint Business Credit (KUBE), there are 12,464 villages/ward having Small Business Credit (KUK). The next Podes 2021 data shows that most villages/kelurahan in Indonesia work in agriculture, forestry, and fisheries, namely 72,724 villages/kelurahan in addition, there are 4,450 villages/kelurahan where most of the people work in the large/retail trade, and there are 3,151 villages/kelurahan where most of the people work in the processing industry. The number of village/kelurahan communities working in agriculture in Indonesia is supported by the existence of rivers, irrigation canals, and reservoirs in villages/kelurahan (Ramadana, C. B., Ribawanto, H., 2017). Of the 84,096 villages/kelurahan in Indonesia, there are 66,636 villages/kelurahan with rivers, there are 35,926 villages/kelurahan with irrigation canals, and there are 12,813 villages/kelurahan with reservoirs (Indonesian Village Potential Statistics 2021).

Village development is one of the government's development focuses. This is emphasized by the inclusion of village development in the government's *nawacita*. The seriousness of the government can be seen from the allocation of State Budget funds which are increasing and directed to village funds and village development (Sumpeno, 2011).

The seriousness of the government in village development efforts can be seen from the increasing allocation of revenue from the State Budget for Village Funds. From the graphic image accessed through <https://djpk.kemenkeu.go.id/>, it can be seen that the allocation of village funds in 2015 was 20.8 T. then increased by 124.8% or 46.7 T in 2016. Then it increased again by 28% or 59.8 T. Then from 2018 to 2021 it experienced a not-so-significant increase, but it shows the seriousness of the government in implementing the Village Fund program.

The village development efforts can be seen through how the village status changes based on the Building Village Index. IDM is an instrument to map the condition of villages throughout Indonesia through definite measures using various indicators regulated by the Ministry of Villages, Development of Disadvantaged Regions, and Transmigration.

Table 1
West Java Province Village Fund Allocation 2021
West Java Province Village Fund Allocation 2020-2021

Keterangan	2020	2021	Percentage
Kab.bogor	511.893.929	523.393.765	2,20%
Kab.garut	509.491.067	506.831.553	-0,52%
Kab.cirebon	456.827.649	454.574.807	-0,50%
Kab.cianjur	427.760.763	430.246.084	0,58%
Kab. tasikmalaya	403.244.314	402.887.661	-0,09%
Kab.Indramayu	393.638.379	393.162.113	0.64%
Kab. majalengka	395.234.824	391.668.514	-0,91%
Kab. sukabumi	370.128.471	377.384.015	1,92%
Kab. karawang	346.104.755	349.344.485	0,93%
Kab.Bandung	322.217.180	334.046.576	3,54%
Kab.Kuningan	307.069.415	305.029.334	-0,67%
Kab.Bekasi	257.786.371	264.332.147	2,48%
Kab. ciamis	263.028.754	263.615.735	0,22%
Kab. bandung barat	252.987.831	257.381.269	1,71%
Kab. sumedang	225.307.089	227.319.620	0,22%
Kab. Subang	215.253.211	220.076.242	2,19%
Kab. purwakarta	169.446.203	170.355.883	0,53%
Kab. pangandaran	89.358.559	90.603.565	1,37%
Kota Banjar	23.438.141	25.369.574	7,61%
Jumlah	5.940.216.905	5.990.622.942	

Source: <https://djpk.kemenkeu.go.id/>

Based on the allocation data, Bogor Regency received the largest allocation fund while Banjar City received the smallest allocation, the amount of West Java Province Village Fund allocation was seen increasing based on the data above, an increase of 0.84% in 2021. Based on the data above, there was a significant increase of 7.61% such as Banjar City, but there were also areas that experienced a decrease in allocation funds such as Majalengka District. As an industrial area of Bekasi Regency itself, there is an increase in the allocation of Village Funds by 2.48%.

