



Social Capital, Digital Networks and Entrepreneurship for Sustainability of Farming in Lumar District, Bengkayang Regency

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ABSTRACT

A sustainable agricultural system can be implemented well if every farming business is always oriented towards an efficient production process that can be profitable and focuses on improving management and preventing disease. Social capital in social life has similarities with economic capital in society. This research aims to measure the social capital of sustainable corn farmers, namely corn farming in Tiga Berkat village, Lumar District. The research location was determined deliberately (Purposive Method). In this research, researchers used qualitative descriptive. Qualitative research is research that tends to be descriptive in nature by means of analysis to find the meaning of events involving human life. The analysis carried out in this qualitative research means that the researcher must first understand the incident that occurred by communicating directly with the source of the incident. Qualitative research can also be interpreted as research to produce and process data that describes events as they are, through interviews and observations. Results Farmers living today expect agricultural extension workers who are more open-minded towards developments in information and communication technology.

INTRODUCTION

Agribusiness strategies that are oriented towards utilizing various quality resources in each region vary and tend to be different because they must be adapted to the conditions and circumstances of each region. Accommodation for the quality of human resources certainly needs to be improved so that we do not expect foreign loans, but can increase exports of domestic production. To achieve a good agribusiness development strategy, of course it is necessary to make new breakthroughs and new movements carried out by social capital and good and skilled human resources by utilizing science and technology so as to make the Indonesian economy more advanced and have high competitiveness. The activities carried out

must of course be oriented towards empowerment to ensure the smooth running of various farmer activities which are supported by the participation of local residents. The programs carried out should be in accordance with the conditions and needs of the community and members of farmer groups. People who participate in activities carried out through organizations are of course those who are familiar and familiar or already known to many people. The empowerment activities carried out must of course adopt or take from the social capital that is currently developing in society.

In the current era of digital technology, it requires everyone to think more creatively and innovatively, one of the areas of activity that is most in demand today to help society is the field of entrepreneurship. Entrepreneurship is defined as the ability to see opportunities or innovative opportunities, in other words, being clever at reading opportunities or opportunities that exist, seeing everything related to positive change and being able to do business so that it can grow and develop well and has value that can be achieved. produce a more innovative entrepreneurial concept. Currently, the presence of social media is enough to help people to be able to develop their business or do business more freely and is supported by a strong mentality and has a positive view of the future.

Concrete steps that can be taken to encourage the creation of innovation apart from change, there is a very strong awareness within each individual to see opportunities and business opportunities that can be implemented. Realizing this, what the community in general wants and what has been offered and what the government has done. Entrepreneurship has the aim of creating a fundamental change that leads to more positive things in solving all kinds of problems for the benefit of society in general. Business has useful value for the future and can be achieved with various business activities that can be carried out with an entrepreneurial concept. Entrepreneurship is one of the innovative efforts to overcome various kinds of problems that exist in society. The problem itself is a collective problem that can be solved and must be overcome jointly by involving various parties who provide mutual support with other related parties.

LITERATURE REVIEW

Social Capital

According to Light in (Masik, Agustomi, n.d.) social capital is the capital found in people's lives which consists of three types of cultural capital, social capital and human capital. Of the three existing types of capital, it must remain in line with the investment concept that can be developed to obtain sizable profits and gains. Human capital places more emphasis on science or knowledge and individual skills. Cultural capital is emphasized on a person's understanding of cultural knowledge which provides greater benefits and impact on the social economy.

Social capital can be interpreted as a form of main component to drive togetherness, as well as mobility in society, based on mutual trust between people whose benefits will provide profits that result in mutual progress. Social capital theory is the existence of trust in ideas, or ideas and norms, that exist in informal networks (Bhandari, H., & Yasunobu, 2009). The definition of social capital according to several experts: (Coleman, 1990) said that social capital can be determined by its function. Even though the role of social capital is very large, he said that the principle of social capital should consist of two elements and have the same function, which can be seen Of course, it is not a single entity, but a combination of other entities that are different and have the same two characteristics, such as aspects of social structure, which facilitate certain actions of individuals within a structure. such as obligations, as well as expectations and beliefs and the flow of existing information.

