

BONDING, BRIDGING, AND LINKING SOCIAL CAPITAL IN EMPOWERING YOUTH IN KAMPUNG MARKETER, INDONESIA

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ABSTRACT

Industry 4.0 born from the advancement of science and technology characterized by the use of IoT in the industrial world encourages social and economic change, diversification of livelihoods while also being a challenge in economic adaptation. The large use of the internet industry is a challenge for Indonesia with the high youth unemployment rate. Therefore, innovation needs to be in response to the problem of unemployment in the Era of Industry 4.0. *Kampung Marketer* is one of the models of empowerment that in the process adheres to the principles of Social Capital integrated in the form of social bonding, social bridging, and social linking. This research aims to analyze social capital in empowerment in *Kampung Marketer* located in Tamansari Village, Karangmoncol Sub-District, Purbalingga Regency of Central Java Province, Indonesia. This research uses qualitative research methods with case study approaches, data collection techniques in this study using observations, interviews, and documentation studies. Validation of data is done by the triangulation technique. *Kampung Marketer*, empowered teenagers, and partners have an internal network (network) to maintain each other and strengthen the structure in it where each part of the structure in this empowerment has different tasks and functions and complements each other. Each network is interconnected and has a resiprocity function. *Kampung Marketer* was able to reduce the number of unemployed in the village through online businesses and suppress the high rate of urbanization in the local village. On the other hand with the number of partners who come also give multiplayer effect with the arrival of *Kampung Marketer*, many houses that open small businesses and rent out their homes to become *Kampung Marketer* offices.

KEYWORDS: Bonding; Bridging; Linking; Social Capital; Empowerment

1. INTRODUCTION

Industrial Revolution 4.0 is closely related to the development of technology that can be used as a strategy in carrying out patterns of community empowerment. It is reviewed from many social media such as Facebook, WhatsApp, Line, Instagram, Google, YouTube, and so on which is often functioned as a marketplace. The reality of the emergence of social media as a marketplace is that it provides a form of social change, especially human behavior in shopping from offline to online systems that can actually increase economic income while having an impact on well-being.

Technology as a result of the development of indirect science obtained by the public about how to benefit from the development that occurs, so it is important to hold training managed by institutions / insititusi in providing learning opportunities to understand its mastery. In Indonesia, people are familiar with the internet, as APJII (Indonesian Internet Service Users Association) research shows that the number of internet users increased year on year with details in 2014, internet users in Indonesia only reached 88 million people while in 2016, APJII survey mentioned there was an increase in the number of users to 132.7 million users. Then, in 2017 the number is increasing. That year, internet users totaled 143.26 million. This number continued to soar until 2018 reaching 171.17 million users (APJII Bulletin, 2019).

The amount of internet use becomes a challenge to be able to manage and gain benefits. This is because without being able to have the skills in technological mastery will contribute greatly to the number of unemployed, even the Mckinsey Global Institute analysis (in Satya, 2018), suggests that Industry 4.0 has the highest impact in the employment sector, where the power of robots and machines will eliminate many jobs around the world. That's why the development of the 4.0 industrial revolution and empowerment in society is very important to do, considering that the fourth world revolution is synonymous with information technology that has become the basis for managing and regulating human life, so that things become borderless with unlimited use of computing and data power, as it is influenced by the massive development of the internet and digital technology that is the backbone of human and machine movement and connectivity (Rohida, 2018).

The fact related to the importance of the introduction of technology that is able to support skills with empowerment collaboration can be seen from the existence of Marketer Village in Tamansari Village, Karangmoncol Sub-District, Purbalingga Regency which is able to empower the surrounding community by promoting the education curriculum "online marketing" to train the residents of Tamansari Village to be competent and have competitiveness in the field of IT (information technology) so as to increase income and reduce the number of disadvantaged people in the area. The decrease in the rate of bullying can be obtained from bps data (2016), where in 2015 there was a decrease in the number of understr population in Karangmoncol Sub-district which initially was at 33% of the number of families while in 2016 there was a decrease to 24% of the number of existing families.

In line with this phenomenon, in Chasanah Nur's research (2018) on The Implementation of Knowledge Management with Soft System Methodology Approach (Case Study: Kampung Marketer, Purbalingga) explained that there is a conceptual design in Kampung Marketer learning method which is one element of the increase in knowledge that can add skills to the community.