Bekasi Regency has 23 sub-districts, consisting of 180 villages and 7 sub-districts where the number of villages is not in the category of Very Disadvantaged and Disadvantaged, 140 villages are included in the category of developing villages, 32 villages are included in the category of Advanced, and 8 villages are included in the category of Independent villages. (West Java Village Community Empowerment Office, n.d.) The allocation of Village Funds was distributed to 180 villages in the Bekasi Regency area.

The population of Bekasi Regency amounted to 3,113,017 data increased by 2% every year from 2010 to 2020, the expansion of development became one of the causes of the increase in population. The expansion of development is evidenced by the construction of the Cibitung-Cilincing Toll Road (CCTR) project where the toll gate will be opened in Buni Bakti Village-Babelan District, the project opens wide access for developers to carry out development there

(Redaksi, n.d.). The population in Babelan District is the second highest with a growth rate of 3% per year.

The government through various programs has made various efforts to develop the economy of rural areas. One of them is creating a business climate that encourages healthy economic development, improves the welfare of members and the surrounding community, and contributes to building the national economy as an economic organization.

One of the Government Interventions in the public finance sector for village development in the form of Micro, Small, and Medium Enterprises (MSMEs) is among others carried out through a credit guarantee program or People's Business Credit This is based on the opinion that views that MSMEs play a large role in the economy in this case large labor absorption (Zureigat et al., 2014).

According to data from the Indonesian Ministry of Cooperatives and SMEs in 2019, it shows that the number of business units reached 65,465,497 with 98.68% percent of them being Micro Business units with a total of 64,601,352. This figure increased by 1.94% from the previous year. Meanwhile, as many as 5,637, or only 0.01% are large business units. The number of workers absorbed by MSMEs in 2019 was 119,562,843 people (96.92%) while as many as 3,805,829 people (3.08%) were absorbed by large businesses. With this amount, MSMEs contributed 9.58 trillion GDP based on current prices in 2019, or amounted to (60.51%) of Indonesia's total GDP of 15.83 trillion. Based on these data, MSMEs have a large role in the Indonesian economy, especially in terms of employment and the share of GDP. One of the determinants of the strength of MSMEs in supporting the economy is the flexibility of MSMEs in facing the economic crisis as shown by the persistence of MSMEs when the economic crisis hit Indonesia in 1998. (Ministry of Cooperatives and SMEs, 2019)

Therefore, the Mantri Corner Program initiated by Bank Rakyat Indonesia (BRI) provides banking services such as PMD, PMD will be commanded by a BRI Mantri at the Village / Village Office of an area. Every day am expected to be able to help and serve the community.

Mantri is a mediating structure of social capital between village officials, communities, and BRI. For this reason, an orderly will also coordinate with business clusters, communities, and village community groups to collaborate on matters that can increase public understanding of banking products and services other than savings, such as loans, business loans, village fund management, and others. Mantri BRI also functions as a Financial Advisor by assisting prospective micro and small customers.

Similar to the Community Empowerment Program, the Village Mantri Corner Program requires a companion or facilitator who can facilitate community participation. There is a term used in social welfare science to refer to people who are assigned to carry out the process of community empowerment (Utami, 2007). Practitioners Community Development is a term used by (Laverack, 2006). Facilitator is a term used by Brodhead and also by the District Development Program Coordination Team coordinated by the Directorate General of Village Community Development – Depdagri. Animator is a term commonly used by, (Tilakaratna, 1985). (Ife, 1995) refers to it as Community Worker. While Mantri is a term used in the PMD Program owned by Bank Rakyat Indonesia (BRI).

In (Anwar, 2014) research by the community of Cibunar village and Jagabaya village, Parungpanjang District, Bogor District, West Java, on social capital in the development of

facilities/infrastructure to reduce poverty, a comparative study conducted shows that the local community has a strong village tradition, which places the village as the basis of social capital.