Social capital is precisely in the structures related to actors that facilitate individual or individual actions as actors so that they can form the basic foundation of social capital itself. Coleman then identified three forms of social capital: reciprocal relations or relationships (including trust), information channels and information flows, and norms established by sanctions (in Bhandari and Yasunobu, 2009). 2. Putnam (1993) said that social capital is one of the features of social organization, including trust, religious norms, and networks that are able to increase efficiency in society by facilitating very well-coordinated actions. Meanwhile (Putnam, n.d.) says social capital applies to the relationship between individuals and social networks as well as norms and beliefs which can be concluded that existing social networks have social value in influencing the high productivity of individuals or groups (in. (Bhandari, H., & Yasunobu, 2009) 3. (Cox, n.d.) social capital is a series of interrelated processes between people which are supported by networks, norms and social beliefs that provide efficient and effective coordination. Social capital is capital that is focused on existing capital in society as communication or strong social relations between all members of society. (Solikaturun, n.d.)

The role of social capital is as important as the existence of economic capital for the empowerment process. Implementing policies related to community empowerment certainly needs to pay attention to the existence of social capital. Social capital is part of the social dimension of sustainable development and integrates three dimensions, namely social, economic and environmental. The social capital found in society is not built individually or by individuals but by groups that tend to exist in a social environment that socializes as the main thing in the values found in society. Social capital certainly has strength and frequency that depends on the number and capacity of the community group itself, especially in terms of building a number of groups to establish existing networks. The success of forming social capital can be seen in the ability of teams and groups in associations to take part in taking part in social relationship networks.

The involvement of the Indonesian Government in relation to sustainable agriculture is more focused on the concept of the Food Agricultural Organization (FAO). Through the UN conference, emphasis was placed on the role of sustainable agriculture in providing support for food security and natural resource management. The sustainable agricultural model can be realized by: the farming business carried out must be based on a process of achieving production that can provide maximum and efficient profits that refers to improvements and changes in management towards good direction and prevention of pests and diseases (Khaswarina, S., 2018) Business which is carried out using a sustainable agricultural model for the long term, this method can be used to maintain and improve the quality of the community environment, as well as a good economy for all actors in the production system, as well as producing in large capacities and each individual has access towards the product. A sustainable agricultural system requires economic feasibility, is environmentally friendly, and has a socially just attitude that can be adapted to the local environment and culture, and a sustainable agricultural system is of course based on multidisciplinary knowledge, and can consider good and healthy interactions between activities in agriculture and non-agriculture. Corn is a food commodity that is very important and urgent to achieve national food security because if measured from its strategic value it is very good and is suitable consumption for humans and also as the main component of animal feed (Freddy, Imelda Magdalena, 2018)

Participation in a Network

Building a network is certainly not an easy thing and must have close relationships between fellow farmers who are formed in partnership groups. Building a healthy network among farmers, it is hoped that each farmer must have a strong inner relationship that trusts each other so that a network can be formed. The meaning of network proposed by (Lawang, 2004) network is a translation of network, which comes from two syllables, namely net and work. Net, which in English can be interpreted as a net, net or weave, consists of many ties between nodes that are connected to each other. Meanwhile, the word work is defined as work. When two words are combined into one word net and work, so that it becomes a network, the emphasis is on work, not the net. This can of course be understood as work, in a relationship like a net. Social capital cannot be built by individuals or by individuals personally, but rather lies in the tendency that emerges in a group to socialize as an important part of existing elements that are inherent. Social capital will become stronger if there is a large capacity within community groups to build a number of groups and networks. Building social capital lies in the ability of a handful of people in an organization who involve themselves in a social network relationship (Hasbullah, 2006). Network relationships certainly have a social basis with the aim of being able to work together with other people, even though they don't know each other directly, they can provide mutual benefits. . The network that occurs in this case is between individual farmers in certain areas which is better known as social norms.

