

Keserasian lingkungannya dan jaringan sosial dalam aktivitas ekonomi perkotaan : studi kasus lima usaha tanaman hias di Kota Pekanbaru

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Abstrak

This research try to reveal the social network in the economic activity, because it looks as the social capital for maintain the existence and development economic effort. As theoritical, strong and weak the social network get influence by the trust, but the high trust will be to the sides which have the family relationship, friendship and the same ethnic. The result research to five the effort of adorned plants indicated that social network went on between the entrepreneur with aganed, etrerpreneur with land owner, enterprenuer with consumer and between the entrepreneur of adorned plant. Use the land without contract, giving the payment arrears and management the effort bough by the washer is the result of the social network which be in the effort of adorned plants. The high trust in the social network not usually have the family relationship and the same ethnic.