A strong social capital base plays a role in the development of physical facilities/infrastructure in the village starting from the proposal process, and development to village deliberation. By looking at the role of social capital in the development of facilities/infrastructure in the two hamlets, both in terms of quality and quantity, it can be concluded that social capital also has an influence, both strong and weak, on the entire quality and quantity of physical facilities/infrastructure development.

The relationship between social capital and business sustainability can be known using the theory proposed by Granovetter in Economic Sociology (Damsar, 2016), about how behavior and institutions are influenced by social relations which is a classic problem in social theory.

Granovetter proposed a concept of *embeddedness*, which is an economic action that is socially situational and inherent in ongoing personal social networks among *stakeholders*. It is also not only limited to the actions of individual actors themselves but also includes broader economic behavior, such as pricing and economic institutions that are all buried in a web of social relations.

A network of social relationships is a series of regular or similar social relationships among individuals or groups. Actions performed by members of network institutions are "attached" because they are expressed in interactions with others (Damsar, 2016). Granovetter asserts that individuals are rooted in a network of interpersonal relationships.

Looking at this theory, it can be said that social capital that occurs in the community or society covers the social life of stakeholders, in a form of social relations carried out, both with financial access (banking), with third parties (vendors), with the surrounding community who are influential in socio-economic life.

Social relationships that are established, attached, and related to economic actions or economic behavior carried out by *stakeholders* of MSME actors in business sustainability. So indirectly social capital affects business sustainability.

(Soemardjan, 1964) *Cooperation*); (2) Persaingan (*Competition*); dan (3) Pertikaian (*Conflict*). (Soemardjan & Soelaeman, 1964)

Bank BRI as a credit provider that mandates every Mantri as Financial Advisory in the Village, in its implementation always provides counseling and activities that support the productivity of business actors so that every activity is participatory. So then the theme will be used to be the direction and guideline for the preparation of this research (Alston, 2020).

Various BPS reports have illustrated positive implications for increasing economic growth from micro, small, and medium enterprises. This positive implication is certainly influenced by various factors that can affect economic growth. based on research and studies, MSMEs have had many positive roles in the village economy, but they cannot be separated from the negative roles that cause the existence of MSMEs only as signboards. To see the research gap, it is important to involve various parties who have researched Social Capital, Business Sustainability, People's Business Credit, and Micro, Small, and Medium Enterprises (MSMEs) Supporting research (Mayu & Adlin, 2016).

From (Wibowo, 2016), social capital and business continuity have a significant positive role, this can be seen at the beginning of the development of social capital that can encourage

cluster performance. Even interestingly, in the study, during the 1997 financial crisis, several Ceramics MSMEs that had opened up to bank credit capital caused a decline in business performance. However, the social capital aspect at that time could restore the problem of the financial aspect of ceramic MSMEs, this revival was due to the existence of a group of ceramic craftsmen with the concept of mutual responsibility and informal interaction to support each other's finances. To save the financial problems of Ceramics MSMEs which have a relationship with banking credit capital.

Another study, (Tedjaningsih & Sufyadi, 2020) conducted in Kamulyan Village, Manonjaya District, Tasikmalaya Regency, showed that overall social capital with a network of cooperation, *reciprocity*, trust, norms/rules, shared values, and proactive is included in the high category. The sustainability of Mendong Farming is seen from the ability of farmers to carry out agricultural business activities in procuring production facilities, capitalization, marketing, organizing groups, and obtaining information and technology, including wells. And there is a real relationship between the variables of social capital and together with the sustainability of mending farming.

Business continuity research is a person's effort to meet the needs of life by utilizing all abilities. Social capital bridges the creation of cooperation. This research was conducted in North Cimahi, Cimahi, West Java in two different business groups. (Febri Kerisyana, 2017) As a result, one group has good enough social capital for business continuity. Furthermore, in research conducted in Surakarta City in the creative industry, weaknesses were found, including (a) lack of capital for business expansion, (b) lack of ability to market products, and (c) poor financial bookkeeping management. the skills and abilities of Batik MSME business actors and craftsmen can be improved through knowledge and technology transfer strategies, regular mentoring, and training related to competencies (Bachrein, 2010). Business continuity during the COVID-19 pandemic is a decline in sales, capital difficulties, raw material difficulties, and product and government distribution obstacles.