Social capital that is seen in society is a tendency that emerges in groups in society that socialize as an important part of the values found in society but are not personal or individual. Social capital will of course be stronger if there are sufficient groups in society itself, especially in building a number of groups and being able to build existing networks. Success in building social capital lies in the ability of groups of people in an association or association to involve themselves in a network of social relationships. Businesses that can be done with a sustainable agricultural system. In this era of technology, it is certainly very easy to access various information that can be shared with anyone who wants to be a target or destination

The presence of technology can certainly make it easier for existing innovations to provide positive benefits, as well as offer comfort, and is also a new solution when carrying out various activities for human life. Targeted technology and policies and resource management are in accordance with the excellence needed to realize the goals of sustainable agricultural development (Dewi, 2020). According to research conducted by (Mamahit, 2016) social capital has been able to increase the existence and cohesiveness of a farmer group.

The large number of farmer groups in rural areas marked by the existence of social capital can accelerate the channeling of farmers' aspirations. This research is very interesting to study because looking at the potential that exists in Bengkayang district, farmers' corn income is very good, so this research can be good input for farmers who are the main source of income for the family.

Understanding Entrepreneurship

Entrepreneurship is a relationship between individuals and individuals who have an entrepreneurial spirit and spirit, feel dissatisfied with what they have found, but always look at the opportunities or opportunities that exist so that the business they undertake continues, innovates and is creative to be able to obtain opportunities. Suryana (2004., n.d.) said that

entrepreneurship is a form of attitude, which can produce something new that is valuable and useful for oneself and many people. Entrepreneurship can also be interpreted as a person's ability to read opportunities or opportunities and be able to take advantage of them and develop their business with the aim of improving the economy in their daily life.

Entrepreneurship is a creative attitude that is skilled at taking advantage of opportunities or opportunities so that it can improve its business. According to theory (Kirzner, n.d.): People will find benefits that exist within themselves, so they will look for them. Entrepreneurship is basically not the main source of planning but is a change in the face of market uncertainty. Entrepreneurship is a change of character in a condition of uncertainty for market balance. Bygrave ((1993), n.d.) is a movement carried out to create new organizations that can seize opportunities, Wiklund (1999) said that entrepreneurship has a strong character as a risk taker, who is proactive and innovative. Being the most important element in entrepreneurship can certainly determine the success of business management, namely the ability to create and take risks, which is outlined in the formulation of the strategy. Entrepreneurship is a mentality and attitude that needs to be nurtured, trained and applied to small business development so that it can stimulate the development of its performance. Suryana (2004) said that entrepreneurship is an attitude, mentality and spirit and the ability to create something new that has value and is useful for oneself and others.

METHODS

This study used descriptive qualitative method. This research is understood as a problem formulation that guides the exploration of the situation or circumstances according to the phenomenon in a comprehensive and in-depth manner. Qualitative research tends to describe by analyzing to find the meaning of events involving human life. The analysis carried out in qualitative research means that the researcher must first understand the incident that occurred by communicating directly with the source of the incident. Qualitative research can be interpreted as research to produce and process data that describes events in real terms as they are, through observations and interviews. It can be concluded that qualitative research is research whose workings are analyzed through data that has been collected and then described with existing facts. So that the meaning of the research will be obtained. This research was conducted in Tiga Berkat Village, Lumar District, Bengkayang Regency. The location determination was carried out purposively with the consideration that Lumar sub-district is one of the sub-districts that produces quite a lot of corn in Bengkayang Regency.

Qualitative descriptive method which can be used as a procedure for solving problems that can be observed by describing or depicting the condition of the subject or object of research, namely at the present time based on existing facts as they should be. Qualitative research emphasizes inductive rather than deductive analysis (Nawawi, n.d.) states that: research methods are defined as problem solving procedures that are investigated by describing the condition of the subject and object of research based on facts that appear as they are. This aims to understand the phenomena experienced by the subject in real terms by describing them with words or sentences used as a scientific method. From the data obtained, it is hoped that it can provide a more detailed, clear and scientific picture. The research was carried out by choosing the location of Tiga Berkat village, Lumar sub-district, Bengkayang district.