This study aims to analyze social capital in empowerment in Kampung Marketer located in Tamansari Village, Karangmoncol Sub-District, Purbalingga Regency of Central Java Province, Indonesia.

2. LITERATURE REVIEW

Community empowerment efforts are development processes that can be done individually or communitive through the role given. This role is defined as a series of strategies carried out by individuals/groups in carrying out obligations to achieve their rights (Wiyarti, 2007). The role is inseparable from the status that establishes prestige over one's social degree in societal life, this is then because the role is the over-name of the use of rights and obligations to regulate and perform maximum management to each individual/group (Susanto, 1983).

Kampung Marketer in Purbalingga Regency started from a social group formed because social unity is integrated with the common interests, namely trying to prosper members and communities in Karangmoncol sub-district through online marketing. So Kampung Marketer as a community (community) in sociological effectiveness is a local that can be distinguished from the wider community (society) through the depth of commonity of interest or one higher level of interaction. The members who are netted in the community always have a common need (common needs) even if not intertwined together can be said not as a community (Jime efe in Nasidan 2015). Similarly, Bouman (1976), explained that the group was a series of alliances that demanded close and long-lasting bonds that in some cases aimed to gather many people.

The background of the formation of social groups in sociology is also influenced by a shared faith, the fact that the grouping and purpose (shared faith), hayatan lived by members of the group, thus embodying the ideology that binds all members (Susanto, 1983). The ideology created by the empowerment of Kampung Marketer comes from the creation of social capital that is built in isolation.

This social capital itself Putnam (1993) is as an aspect in social institutions, such as social networks, norms, and trusts that can improve efficiency in a society through coordinated measures. So that this form of cooperation will always be easier to happen in a community that has inherited a certain amount of social capital in the form of rules, reciprocal exchanges and networks of agreements between citizens as done by Kampung Marketer.

3. MATERIAL & METHODOLOGY

3.1. Data

This research data type is qualitative data. Location in this study in Tamansari Village, Karangmoncol District, Kabupetan Purbalingga, Central Java Province, Indonesia. The data sources in this study consist of primary data and secondary data. Primary data is collected directly by researchers through observations, interviews, and documentation studies at the research site. Meanwhile, secondary data in this study in the form of supporting documents such as books, journals, and various algorithms and pixels that exist in social media as part of the technological developments used by Kampung Marketer.

3.2. Method

This research was conducted in Kampung Marketer located in Tamansari Village, Karangmoncol, Purbalingga. This study uses a type of qualitative research with a case study approach. Case studies

are intensive or in-depth studies of one member of the target group of a research subject (Ulber Silalahi, 2012) which is usually used to examine the only circumstances in society that are examined in more depth (Sugiyono, 2007).

Data collection techniques in this study by making observations during, in-depth interviews to; 1) Head of Tamansari Village, 2) Founder of Kampung Marketer, 3) Marketer Village Manager, 4) Community empowered Kampung Marketer, 5) companies that cooperate with Kampung Marketer. In addition, researchers also used documentation study techniques. The informants in this study were selected using purposive sampling with maximum variation sampling.

The authors used Triangulation Technique in measuring the validity of data through data credibility testing through observation techniques with interview techniques during the data collection process. Data analysis techniques that have been collected using the entire case or in the form of intertwined analysis, i.e. an analysis for specific, unique or extreme cases (Yin, 2011).

4. RESULTS AND DISCUSSION

4.1. Result

Based on Village Information Data (2019), the area of the village's land area is 600 ha with the general condition of the area is rice fields with irrigation area of 131 ha and rice fields tadah hujan 40 ha, then fields (tagelan) with an area of 168 ha, land for residential areas of 135 ha, plantations 76 ha, and land utilized for other businesses of 49, 2 Ha.

The establishment of Kampung Marketer is basically based on awareness of social problems, especially high unemployment, poverty, and stuttering against technology. Especially in the era of the industrial revolution that entered phase 4.0, where the change in attitudes towards consumerist behavior of Indonesians who moved more from the off-line system to online, then the imaginary skill towards technology can be very important in the value of jobs. Therefore, such problems caused Nofi Bayu one of the people who has pursued digital marketing since sitting in college in Jakarta, namely at STAN (State Accounting College) established endidik program and community training to be competent in IT, so that in the process can increase revenue.

