



CONTRIBUTION OF THE ROLE OF SOCIAL CAPITAL IN THE DEVELOPMENT OF RURAL COMMUNITIES

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ABSTRACT

The study of this article aims to illustrate the importance of social capital in community development in rural areas assuming that social capital energy still exists in community life in rural areas today but certainly needs to be improved sustainably. Using the method of literature study, so that the secondary databases obtained are compiled, analyzed and inferred. The data collection stage is through taking data from the library, reading, recording, and then processing the data from the materials obtained. The results of the study show that through the elements of social capital owned by the community in rural areas, the role of social capital can contribute to increasing community productivity, social development, economic development as well as the development and rehabilitation of various village infrastructures in a mutual cooperation. Social exchanges that are built in rural communities that tend to be based on certain motives including because there are certain motives of profit, interests and rewards, are intertwined through interlocking social networks. This is also supported by the existence of social values and norms in the culture of the village community. For this reason, a sustainable increase in social capital in rural communities is expected to improve the economy and reduce poverty in addition to the increase in various other development sectors in rural areas today.

1. Introduction

Since the implementation of autonomy granted by the central government to all local governments in Indonesia, broad responsibilities and opportunities for local governments to increase their role in achieving development in all fields continue to be improved. With the authority that has been transferred through this autonomy, local governments are expected to be able to realize policies at the local level that are in line with the urgent needs of the local community. On the other hand, the opportunity that has been given should always modify the existing development structure in order to be able to prosper the community, in other words, the community is more prosperous (Purba, Rahmadana, & Basmar, 2021). In order for these opportunities to be realized empirically, of course, local governments need to review one of the factors that play an important role, namely operational factors.

The people-centered development participatory development model is one of the development models that is often used although recently other alternative development models, such as development models that are oriented towards the development of local communities, development that is oriented towards meeting the basic needs of the community and development that is oriented towards human rights and development that has a perspective on peace (Abdoellah Oekan S., 2017). These development models in general have similarities, but the emphasis of each development model is different from each other (Zubaedi, 2016). Bjorn Hettne (Trijono, 2001), explained that the similarity of the various development models basically focuses on basic needs, their nature from within and creates a nuance of respect for the environment and structural transformation.

Two things that play an important role in development include participation and the ability to self-regulate. These two things can only develop if the social capital that exists in the life of a society can be developed by the community itself (Kusumastuti, 2015). The concept of social capital places humans as the determinants and directors of development management (Abdullah, 2013). With the existence of social capital in society, poverty is assumed to be overcome. Not only that, the existence of social capital is also able to expand access to life resources, the availability of work networks, and mutual trust (Susiana, 2015).

In rural communities, collective efforts such as participation to cooperation to realize cooperative development do not necessarily appear by themselves, but they should receive support from the development of high social capital (Agustina, 2021). Social capital is known as bounding social capital. Bounding social capital is social capital that can be among the members of a community based on their internal orientation.

The participation that appears in society then adapts dynamically to the current model of social boundaries of society. So that a conclusion can be drawn that social capital that precedes collective action is a mechanism in which changes that occur outside the social system of a society

should be in line with the self-adjustment of that society (O. S. Abdullah, 2017). This is in accordance with the view of Armitage and Plummer, stating the adjustment process as an adaptation mechanism. This mechanism illustrates how the social and ecological system of the community can remain ready and firm in responding to changes from both internal and external forces (Armitage & Plummer, 2010).

The success of development in rural areas cannot be separated from efforts to create change and maintain the existence of social capital owned by the community. This encourages the author to describe the contribution of the role of social capital in the development of rural communities.

2. Method

The study of this article uses a literature study method in which the data obtained are compiled, analyzed, so as to get conclusions (Mardalis, 1995). Data type, that is, using secondary data. Data collection techniques, namely through the stages of taking data from the library, reading, recording, and processing data from the materials obtained.

3. Discussion

a. The Contribution of Social Capital to Community Development

The concept of social capital first existed when community members had the idea that the problems faced could not be overcome independently or individuals needed cooperation and togetherness from all members of society who had interests (Muryani, Sulistiarini, & Prihatiningsih, 2022). Hanifan's emphasis on the concept of social capital that social capital in question is cooperation between individuals and groups, goodwill, empathy, and friendship, not wealth or anything else (Hanifan, 1916).

