

The Meaning of Capital In The Perspective of Cultural Norms For Fish Cracker Entrepreneurs in Srowo Village, Gresik Regency

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ABSTRAK

Latar belakang pada penelitian bahwa mengembalikan modal usaha yang berasal dari modal yang ada di Desa Srowo. Penelitian ini bertujuan untuk Menelaah makna modal dalam perspektif adat istiadat dan makna modal dalam perspektif folkways atau kebiasaan pada Pengusaha Kerupuk di Desa Srowo Kabupaten Gresik. Penelitian ini menggunakan metode kualitatif. Subjek dalam penelitian ini adalah para Usaha Kerupuk Ikan di Desa Srowo Kabupaten Gresik, sedangkan pengambilan sampel menggunakan teknik Non Probability Sampling dengan menggunakan Purposive Sampling. Alasannya adalah karena pengambilan sampel lebih memiliki ciri atau generalisasi. Sampel yang diteliti peneliti adalah Bapak Kinun selaku perangkat Desa di Desa Srowo dan juga salah satu pengusaha kerupuk yang peneliti gunakan sebagai gatekeeper orang pertama sumber data peneliti yang memahami dan memiliki pengalaman. Teknik analisis menggunakan metode pengumpulan data melalui wawancara, Reduksi data, penyajian data, dan verifikasi. Hasil dari penelitian ini menunjukkan bahwa Kepatuhan yang disebabkan adanya pengabdian pada nenek moyang dengan menjaga warisan yang dapat dijadikan sebagai peluang usaha dalam menjalankan kewajiban untuk mencari nafkah. Laba inovasi yang disebabkan adanya keberhasilan usaha dari investasi dan pencapaian dalam keberlangsungan usaha mereka.

Kata Kunci: Modal, Norma, Budaya

ABSTRACT

The background in this research is the idea of being able to return business capital from existing capital in Srowo Village. This study aims to examine the meaning of capital in the perspective of customs and the meaning of capital in the perspective of folkways or habits of cracker entrepreneurs in Srowo Village, Gresik Regency. This study uses a qualitative method. The subjects in this study were Fish Cracker Businesses in Srowo Village, Gresik Regency, while the sampling used the Non Probability Sampling technique using Purposive Sampling. The reason is because sampling has more characteristics or generalizations. The sample studied by the researcher was Mr. Kinun as the village apparatus in Srowo Village and also one of the cracker entrepreneurs who the researchers used as the gatekeeper, the first person as the researcher's data source who understands and has experience. The analysis technique uses data collection methods through interviews, data reduction, data presentation, and verification. The results of this study indicate that obedience is caused by devotion to ancestors by preserving inheritance which can be used as a business opportunity in carrying out obligations to earn a living. Innovation profit due to business success from investment and achievement in their business continuity.

Key words: Capital, Cultural, Norms

INTRODUCTION

Gresik is one of the cities that is famous as an industrial city because Gresik has many kinds of industries ranging from the electronics industry, fertilizer industry, cement industry,

textile industry to the home-scale food industry. This fish cracker production center in Srowo Village is one of the famous villages in Gresik for its fish cracker production. The fish

crackers are one of the most excellent products in Gresik. Based on the results of direct interviews with Mr. Kinun, a resident of Srowo Village, Gresik Regency. The following is data on residents in Srowo Village, which there are 56 people selling various kinds of fish crackers

The data shows that the community in Srowo Village is approximately ±300 families of which 56 families are the production of fish crackers typical of Srowo Village. The production per day of the Srowo Village community is known individually with an average production of 20kg to 150kg per day.

Capital can be interpreted as spending to buy capital goods and production equipment to increase the ability to produce goods and services available in the economy. From the results of the interview with Mr. Kinun, the following is the capital used for the fish cracker production business in Srowo Village

The data also shows that the capital used by fish cracker entrepreneurs in Srowo Village comes from foreign capital (loans). Mardiyatmo (2008) said that own capital is capital obtained from the owner of the business itself. Own capital consists of savings, donations, grants, relatives, while foreign capital or loans are capital that is usually obtained from parties outside the company and is usually obtained from loans. According to Santosa and Handayani (2018: 82) the cost of capital is the cost that must be incurred or must be paid to get capital. The cost of capital is the income obtained from assets to meet the requirements of the source of funds.