The focus of this research is efforts to identify entrepreneurial opportunities by looking at what potential exists in Tiga Berkat village which can be utilized to provide support in order to improve the community's economy. In terms of services, extracting information from business actors. The data used in this research is primary data. Data obtained from observations or used can be obtained directly from data sources, namely by taking data directly into the field through several stages such as Observation or observations: research methods in the initial stages before starting research by systematically observing and recording visible elements. in research. In order to get a complete and clear picture. Then an interview is conducted to obtain further information about what was observed, then after that an interview is conducted with the resource person to explore the existing information, then by collecting data using documentation, in this case the attendance list or other documentation that can strengthen the reasons and objectives of the research carried out, using using 5 respondents who were randomly selected.

The data in this research was analyzed qualitatively through several stages in accordance with the procedure. In this research, data was collected first in the form of small notes and from the results of observations in small notes, descriptions were then made and reflections were carried out to facilitate data grouping and analysis. The data that has been reduced is then made into a systematic description according to the research objectives. The aim of presenting data is so that it can be communicated easily and can be understood. Conclusions and analysis are drawn by looking for patterns, themes and similarities that occur in the field. Data that is unclear or still in doubt can be questioned again, so that more in-depth conclusions can be drawn. Then the questions have been summarized by the researcher in understanding to ensure the truth so that correct and good data is obtained. Then the accuracy of the data is tested so that the data obtained can be confirmed for its correctness.

RESULTS

Nowadays, progress in agricultural development can be realized very well if it is supported by adequate human resources from agricultural extension workers who have broad insight and are good at mastering agricultural information technology. This is of course in accordance with the role of agricultural instructors as communicators, motivators, innovators, and as facilitators and consultants for the farming community so that they continue to encourage farmers to become more advanced and successful and market-oriented. Farmers living today expect agricultural extension workers who are more open-minded towards developments in information and communication technology. The social capital of corn farmers in Lumar District, Bengkayang Regency certainly continues to receive attention, especially in farming activities. This is supported by researchers (Honorita B, Herwenita, n.d.) who stated that the role of social capital in farmer behavior was 86.1 percent. In measuring the existence of social capital, corn farmers' social capital uses three main indicators, namely norms that apply in the village, trust between farmers, and farmer networks. This is of course in line with research conducted by Pratiwi, 2017, which stated that social capital in the farmer groups studied was not optimal in building marketing networks or was still relatively moderate. Of course, this shows that farmers in the village have complied with the applicable regulations. In this way, problems in the village do not occur because all farmers comply with applicable regulations. The sense of trust between farmers is included in the safe and good category.

The agricultural sector is one of the important sectors in national development, currently because the agricultural sector is one of the sectors that makes a major contribution to national economic development. Contribution of the agricultural sector in providing food, sources of industrial raw materials, foreign exchange contributors, growing employment opportunities, growing business sectors in the agribusiness supporting sector and preserving the environment and increasing people's income. The Ministry of Agriculture has launched four successful agricultural developments. In order to increase contribution and the role of agriculture in the agricultural sector in national development, namely (1) achieving food self-sufficiency, (2) increasing food diversification, (3) increasing added value, competitiveness and exports, and (4) increasing farmer welfare. So it is very necessary for agricultural human resources to be of good quality and have managerial, entrepreneurial and business organization skills so that agricultural development actors are able to build good farming businesses from upstream to downstream that are highly competitive and able to apply the principles of sustainable agricultural development (Ministry of Agriculture, 2013) This research shows that building quality agricultural human resources is very necessary, especially agricultural assistance and consultation programs for the main actors and agricultural business actors (Kasryno, n.d.) The existence of this program is the task of agricultural extension workers. The aim is to provide an overview or information and diffuse innovation to the main actors and business actors in the agricultural sector so that the main actors can ultimately increase their productivity, income and family welfare. It is hoped that agricultural extension will be professional, creative, innovative and broad-minded in providing productive, effective and efficient extension, so that the government's efforts to achieve the four successes of agricultural development can run well.