METHOD RESEARCH

The research methods used in this study can be seen in several aspects such as approach, type of research, research location, information selection, data collection techniques, data analysis techniques, and techniques to improve the quality of research. All of these aspects are elaborated in this section with each of these explanations as follows (Suyanto, 2015).

Research Approach and Types of Research

This research was conducted to understand how MSMEs utilize the potentials that exist in their regions, and how MSMEs can manage social capital in business practices to maintain business continuity and synergize many existing strengths. This research activity is marked by an in-depth look at the activities of Hurip Jaya MSMEs that rely on social capital to maintain business continuity through a network of cooperation between villages and third parties such as the government, small or large entrepreneurs, and banks. Then the research will understand how MSMEs can maintain their business sustainability. How MSMEs sort social capital to maintain business continuity, the extent of MSMEs' ability to utilize social capital, and can ensure business continuity.

This research uses a qualitative research approach with a descriptive type of research. Qualitative research according to Taylor and Bogdan is research that produces descriptive data

in the form of written or spoken words of people and behavior that can be observed and researched (Krefting, 1991).

(Nueuman, 1994) calls descriptive research, to begin with a problem or question that has been well-defined and tries to explain it accurately. Descriptive research aims to present a specific picture of a situation, social arrangement, or relationship. The results of this study can be in the form of a detailed description of the problem or answers to research questions.

The steps for researching to understand the conversion process of economic capital, and social capital in business sustainability: (i) realize problems that occur in villages with friendly community conditions but economic activities are less developed, (ii) use the perspective of convertibility theory to connect problems that occur in the village, (iii) design research, collect data, analyze data and interpret data, (iv) notify the results Research to others so that it can be used as a foundation for other researchers or as a basis for the implementation of every program that will be held in the village by taking into account factors that have the potential to have a positive impact on business sustainability.

This approach places the researcher against something that is studied subjectively, in the sense that the researcher highly values and pays attention to the subjective views of each subject studied. This approach will try to understand the individual meaning (*subjective meaning*) of the subject under study. As a researcher, subjectivity in seeing an object does not mean abandoning the objectivity of the research itself. In understanding and developing, patterns, categories, business actors, and analysis of the processes that occur and allow capital conversion to occur. In this way, objectivity towards the subject under study can be maintained.

The selection of a qualitative approach is based on: (i) factors why business actors in the village find it difficult to develop, (ii) an understanding of economic capital, social capital, and cultural capital that is converted into other capital that can maintain business sustainability, (iii) supporting factors and obstacles in the capital conversion process. For this reason, through this qualitative approach, researchers hope to describe the process of convertibility, functional social capital in the convertible process, and the support and obstacles of convertibility as a foundation for business actors, rural communities, and subsequent research.

Based on the explanation of the types of research objectives in descriptive research, it can be said that this type of research makes it very possible for researchers to conduct in-depth investigations of various kinds of information about economic capital, MSME social capital, and the conversion process, in the efforts made by MSMEs in maintaining business sustainability, and how to use MSME functional social capital to help maintain business sustainability, and what are the supporting and inhibiting factors in the conversion process.

RESULTS AND DISCUSSION

This chapter will describe the findings in the field obtained by researchers as stated in the discussion section. The analysis used uses the basis of research objectives as in chapter I which is also based on the theoretical framework previously described in chapter II. The discussion in chapter V is carried out by linking comprehensively between the results of theoretical studies in chapter II, and the implications of findings in the field contained in chapter 4. In this chapter, the discussion will be divided into four parts regarding the conversion of economic capital, social capital, and cultural capital then will analyze the conversion with

business sustainability. Business sustainability will be analyzed using three points, namely production sustainability, sales sustainability, and raw material sustainability.