This innovation program is Kampung Marketer in its history was established first with the name Digital PBG (Purbalingga) in 2013. Then for wider reasons and in the field of online marketing, the joint initiation was formed under the name Kampung Marketer which initially began to take shape on June 1, 2017 and the cooperation process with partners (companies/MSMEs) on August 27, 2017, until now has 20 empowerment locations located around Tamansari Village, Tanjungmuli, Rajawana, Tajug all centered in Karangmoncol Sub-District, Purbalingga Regency.

In addition, Merketer Village in an effort to achieve this vision and mission to conduct education and mentoring to empowered communities. Education is carried out by compiling an online marketing-based curriculum with several levels of formation, among others;

a) Customer Service (CS), Customer service education provided by Kampung Marketer in improving human resources is to conduct a series of initial education for the skills of handling potential buyers through a chat app, the application used is WhatsApp and Facebook so that it is expected from this education to be able to convert potential buyers to become real buyers.

b) Advertiser, Education in advertisers is to conduct a pattern of activities to improve the skills of maintaining engagement and managing potential buyers and customers on social media channels so that it becomes a brand. The social media used in this development is fixated on the utilization of ads in Facebook, Instagram, and Google Ads that use and record pixel data on the habits of social media users.

c) Social Media Admin, Education in social media admin is done in an effort to improve the skill in utilizing full use of digital media to create advertising strategies for product/service offerings to prospective buyers on the offer of products to be sold.

d) Content Writer, the last educational curriculum conducted by Kampung Marketer serves to increase expertise in the process of producing an interesting content for a brand in online media, so as to encourage shoppers to trade online.

The impact of empowerment carried out by Kampung Marketer has created a culture of innovation through social capital to continue to grow and compete in the world of technology, especially related to digital marketing, as well as continue to provide benefits for karangmoncol villagers, Purbalingga, Central Java, Indonesia.

4.2. Discussion

Social Capital of Youth Empowerment in Kampung Marketer

Social capital can be an adhesive for each individual, in the form of norms, beliefs, and networks of work, so that there is mutually beneficial cooperation to achieve the goals carried out together. Social capital is also understood as knowledge and understanding shared by the community, as well as a pattern of relationships that allows a group of individuals to perform one productive activity. This is in line with what the World Bank (1999) put forward in which social capital is not defined by only a number of institutions and social groups that support it, but also a social glue that maintains the unity of the group members as a unit.

The implementation of social capital is an informal norm and not a formal constitutional rule, there is a relationship activity between two or more people, there is reciprocity (reciprocal relationship),

manifested only in a very close relationship (friendship) rather than a formal relationship, and all of it is carried out for the achievement of the desired purpose. Fukuyama compared the characteristics of Southeast Asians whose levels of social relations were high with European and American communities that tended to be individualists.

Coleman's research (2009), focused on the utilization of social capital in the formation of human capital. Coleman defines social capital as an important source for individuals and greatly influences their ability to act to improve their quality of life or is often referred to as human capital. Coleman further illustrates that social capital can facilitate the achievement of difficult-to-achieve goals. This social capital will always be formed when the relationship between people undergoes positive changes that make it easy for a person to take action. As with human resources, social capital also does not have a real form, but can be felt through skill and knowledge in facilitating activities and forming networks or relationships between people in their social groups.

One of the approaches to youth empowerment is planned, systematic and sustainable, namely with the approach of social capital optimization, which the author calls the concept of youth development based on social capital. Social capital was introduced by Putnam while researching in Italy in 1985. Its people, especially in Northern Italy, have a very high political awareness, because each person has a great interest in getting involved in public matters. Putnam in Field (2010), revealed that relations between communities are more horizontal, because all societies have the same rights and obligations. Putnam in Field (2010), reveals social capital is part of social life, networks, norms, and beliefs that encourage participants to act together more effectively to achieve all common goals. In social capital includes good will, friendliness, mutual sympathy, as well as close social relationships and cooperation between individuals and families who form a social group. Bourdieu in Field (2010), the difference between economic capital, cultural capital and social capital, and describes how the three can be distinguished from each other judging by the level of ease to convert.