Advances in information and communication technology today can give rise to various things that can be obtained easily through various existing media such as social media, WhatsApp, Facebook, YouTube and Instagram to get various information needed or by searching for information through googling and browsing, and can utilizing internet-based agricultural applications. Current and future agricultural instructors must be able to improve their mastery of agricultural information technology that is needed by them individually and use it to convey it to farmers so that they can bring about big changes because the acquisition and delivery of agricultural information technology becomes easier and more efficient. From the background above, the issues being discussed are anything related to the factors that influence the transformation of conventional agricultural extension into digital. The aim of this research was to determine the factors that influence the transformation of conventional agricultural extension into digital and to find out what strategies were used in implementing the transformation of conventional agricultural extension into digital. For this reason, a special strategy is needed so that the process of transforming conventional agricultural extension into digital in Bengkayang district can run well, in accordance with expectations and provide facilities and infrastructure for the use of information and communication technology so that it can support the mastery of agricultural information for agricultural instructors such as strengthening internet networks, packages internet quota, facilitating training for agricultural instructors in creating agricultural extension materials in video or digital form, to increase the capacity of agricultural instructors by facilitating agricultural instructors through offline training and of course continuing to implement conventional agricultural extension methods including through visits to

farmers/farmer groups amidst the digitalization of agricultural extension. remembering that conventional counseling is persuasive counseling.

DISCUSSION

Farmers are expected to grow a sense of trust between each other so that good communication can be formed between each other so that they can build a fairly extensive network that can help farmers in developing their agricultural business, thus matters related to development or related information. corn planting techniques or other information about the development of the corn market for farmers will be easily obtained very quickly and well. so that in this way everything can be improved, especially in obtaining the necessary information relating to the needs of the farmers themselves. Good relationships between farmers can influence the income of the farmers themselves because this will of course be an important point for farmers who can be relied on by the village government to grow trust so that a sense of security arises in carrying out all corn farming activities, especially for the local government and Relevant agencies can support farmers in corn farming activities from an environmental aspect and can improve them from social and economic aspects.

CONCLUSION

Considering that the natural potential of the island of Kalimantan as a whole is very good and is supported by good rainfall and fertile soil and is supported by the livelihood of the average community being farmers, it can be ascertained that farmer entrepreneurship is one of the strategic needs that can be relied upon in managing various types of micro businesses. or entrepreneurship that can be developed on the island of Kalimantan, especially in rural areas. Three Blessings, Lumar District. Several factors can have a good impact on farmer entrepreneurship, some of which can be determined by factors that come from within and others from outside. The ability to influence village farmer entrepreneurship comes from various other determining factors. This is of course different, depending on each condition and situation which is an important factor while in other situations it is actually an obstacle. Farmer entrepreneurship has several functions for managing micro businesses in rural areas, which require entrepreneurship based on local resources. Local resource-based entrepreneurship has great potential which can be carried out with non-formal educational activities and relying on a participatory group approach. The human resources of the Three Blessings Community need to receive full support from the government and academic circles through various activities that can stimulate enthusiasm for entrepreneurship from the community. Alone. By providing various kinds of training, people can live more independently carrying out various activities related to entrepreneurship. From the explanation above it can be concluded that in this digital era, getting any information will certainly be very easy to obtain and this is of course very In contrast to the past, which was still completely conventional, where everything was still manual, so the information obtained was still very limited. This of course means that progress in all matters is still very minimal. In the era of revolution 4.0, agricultural extension must also keep up with the times, where it is required to be able to keep up with current developments, where agricultural instructors need to adapt and have the ability to access and disseminate information digitally without ignoring conventional agricultural extension considering that there are still farmers. who have not been able to access agricultural information digitally. Of course, currently

there are still many areas that still have difficulty getting a network due to various obstacles such as inadequate infrastructure. So it is not surprising that there are still areas in Indonesia that carry out conventional agricultural extension, and conventional extension has advantages because farmers are in a comfort zone where they are still happy to carry out conventional agricultural activities.

Suggestion

Based on the conclusions that have been obtained, several suggestions from the author are:

1. Seeing that times have changed from conventional to digital, it is time for farmers to keep up with current developments by taking part in various trainings to improve the human resources of the farmers themselves.
2. Farmers must continue to increase their productivity so that they can manage existing agricultural land well so that their land can be developed so that production can be increased further and ultimately income can also increase.
3. Farmers continue to strive to increase productivity through various methods, such as planting corn using various methods that are considered capable of increasing the amount of production with minimum costs, such as making compost and manure from materials available in the environment.
4. Government support is of course still very much needed to improve the welfare of society in general. Because by directly stepping in, the government will be quicker in finding solutions to existing problems.

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