The Process of Converting Economic Capital to Social Capital

In explaining the process of capital conversion, the author uses two approaches to inputs and activities, the inputs are explained into two aspects of village funds and infrastructure development, and activities into six aspects.

In the process of converting economic capital to social capital, as Bourdieu says capital does not stand alone but has relations in the form of the possibility of change or exchange (*conversion*). Bourdieu explained that economic capital being the root of all capital cannot all be reduced to economic capital alone (Harker et al., 2016). Based on the results of capital conversion research that occurred in Huripjaya village, it can be seen during the process of input or receipt of economic capital in the form of funds in this case the provision of KUR and village funds given to the community or the development of village infrastructure and activities that allow conversion to occur.

Social capital in its application as Woolcock said emphasizes associations both vertically and horizontally between individuals, and among other entities such as communities, groups, and firms. This view emphasizes that cross-relations between people from various social sectors including religion, class, ethnicity, gender, and social status can affect a narrow sectarian view. The thing to link between social capital is called '*Bonding*' and '*Bridging*'. Based on the results of research, the conversion of economic capital to social capital can be seen during the provision of funds in the form of kur and village funds and infrastructure development in Huripjaya village. In the process, some activities can become the process of converting capital. The process of capital occurrence is divided into six aspects, including counseling and training activities, conducting *home visits* building MSME centers, appointing BRILink agents, providing halal certificates, and providing home industry training certificates.

Counseling and training conducted by banks can turn social capital into economic capital this is illustrated in information sourced from informants that the activities carried out are open to the public which means customers and non-customers can participate in these activities. This can open access to a fairly wide network for banks and all business actors based on this statement and followed by a literature review in Chapter II, the aspect of social capital contained in this activity is groups and networks. This counseling and training activity can provide access to the community and business actors to get access to economic capital. The picture that occurs in the process is that the bank coordinates with the village government (communication) to hold activities for the entire community (group), the village government appoints one of its members to be the executor of the activity (trust), the appointment is given economic capital (capital). Furthermore, this activity will create relationships between banks and the community and business actors on an ongoing basis.

The next activity is to conduct *a home visit*, in which there is a social capital of trust and solidarity. This is because this activity shows that there are efforts to convince the banking community so that the bank has sufficient trust to provide capital to business actors, the bank will also confirm to the community around the business actor this is by the theory used in Chapter II, P).

Furthermore, building MSME centers, through the development of MSME centers, is expected to be able to contribute together in improving the village economy. This activity was

initiated by the village government and private parties. Village governments assist in building infrastructure that supports the occurrence of MSME centers while the private sector can provide CSR grants to support the activities of business actors. This is consistent with the theory of *collective action and cooperation* where there is a group of individuals, common interests among them, and potential conflicts between common interests and the interests of each individual.

The next activity that can change capital in Huripjaya village is to appoint BRILink Agents, the appointment is made as an effort made by the bank to become an example of customers who have successfully developed their business. BRILink agents have an important role in providing information and communicating with the surrounding community who want to expand their business with assistance through the KUR program (Mas-Verdú et al., 2015). The appointment of an agent by the bank illustrates that the quality of social capital in Huripjaya Village is quite high. Based on this in line with the theory (World Bank, 2004) of information and communication (information and communication) that an area with low social capital is found to have poor access to information and communication. The determination of BRILink agents is also based on individuals who are local heroes in the region, so it is expected to be an example to the community. In the theory put forward by (Coleman, 1988) information channels, important social capital is information inherent in social relationships. It can be seen that, giving economic capital to agents, agents use their social capital to influence people to make loans directly to the banks. The community avoided loans with large interests and succeeded in their business.