Bourdieu defines social capital as total resources, including actual or potential that are interrelated with each other. By being part of a group of people, social capital is able to get support collectively. The amount of social capital owned by a group depends on the quantity and quality of the network of relationships that can be established by the group and the amount of capital such as economic capital, cultural capital and other capitals that exist in the group's environment. Social capital owned by members of society, is attached based on values, beliefs, norms, as well as social networks. Meanwhile, the capability of a society that arises from the beliefs that the community believes in general is social capital that exists in that society (Damar, Kanto, & Chawa, 2018).

According to (Hasbullah, 2006), social capital is a togetherness that grows in a society that has the same goal of making changes and adjusting to existing conditions. Another opinion expressed by (Coleman, Muttaqien, & Derta, 2021) said that social capital is a system that has been arranged and facilitates the actions of actors in the structure of social capital. It is done as an accumulation for various types of social actions, both psychologically, culturally, and immeasurably social institutions. Social capital is something that leads to an institutional element of relationships that are created and has norms in the formation of its social quality towards society which is used as an adhesive to protect the unity of the group or society.

Social capital knowledge is shared in terms of understanding and values, social network norms so that results can be seen through interrelated relationships between one community group and another (Subagyo, 2021). The pattern of relationships that occur in society is based on mutual trust and understanding as well as shared values that unite members of community groups in action in order to achieve their common goals efficiently and effectively. Some of the definitions above, namely from social capital, we can conclude that social capital is a community resource or community institute that creates emotional bonds such as trust and social relations where social networks are built, values, and norms in the structure of society that can be used for coordination or cooperation aimed at obtaining mutual benefits. Social capital will develop if it is carried out with all members of society and will become extinct if it is not organized together. Therefore, the inheritance of social capital must be carried out in a mutually adaptable way.

People who have a high sense of trust will have stronger social capital and inversely proportional if the community has low trust or has a low level of spectrum of trust, the potential for social capital must also be weak. Basically, in a society, there are several elements of social capital that have sometimes different levels of existence in their application to the life of a society. Such elements of social capital can be described as follows:

1) *Mutual trust*

Putnam explains that mutual trust is a desire in risk-taking social relationships based on the feeling of being sure that others must make the same thing in a pattern of actions that support each other (Putnam, 2000). As Brehm and Rahn interpret, mutual trust is a valued thing that arises in a group that behaves normally, honestly, and is based on norms that are shared for the benefit of other members of the group itself.

The opinion of Woolcock, which defines mutual trust as mutual trust between individuals and groups of society created by the noble norms and values inherent in the culture of that society (Woolcock, 1998). Fukuyama argues for the mutual trust of people who do work together effectively, because it is a place to put the interests of their group above the interests of other members of society. So it is not surprising that Woolcock firmly believes that mutual trust is a source of energy in society in creating institutions to achieve a goal.

Collective action based on high mutual trust expressed by Putnam to further increase the participation of a society that has various varieties and dimensions, especially in the context of development which will be carried out equally. On the contrary, if mutual trust between communities is destroyed, it will invite quite serious problems. People who do not have mutual trust will certainly find it difficult to avoid various situations that threaten the economic life of the community so that later it will cause problems and higher costs (high costs) for its development.

2) *Participation in Social Networks*

Community skills to adjust patterns of synergistic relationships will affect the strength of the community's social capital. These skills come in the form of engagement to build networks as well as create two-way relationships. Participation by members of society should be on a voluntary basis (Suaib, 2017). The participation and relationships of the networks formed will have a distinctive typology according to the character and orientation of the group. Traditional societies, participation and networks of social relations have been formed based on beliefs and rights similar to the religious dimension, in contrast to modern societies which have the characteristics of common orientation and goals through the management of organizations, the level of participation of its members tends to have a more complex range of networks.

3) *Exchange kindnesses*

Social capital exchanges individual kindness in groups or between groups of people. Reciprocity is not a form of exchange as with the buying and selling process but rather a nuance of enthusiastic altruism in terms of giving help and prioritizing the interests of others (Flassy, Sasli, & Agus, 2009). Social groups have a strong mutual weight. So that it is able to create a society endowed with a high level of social capital, which is indicated by a very large sense of concern and a good attitude towards each other.

4) *Social Norms*

Social norms have such an important thing in controlling the form of behavior of society (Ruman, 2009). A norm is a set of rules that members of the public hope to

abide by. The norms contained in social sanctions to prevent someone from committing acts deviant from the habits carried out in society, are usually not written down, but members of society have choices to determine the pattern of behavior they understand in expected social relationships, such as in accepting the opinions of others, not cheating with others either in terms of cooperation or other things.

