

Pengembangan Kapital Sosial Pelaku UKM melalui Pemanfaatan Pasar Online Mekarsari (POM) = Social Capital Development of SME Actors through the Utilization of Pasar Online Mekarsari (POM)

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Abstrak

Skripsi ini membahas pengembangan kapital sosial pelaku UKM melalui pemanfaatan Pasar Online Mekarsari (POM). Penelitian dengan pendekatan kualitatif dan jenis penelitian deskriptif ini dilakukan dari bulan September 2020 hingga bulan Mei 2021. Pengumpulan data dilakukan melalui wawancara mendalam yang melibatkan sebanyak 6 informan dan observasi partisipatoris. Penelitian ini menjelaskan proses pengembangan kapital sosial antara anggota POM melalui identifikasi kegiatan terhadap bentuk kapital sosial. Penelitian ini menjelaskan bahwa bentuk kapital sosial yang teridentifikasi dalam kegiatan pelaku UKM di POM meliputi obligations, expectations, and trustworthiness of structures, information channels, dan norms and effective sanctions. Hasil dari penelitian menyimpulkan bahwa melalui berbagai kegiatan yang diikuti oleh anggotanya, maka relasi sosial antara anggota POM sebagai aktor sosial terus berkembang meskipun seluruh kegiatan dilakukan secara daring melalui platform chatting online. Selain itu, manfaat yang didapatkan dari keterlibatan anggotanya di POM nyata dan terasa secara luring. Manfaat yang didapatkan dari kapital sosial yang telah terbentuk berupa manfaat informasi dan solidaritas.

.....This study discusses the development of SME actors through the utilization of Pasar Online Mekarsari (POM). This qualitative research with descriptive design was conducted during September 2020 until May 2021 and the data was obtained through in-depth interviews with 6 informants and participatory observation. This study explains the process of social capital development among POM members by identifying activities with forms of social capital resources. This also explains that forms of social capital resources are obligations, expectations, and trustworthiness of structures, information channels, and norms and effective sanctions. The findings in this study concluded that social capital in the POM community grows and comes about through social relations in the activities which the members actively participated in, all on a digital platform. Furthermore, the benefits reaped from participating in POM are felt offline. The benefits obtained from the social capital that has been fostered are in the forms of information and solidarity.