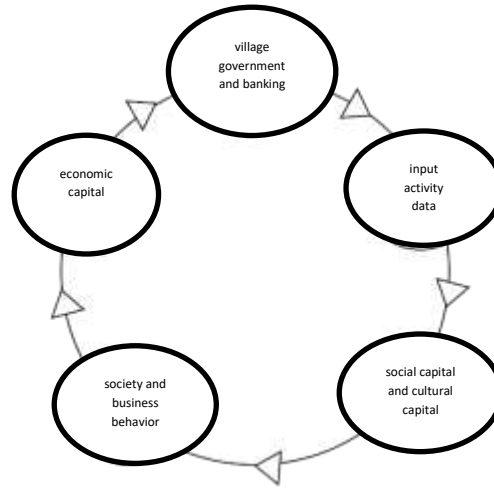
The next activity is the provision of halal certificates to business actors, business actors carrying out their business need quality improvement to maintain the sustainability of their business, one of the quality improvements is the provision of halal certificates to the products they make, the provision of halal certificates so that products can compete in the market. So that the opportunity for absorption of production results is high. The provision of certificates as a form of economic capital conversion, through additional capital to business actors, then business actors get information from working capital providers (economic capital) to carry out halal management to the authorities (social capital), then social bridging is used to obtain halal certificates (cultural capital). Cultural capital is institutionally standardized according to what is proposed (Bourdieu, Viet Studies, n.d.). The awarding of this certificate is a series of capital convertibles that go hand in hand with the activities of granting certificates of home industry training.

Every activity or activity carried out is organized and mobilized effectively in the process of providing funds (village funds) and people's business credit (kur) and developing infrastructure made to support village economic activities. The village government in every implementation of the work program will involve entrepreneurs (Chapter IV, Page 85) which will cause a multiplier effect for business actors. This is as expressed by (Bourdieu, Viet Studies, n.d.).

Economic capital in the form of currency from the bank will not be obtained by people who have not run their business, this is to the requirements for obtaining kur from the bank (Chapter II, Hal), so there are other alternatives to raise capital to do business by actively participating in every village activity or village program, which later the capital obtained is enough to open a business, and expand each of its business activities through credit facilities.

It is similar to what has been suggested (Bourdieu, Viet Studies, n.d.) that economic capital will be neither profitable nor even possible unless one imparts special competence in it (knowledge of genealogical and real relationships and skills in using them).

Based on the results of field research, the pattern of the capital convertibility process was found as follows:



Convertibility occurs in initiation by the Village Government and Banking which is channeled through activities, of course, initiation occurs through the kur program or village government work program. Furthermore, social capital and cultural capital are needed to gain access to the community and business actors, there are important aspects in obtaining networks, trust, information, and communication and finally is a hereditary lesson that will be discussed in more depth in sub bub 5.2. Furthermore, the community and business actors will get economic capital (money), this economic capital will also return to the village government and banks through the State Budget and Bank Interest deposited by business actors and the community.

Aspek Kapital Sosial dan Budaya yang Fungsional untuk Keberlanjutan Usaha

a. Group and Networks

The involvement of groups, namely the community, village government, banks, and business actors in functional social and cultural capital conversion for empirical business sustainability to understand concrete things each group in understanding the structure of each group and seeing the potential possessed to expand functional networks for business sustainability.

Groups have a role to play in disseminating information, reducing opportunistic behavior, and facilitating collective decision-making. The effectiveness of social capital provides an opportunity for structural development in the form of network associations. Efforts to fulfill this role depend on many aspects of the groups created from the process, reflecting their structure, their membership, and the way they function. Judging from this definition, banks as a group aim to be able to generate profits for their entities through bank interest to be received, and also as a tool of economic stability. The community or actors as a group have a goal, namely improving the family economy. The village government has the goal of improving the economy of Huripjaya village. This can allow exchange or change

between capitals. Through groups and networks, they can collaborate and provide mutual benefits to each group (Fadli, 2020).