In the effort to empower youth by Kampung Marketer, there are elements of social capital that are the basis of actors who play a role in it. Social capital can be known from participation between social networks, belief systems, and social norms, and is enhanced by a pattern of reciprocity. With the potential and social capital that can be created youth empowerment through Kampung Marketer as a facilitator that brings together marketers from youth who are empowered by competency training conducted by Kampung Marketer such as Costumer Service, Advertiser, Customer Service (CS), Social Media Admin, and Content Writer with companies that need marketing personnel to increase sales of its products (patner).

Kampung Marketer, empowered youth, and partners have an internal network (network) to look after each other and strengthen the structure in it where each part of the structure in this empowerment has different tasks and functions and complements each other. Each network is interconnected and has a reciprocal function. The network facilitates communication and interaction, enables growing trust and

strengthens cooperation. The community/organization then builds a robust network of cooperation both formally and informally based on agreed norms.

Second, the trust system that exists on each network that is formed as a social network unit in the effort to empower youth and for partners who join get trained customer service hr with a high conversion rate that is ready to help maximize the conversion of partner sales. Led by competent leaders, ensuring customer service has maximum performance. We uphold business ethics for not utilizing product data from partners. Let's say partner testing products and bestsellers, we uphold the culture of not participating in the sale of such products. As for accidental, suppose fitting testing happens to be the same product, it is out of the plan and intentional.

Social capital is integrated into the village youth empowerment efforts by Kampung Marketer in the form of bonding, bridging, and linking. Bonding, refers to a "close" bond with this type of society. Bonding social capital is seen in youth empowerment efforts by Kampung Marketer. Kampung Marketer empowers the local villagers who already have a culture and the closeness of social distance between Kampung Marketer and the youth of Tamansari Village. This is an opportunity that can be utilized to develop social capital bonding.

4.2.1 Bonding Social Capital

Social bonding is a relationship between adjacent groups that allows interaction in dividing knowledge as well as being done as an adhesive of relationships between groups. In Putnam's discussion, it can be concluded that networking and cooperation are inseparable. Bonding social capital plays a role in creating a strong shared identity. This is important as one of the conditions of fostering the group's internal cooperation. In the process of network formation, fostering a climate of cooperation is a condition other than shared values and norms (Fukuyama, 2005). From the results of this study can be identified social bonding in youth empowerment in KM as follows.

Table 4.1. Identification of Bonding social capital in Empowered Marketer Villages, Partners, and Youth.

No	Social Capital Identification	Bonding Social Capital Integration
1	Social networking	Close neighborly relationship between <i>Kampung Marketer</i> CEO, manager, and empowered youth in Tamansari Village.
2	Trust system	The trust system between <i>Kampung Marketer</i> and Partner conducts working relationships in accordance with the norm; <i>Kampung Marketer</i> with teenagers empowered in the improvement of Digital Marketing competency prioritizes family values.
3	Social norms	There are social norms between <i>Kampung Marketer</i> , Partner, and youth empowered based on a defined agreement. Islamic norms apply to the teenagers of <i>Kampung Marketer</i> in terms of dressing.
4	Reciprocal relationships	The relationship of retribuiivity in dividing knowledge in training provided by <i>Kampung Marketer</i> kepda youth who are empowered regularly and sustainably.

(Source: Primary data, processed August 2020)

4.2.2 Bridging Social Capital

Bridging, refers to having a diversity of relationships between different types of networks. Group membership is usually heterogeneous from a variety of socio-cultural backgrounds. Relationships that are built will always be based on the interests for mutual benefit, trust, and norms that exist and have been awakened all this time. His standout ability is to bridge or connect relationships between individuals and different groups of origin identities. This bridging opens up information opportunities out, making the external potential and opportunities of a community accessible. The principles embraced in this bridging social capital grouping are universal about togetherness, freedom, values of disposition and humanity, open and independent.

In empowering in *Kampung Marketer*, the relationship between facilitators and empowered youth enables partners consisting of individuals and companies who join using the services offered by *Kampung Marketer*.

Table 4.2. Identify Bridging Social Capital in Empowered Marketers, Partners, and Youth Villages.