From this phenomenon, a problem or research gap emerged, namely the idea of being able to return business capital from existing capital in Srowo Village. When cracker entrepreneurs are able to manage business capital optimally, optimal profits will be achieved as well, cultural norms attached to cracker entrepreneurs in Srowo Village can build awareness about the importance of the capital obtained. Based on this background, the author took a study entitled "The Meaning of Capital in the Perspective of Cultural Norms

on Fish Cracker Entrepreneurs in Srowo Village, Gresik Regency"

LITERATURE REVIEW

Capital

According to Surdaryono (2017; 333-334) Capital is a collection of money or goods that are used as the basis for carrying out a job. In English, capital is called capital, namely goods produced by nature or humans to help produce other goods needed by humans with the aim of making profits.

Micro, Small And Medium Enterprises

The Central Statistics Agency (Latumaerissa, 2015:405) classifies a business based on the number of workers. Micro Enterprises are businesses that have 1-5 employees. Small Business is a business that has 6-19 employees. Medium-sized enterprises have 20-99 employees and large enterprises have at least 100 employees.

Cultural Norms

Culture is etymologically derived from the Sanskrit language, namely buddhaya. Koentjaraningrat (2015:11) says culture is the plural form of buddhi which means reason, then culture is "mindfulness" which is defined in the form of creativity, intention and taste. So that culture can be interpreted as the result of creativity, initiative, and taste itself created by a group of humans in the form of behavior, values, beliefs and symbols that they receive unknowingly and are passed down through the communication process from one generation to the next.

METHOD

In this study, researchers used a qualitative approach by providing a general description of the phenomenon that occurs in the meaning of capital in the perspective of cultural norms for cracker entrepreneurs. The subjects in this study were Fish Cracker Businesses in Srowo Village, Gresik Regency. The sampling technique used in this study was purposive

sampling. Purposive Sampling is a sampling technique with certain considerations. This sample is more suitable for qualitative research, or research that does not generalize. To create a framework for respondents, the researchers chose Mr. Kinun as the village apparatus in Srowo Village and also one of the cracker entrepreneurs that the researchers used as the gatekeeper, the first person as the researcher's data source who understands and has experience. Location This research was carried out in the village of Srowo, Gresik Regency. Srowo village is one of the villages famous for its fish cracker production. Taking data through interviews aims to determine the meaning of capital from the informants directly. Data analysis in qualitative research is carried out during data collection, and after completion of data collection within a certain period. At the time of the interview, the researcher had analyzed the answers of the interviewees. If the interviewee's answer after being analyzed feels unsatisfactory, then the researcher will continue the question again, until a certain stage, obtained data that is considered credible.

RESULTS

Capital Meaning Results

Capital in the form of money used in purchasing raw materials is very important. Capital knowledge / knowledge owned by the Srowo village community in the form of knowledge of recipes and how to make them. As well as innovation in the tools used. Social capital is in the form of mutual cooperation and mutual assistance in achieving common goals.

Customary Perspective Capital Results

Based on the results of research testing shows that discipline has a positive and significant effect on employee performance. The results of a positive influence illustrate that the higher the discipline, the higher the employee's performance.

Folkways Perspective Capital Results

People's habits or behavior in business continuity, achievement and investment as well as loyalty and pleasure in achieving business success and feedback.

CONCLUSION

Based on the results of the study entitled Meaning of Capital in the Perspective of Cultural Norms on Fish Cracker Entrepreneurs in Srowo Village, Gresik Regency, the following conclusions were obtained: 1) Obedience caused by devotion to ancestors by preserving inheritance which can be used as a business opportunity in carrying out obligations to earn a living so that it can be used as a livelihood that creates gratitude and responsibility in everyday life; 2) Innovation profit due to business success from investment and achievements in the sustainability of their business so that they get reciprocity or feedback in the form of loyalty and pleasure among cracker entrepreneurs in Srowo Village, Gresik Regency. Gresik Regency is to interpret the capital obtained, which is part of the customs of the ancestors who create habits in running the cracker business...

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