The network aspect can also be described between business actors and business actors (B2B), these business actors can convert their capital through similar networks, for example, pond business actors, who have similar pond businesses, with pond business actors located adjacent to their businesses. They can exchange information and strengthen networks between similar businesses.

This network also has important aspects in maintaining two aspects of business continuity, namely, the sustainability of sales and the sustainability of communication raw materials established with banks, village governments, or business actors the business actors themselves can open market expansion by maximizing word-of-mouth marketing techniques), so that sales can increase. Next is the sustainability of raw materials, which can be converted through the existing network. Such as the relationship between stall sellers and suppliers of stall raw materials, which makes it easier for stall owners not to buy their raw materials in the market at a considerable distance. So that the costs incurred by business actors can be *absorbed* through their social capital. Furthermore, in maintaining the quality of raw materials, their business actors coordinate with similar business actors for supplier information that has good quality in raw materials. Furthermore, the parties showed actions to strengthen groups and networks by appointing agents in charge of social *bridging* between groups. This facilitates information and communication between groups so that the process of capital conversion can be easily carried out.

b. Trust and Solidarity

Social capital activities that can function functionally in business sustainability, in economic activities in Huripjaya Village. Trust is an important aspect of business continuity, a thing that needs to be considered in looking at the social capital of a region, including social capital (linking). The convertible perspective can be seen through the trust between banks and business actors in Huripjaya Village. The trust built between business actors and banks can be seen when the banks provide loans to business actors. Kredit Usaha Rakyat or KUR, is a loan given to business actors without providing collateral. This is what causes trust to become an important aspect of social capital in maintaining business continuity. Trust is also not built only from the banking party to business actors, but between business actors and other business actors who are now better known as Business to Business (B2B), this is illustrated when village business actors, need loans to business actors as collectors of fishermen's products because the relationship that has been built for a long time has caused trust between business actors. The next relationship of trust is between the government and business actors and the community, where the government itself entrusts each village program to village business actors and the community by taking into account professionalism in each program held. The next aspect of social capital is solidarity which is illustrated in every activity held by village governments, communities, business actors, and banks, according to Durkheim (Kenny & Susan, 1946) solidarity is divided into two based on similarities and differences. Based on the similarity, it can be seen that village governments, banks, communities, and business actors have similarities to both want to improve family economic welfare which can ultimately improve the village economy more broadly, this can be seen in the presence and implementation of activities held with

collaboration between stakeholders, the support can be given in the form of time or material they have. Based on the differences, it can be seen that the banks have a tough business mentality and have broad business insight, while rural people tend to have a business mentality that does not focus on improving their business. This is proven by the banks by always providing socialization and education to the public.

Based on aspects of trust and solidarity that have the potential to have functional business continuity, trust relationships, and business continuity can be seen from the higher the level of bank trust in business actors, business actors can obtain additional working capital to expand their business. This is in line with the continuity of production, and the continuity of sales. Business actors can expand the market without having to worry about a lack of capital because banks that have a high level of trust in business actors can provide working capital. This high level of trust in the banking industry, of course, needs to look at the track record, this is what causes the relationship between banks and business actors not only to be a relationship of obligations and expectations but also a relationship based on aspects of trust.

c. Information and Communication

Coleman revealed that flexibility of access to information in social structures to encourage community activity, as well as lack of information flow tend to make people indifferent or hesitant in doing things. Furthermore, (Ariana et al., 2018) explained that social capital among business actors can increase cooperation that allows continuous sharing of knowledge (information) and experience between them. This knowledge can be in the form of information about raw materials and market opportunities. Based on the above definition, information becomes important in terms of conversion and business continuity. That information can encourage community activities, this is illustrated in this study where the activities held are informed through rapid WhatsApp and word of mouth to people who want to join an activity. The activities held will convert aspects of social capital to social linking information, it brings the public into information about our programs and other programs held by the bank. As in the findings in the field, social linking brings business actors to access capital so that with the capital obtained business actors can expand their business. Activities and actions become important as a form of the information concept that information providers and recipients of information will exchange information which is one of the strengths of business actors, communities, banks, and village governments.