No	Social Capital Identification	Bridging Social Capital Integration
1	Social networking	<ul style="list-style-type: none"> • <i>Kampung Marketer</i> membership consists of cross-strata social • To create a breeding ground for <i>Kampung Marketer</i> thanks to its achievements during this time • CEOs have extensive social relationships • Partners incorporated in <i>Kampung Marketer</i> are Heterogeneous, coming from various circles
2	Trust system	<ul style="list-style-type: none"> • Trust systems are embraced in carrying out empowerment and upholding business ethics to partners. • Provide data conversion rate to partners as performance report
3	Social norms	Partners who are members of <i>Kampung Marketer</i> meet the agreed terms in writing.
4	Reciprocal relationships	Retribuivity occurs in empowered Marketer Villages, Partners, and Youth. The collaboration of the elements provides mutually beneficial reciprocity. <i>Kampung Maketer</i> as a facilitator can empower youth and earn revenue from collaboration, and partners can increase the sales of their products.

(Source: Primary data, processed August 2020)

The growing social capital of bridging can see an increase in partner users of *Kampung Marketer* services whose numbers each year increase significantly in line with the increasing number of empowered youth. Bridging social capital that enables open access to opportunities to access other potential capital, can also strengthen and develop relationships between other groups. Over the past 3 years, *Kampung Marketer*, Partners, and empowered youth have agreed on norms and consensus in collaboration.

4.2.3 Linkning Social Capital

Relationships between organizations allow for the management of resources owned by organizations that have different levels of hierarchy structure with the social linking. The identification of social linking in empowerment carried out by *Kampung Marketer* in Tamansari Village is as follows:

Table 4.3. Identification of Linking social capital in Empowered Marketer, Partner, and Youth Villages

No	Social Capital Identification	Linking Social Capital Integration
1	Social networking	<ul style="list-style-type: none"> • Network with different outside parties levels, between KM and local government agencies. • Nofi Bayu network on the agency's funding source to KM in an effort to empower • Nofi Bayu's social relationship with various media covering <i>Kampung Marketer</i>
2	Belief system	Belief system in empowerment with outside parties on the basis of the power of tamansari village government.
3	Social norms	Social norms are established between KM and local governments in the management of the legality of business entities and official permission from local governments. Partners are also prohibited from selling products prohibited by law.
4	Reciprocal relationships	The relationship of retribuiivity directly identified the existing financial relationship between <i>Kampung Marketer</i> and the village government has not been fully open.

(Source: Primary data, processed August 2020)

Social capital is a weak bond and a more formal bond that connects members of voluntary organizations. According to Kearns, that social relationships between individuals and groups in different social strata are hierarchically called linking social capital. In this case, the essence of this social capital strength lies in the high trust held and adherence to norms by members in the community.

CONCLUSION

Kampung Marketer's empowerment model establishes integrated Social Capital principles in the form of social bonding, social bridging, and social linking. Social bonding in the endowment by *Kampung Marketer* can be disputed from the social network of adjacent neighboring relationships between the CEO of *Kampung Marketer*, the manager, and the empowered youth in Tamansari Village. This closeness is the catalyst dimension in the empowerment process in *Kampung Marketer* because each member has a trust of social closeness. The growing social capital of bridging can be known from the significant increase of Partner users of *Kampung Marketer* services, social capital enables relationships

that 'bridge' outside parties such as partners to collaborate in an effort to increase the company's revenue by collaborating with *Kampung Marketer*. This is certainly in line with the growing number of teenagers who have been empowered. Relationships between organizations allow for the management of resources owned by organizations that have different levels of hierarchy structure with the social linking. The identification of social linking in empowerment carried out by *Kampung Marketer* can be known networks with different outside parties, between KM and local government agencies. In addition, Nofi Bayu's network of agency funding sources to KM in an effort to empower and social relations Nofi Bayu various media covering *Kampung Marketer* makes *Kampung Marketer* a social enterprise known to the community more broadly.

The impact of Youth Empowerment in Merketer Village makes all kinds of communities as participatory units in community empowerment, especially youth from various social strata. *Kampung Marketer* develops the potential of local youth in knowledge, competence, and can also be livelihood. This social capital-based empowerment persisted from 2017 until now and continues to experience a wider increase in beneficiaries.

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