5) *Social Values*

Social value is something that has become a habit or thing that has been passed down for generations in society in believe is the right thing. Social values always also have consequences that are ambleven (Waluya, 2007). The peace of social relations that are created, will be able to hinder their competition and productivity.

In the community, the importance of harmony values is usually characterized by a peaceful atmosphere that is calm in terms of problem solving, less productive.

b. The Role of Social Capital in the Development of Rural Communities

The development of rural communities is a form of effort in the welfare of rural communities. In a development in rural areas, the contribution of the role of social capital to development has a strong influence, as well as on growth, empowerment and poverty alleviation. Social capital is a supporting factor and makes it easier to build and improve the quality of the community (Yunus, Zainal, & Fadli, 2021).

1) *Social Capital and Productivity*

Good management of social capital within the scope of society will have great benefits, the use of social capital in community development will get convenience, the community in empowerment in a community in a community that has a strong relationship because it has the same interests based on social awareness.

The importance of contributing to the role of social capital can be seen in the implementation of community empowerment. This empowerment is characterized by an increase in knowledge, skills and participation in something. In rural areas, the most appropriate community empowerment is community-based empowerment to increase community productivity and creativity (Damanik, 2019). The high social capital owned by a community will respond to the effectiveness and efficiency of implementing all existing policies in the community. This is because social capital is able to increase individual awareness of the many opportunities they can develop for the good of all members of society.

Social Capital in a community is a forum for society to be more productive because it is influenced by the ability to solve problems together, encourage change, grow awareness to advance and take advantage of opportunities that exist in utilization to improve living standards. This will be able to be built because there is a sense of trust in the community, the existence of cohesiveness, proactive and also relationships both

exientially inside and outside in building social capital mutual benefits is a reflection of strength in society. With a situation like this, it will accelerate personal or community development because in fact development in society is influenced by the quality of the community's abilities.

2) *The Role of Social Capital in Social Development*

If there is increased social capital in a society, all forms of problems that occur in society will be able to solve various problems quickly. The existence of several elements of social capital will increase the development of social relations in the community. In rural communities, it generally has high social capital framed with ethics, norms, ethics and values that are shared and interconnected. This is a form of social development due to the existence of social capital in society. they are all interconnected and complementary. Social development with the development of knowledge and insight in improving the welfare and quality of life together in a society. This development will create a situation of a tolerant society, foster sympathy and empathy in society, the birth of a society that cares for each other, gives mutual attention and trust with this situation the creation of a more comfortable community life (Soekanto, 1982).

3) *The Role of Social Capital and Economic Development*

Various sources of social capital in rural communities have the potential to bring about change through trust, mutual support, and mutual benefit. These three principles are the main social capital in improving the community's economy (Adawiyah, 2018). There are several forms of social capital benefits such as: increased ability, insight, knowledge, experience and also self-help in society will increase.

The results of the study (Fukuyama, 2005) that some countries show that strong social capital in society will stimulate economic growth in various sectors due to a high sense of trust and wide relationships between economic actors can glue. The role of social capital in economic development will be very visible as in industrial development in a society with increased social capital can accelerate development because with social capital to encourage collective energy and cultivate the spirit of entrepreneurship in society will increase, this common spirit and awareness will increase economic development that exists in the community.

Investors will be interested in investing in people who have a high honesty value, are open so as to generate trust and also have high empathy, this indicates how important social capital is in an industry, especially trade, services, construction and so on.

4) *Social Capital and Infrastructure Development and Infrastructure*

One of the most important elements in social capital, namely trust and mutual care for each other, this feeling will lead to mutual assistance, mutual cooperation is certainly very important in a development that exists in the village. Every village certainly has customs and values that are upheld sometimes in infrastructure development, infrastructure facilities for village communities usually contribute such as in the construction of mosques, roads where the community is needed, usually the community helps both in the form of material and energy donations. Of course, these values still exist in rural communities. This community relationship is what makes social capital play an important role in an existing development.

A theory in identifying the sources of social capital and the mechanisms of production, maintenance and growth of social capital. Social capital will be strong when there is a real difficulty faced in society. Social capital is a common resource that can be accessed and utilized by the community, especially contributing to meeting the needs and interests of the community together. Sources of social capital in rural communities include: customs, and values contained in local wisdom where common interests, customs and traditions of the community, educational institutions and customary institutions, religious institutions and so on.