The participation of stakeholders in activities or actions is also an opportunity for stakeholders to listen to each other and understand what each other's needs and desires are. So that this information can be used by village governments and banks to provide services that are by the needs of business actors, as well as business actors who get information about what things are needed by business actors. The findings of the field results illustrate the provision of information from the bank to business actors for the management of halal certificates, with the provision of halal certificates, the sustainability of the production business is obtained, as well as the aspect of social capital trust can increase because product quality increases. Information about raw materials in each business actor is also important to get ease in supplying and pay attention to the quality of the supply.

Furthermore, regarding communication, one of the important aspects of convertibility is that it is also a community strengthening and community development aimed at improving

welfare or alleviating community poverty, among others, by increasing access to information through communication and education programs in connection with the above theory information and communication become an important unity in the conversion process, Information will be conveyed through communication through the program. The same thing happened in Huripjaya village where to provide information to business actors and the community, BRI held a program to communicate information. To create *social bridging* between the village government, business actors, and banks. The openness of institutions also allows the creation of space for business actors to convey what is their needs and what is difficult. So communication is also not *top-down* but communication can also be *bottom-up*, to produce *win-win solutions* in the community, in this case, business actors.

d. Hereditary Lessons (Inheritance of Recipes)

Cultural capital that merges with one's mind and body (*embodied*) whose state or quality can be converted into Economic Capital. Formed, and developed through formal or informal training or informal to achieve a *state* or quality worthy of being considered as capital that can be converted into Economic Capital, and then money. Through this statement in the field results obtained, it was found that there is a conversion of cultural capital that occurs, cultural capital that merges with one of the business actors (*embodied*), such as the ability to cook taught by the parents of business actors, it provides opportunities for business actors to start a business (economic capital). Based on cultural capital converted into economic capital, business actors also build relationships between business actors and the community, business actors who become informants are known to be active in every activity in the village, so this opens up opportunities for information to get credit to banks.

This is an opportunity for business actors to get additional capital to expand, and improve business sustainability. It is confirmed that cultural capital owned by business actors can turn into economic capital and economic capital turn into social capital (*information and communication*) and finally become economic capital again. To increase the income of business actors, business people who previously rented a place to do business, now the place of business he occupies has become his.

CONCLUSION

The conclusion of the aspects of functional social and cultural capital for business sustainability in Huripjaya Village itself is four points, the first is networking, the second is trust, the third is information and communication, and the fourth is hereditary lessons.

This aspect of the network is important to strengthen in maintaining business sustainability, especially in the sustainability of sales and raw materials. If the network is strengthened, business actors can sell their products so that development in business can be realized. The networking aspect can also link between social capital called bonding and bridging.

The trust aspect has a function in maintaining social bonding between banks and business actors, and business actors with other business actors (B2B). The bank has done this effectively by making home visits. Furthermore, the relationship between business actors and suppliers (B2B) is based on trust that can provide opportunities for business actors to access economic capital (opportunities to make loans).

Furthermore, the Information and Communication Aspect, aspect has a function in educating and promoting programs. The information is communicated through the program carried out. The program carried out involves archiving stakeholders so that convertibility occurs. Information and communication that occurs in Huripjaya Village are obtained from the program, village orderlies, and Brilink agents directly.

The last aspect of learning is hereditary, this cultural capital has a function in the process of convertibility. The ability to cook, which is passed down from generation to generation, can provide money (economic capital) to business actors.

The conclusion is that businesses, governments, and banks ultimately receive direct profit conversion through money and wealth. How this will lead to business continuity.

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Wimba Wisesa¹, Robert M.Z Lawang² (2023)

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