The contribution of the role of social capital to rural communities through the existence of prevailing values and norms, will certainly have the potential to regulate the common interests and or institutions of society. Social capital has three typologies, namely social bonding, social bridging and (social linking) (S. Abdullah, 2013). In obtaining social capital in rural communities the first social bonding in this typology of social capital is the context of the idea of a group or its relationships is more inward, the individuals who are members of this are usually from the same tribe and focus on efforts to maintain the customary values of ancestral heritage that are carried out as a pattern of behavior.

Furthermore, social bridging the principle that this typology has, namely togetherness, freedom of plurality, open social capital groups are more modern because seeing one of the strengths in social capital is the ability to connect or bridge with different social groups of original identities to be able to develop more. And the last in this typology of social capital is the social linking in this latter typology where the importance of a relationship or network to social capital is the core of the dynamics of the development of a social capital group because it can be a force in overcoming problems faced by the community.

c. Perspectives on Social Exchange on the Social Capital of Rural Communities

Social exchange is a certain bond that exists in society that will give rise to a relationship that will give mutual benefit in a certain amount and period of time because in

such social capital there is hope in the fulfillment of needs. Social exchange according to Homans in Tamtelahitu (2011: 30), interprets that in social capital there is a concept of reward that affects its intensity, if a sacrifice is great in social capital then the reward expected by pu will be much higher as well.

The principles of social exchange theory initiated by Homans in Wirawan (2012: 176), include: (1) The unit of analysis is a unit that is viewed in the investigation and has an important role in describing the social order and the individual. (2) The concept of social exchange assumes that each individual has his own will. However, this is not a generic goal. This means that each individual makes an exchange because of the urge to combine all goals and one desire. (3) A person's benefit or profit is in the form of costs that are reciprocated with rewards that sometimes do not take into account the costs incurred. Cost can be defined as the effort required to achieve satisfaction plus rewards for a particular kinera. The satisfaction or reward that a person achieves can be considered an advantage. (4) Social recognition is a fun and pervasive dynamic in the exchange system. The number of awards is not limited because they are personal and emotional. Rewards are rewards whose power is recognized by society.

If you look again at the details of social capital that exists in rural communities, it is quite relevant to Homans' theory of exchange. In accordance with the terms in exchange theory. (1) There is a symbiosis of mutualism in which there is a concept of profit where this is clearly seen in the role of social capital in economic development. In rural communities when they are going to sell but do not have capital in the form of money, they will use social capital, especially in terms of trust so that they can sell. In an article, it explains an example that in one of the countryside, he entrusted the sale of brown sugar to a trusted merchant who did not have the capital where the brown sugar was sold in the market with a take-pay system. After one year, the brown sugar trader already has enough capital so that he can make direct payments at the time of taking brown sugar. In this case, it can be seen that there is equally a profit obtained both from brown sugar distributors and from traders who both get a profit with a certain count. (2) The pattern of relationships built is related to the interests of the giver and recipient of social capital where there is a consideration of "wages-rewards" or rewards. The reward is given of course when the recipient of social capital achieves success so that the social capital givers will get a certain reward in return for the trust given. (3) It cannot be denied that in social life there is a dominant concept of interest measured on the intensity of profit and loss that can be binding and there is a word of reciprocity. Where when the merchant who is helped experiences success, the distributor will feel successful in helping the trader and will not hesitate to ask for help when experiencing certain problems so that an interest arises between individuals or groups.

Sincerity manifested through habitual norms (folkways) such as mutual help seems to be enough to provide a role as a binding rope between one member of the village community and other members of the village community, where this in the perspective of social capital is a form of bonding social capital. The feeling of mutual trust (trust) is seen to provide a fundamental role in the formation of cooperation among communities in the lives of village communities who are empowered through the implementation of empowerment is an example of the bridging form of social capital that is built in rural communities. Similarly, the role of social networks that are built in rural communities involving various parties who have different social statuses and roles in order to expand cooperation is a form of linking social capital.

4. Conclusion

Some of the roles of social capital in the development of rural communities can be seen through the role in increasing community productivity, the role in social development, the role in economic development and the role in the development of various infrastructure in society. Social exchanges that are built in rural communities that tend to be based on certain motives including because there are certain motives of profit, interests and rewards, are intertwined through social networks that bind each other between the giver and recipient of social capital and will cause mutual gratitude when the recipient of social capital achieves success. The continuous increase in social capital in rural communities is expected to improve the economy and reduce poverty in addition to the increase in various development sectors in rural communities today.

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