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Social Network Between Farmers And Vegetable Traders In Tulehu Market

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Abstract

This research was carried out in Tulehu, Salahutu District, Central Maluku Regency. The problems studied are 1. How is cooperation built in the social network of vegetable farmers and traders at the Tulehu market, Salahutu subdistrict, Central Maluku Regency? 2. To find out what type of social network is the vegetable farmers in Hanyie - Suli Village and traders in the Tulehu market, Salahutu sub-district, Central Maluku Regency? The aim of the research is to find out 1. How cooperation is built in the social network of vegetable farmers and traders at the Tulehu market, Salahutu sub-district, Central Maluku Regency. 2. Know the types of social networks of vegetable farmers and traders in the Tulehu market, Salahutu sub-district, Central Maluku Regency. The sample used in this research was the Simple Purposive Sampling technique. In this research, there were 4 vegetable farmers and 5 vegetable traders. Researchers use the theory of Types of Social Networks, a theory that explains three types of social networks where there must be an interest network, a sentiment network and a power network. As a result of the general research carried out, the author can say that there are three types of networks in the Tulehu market, namely a network with a type of social network of farmers and traders bridged by social capital and marketing. The author uses the descriptive qualitative method.

Keywords: Social networks, vegetable farmers, vegetable traders, markets.

INTRODUCTION

Awareness public will importance consume vegetables push farmer For cultivate vegetables so that production vegetables farmer expected can sufficient need community

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and giving profit to farmer as the manufacturer is also Pedadang as Vegetable Produce Marketers .

Marketing vegetables by traders carried out at stalls in Tulehu Market , wait buyer come buy results production the . Vegetables for sale society Tulehu and surrounding areas . Usually vegetables to be supplied Already There is notification by farmers if Already There is agreement price between farmers and traders . price vegetables results harvest can be purchased with agreement farmers and sellers .This is habit first -time buyers formerly bid with low price then rises and stops at the limit Where buyer feel capable For buy on price specific (Geertz, 1978, in Pattiselanno , 2008).Determined prices between farmers and traders very varies.varies price the No only determined by cost production and price highest prevailing in the market but trend exists networks built social between farmers and traders . Trend exists networks social this is what it will be researched in study This . Agriculture rare place viewed by society make farmer local lost with farmer from bugis that lasts This consider capable give supply vegetables in Ambon, yang do cultivation vegetables in the waiheru region until hatu .

Based on the reasons explained above, the author is interested in doing this study with title **" Network Social Between Farmers and Traders Vegetables at Tulehu Market "**

Formulation Problem

Based on the background above, the problem formulation in this research is:

1. How Work The same Which awakened in network social farmer vegetables and traders at the Tulehu market subdistrict Salahutu Central Maluku Regency ?
2. To find out what types of networks are social farmer vegetables in Hanyie – Suli Village and traders at Tulehu market subdistrict Salahutu Regency my shame middle ?

Research purposes

1. Knowing How Work The same Which awakened in network social farmer vegetables and traders at the Tulehu market subdistrict Salahutu Central Maluku Regency ?
2. Is known How type network social farmer vegetables and traders at the Tulehu market subdistrict Salahutu Regency Maluku Tengah 1.4. Benefits of research

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RESEARCH METHODS

Types of research

Qualitative research is a research and understanding process based on a methodology that investigates a social phenomenon and human problem. Bogdan and Biklen, (1992) define qualitative methods as research procedures that produce descriptions in the form of written and spoken words of people and observable behavior. Based on this, the research method used in this research is a qualitative research method

In the initial stage to obtain information, the researcher asked key informants who were chosen deliberately, namely those who really knew about the research problem. After key informants are selected, they are asked to introduce them to other informants who also understand the research problem well

There are three paths of qualitative analysis (Pattiselano, 2008) that are carried out, namely data reduction, data presentation and drawing conclusions.

Research Location and Time

Based on research This , which will be carried out in Tulehu country and Suli country sub-districts Salahutu regency My shame is in the middle. From January to March 2024

Data Types and Sources

The data source in this research is the subject from which the data can be obtained (Arikunto, 1996:113). The data sources in this research are as follows:

1. Primary data sources are obtained from research results in the field directly with parties who know exactly the problem to be discussed. In the informant is extension workers , farmers vegetables , and traders vegetable as well as yeng involved in network that's what it 's about agriculture in the village Tulehu . Informants are people involved in this research. Because the information is needed in conducting research
2. Secondary data sources, to obtain secondary data sources the author uses documentation techniques used in this research, namely written sources in the form of books, sources archives , documents . This can be done by searching and collecting data/1through informants or respondents. The documentation obtained in this research is in the form of notes, SPPT, monographic data from Salahutu sub-district, and acquisition data reception farmers and traders Salahutu sub-district to complete primary data, namely related ones with income .

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RESEARCH RESULTS AND DISCUSSION

DISCUSSION

Geographical Location of Research Locations

The area of Tulehu Country according to mountains is 1 Ha-10,000 ^{m3} or 1 m ^{2} - 0.0001 Ha, whereas in a way whole the area of Tulehu Country is 3,082.0 Ha. By geography of Tulehu Country border with the region as following :

- North : Sea
- East : Land of Tenga-tenga and Tial
- South : Suli Country and Passo Country
- West : Waai Country

RESEARCH RESULT

Developed Cooperation in Network Social Vegetable Farmers in Hanyie Village suli with Vegetable Seller at Tulehu Market

Network social understandable as exists Work between node (person or group) which through the media of social relations becomes a collaboration. The work that exists between the nodes must be strong enough to withstand the joint load.

In network work there are ties (nodes) that cannot stand alone. A balanced distribution of limited resources can lead to cooperation. The relationships between nodes that are built here are relationships that are formed on the basis of the need for raw materials which are always needed/sought after by many people, giving rise to cooperation, relationships that are formed because of the same interests, as well as different interests that require cooperation to complement each other's interests. each node. With cooperation built in relationships between individuals bound by values and norms, the expectations of these nodes can be fulfilled.

Type Network Social farmer vegetable hanyi

In building cooperative relationships in a business, it will produce a type of network based on the goals of the relationships that form the networks social Which There is. Can based on objective similarity interests, informing each other, reminding each other, helping each other in implementing or solving problems, and so on. The types of social networks include interest networks, sentiment networks, and power networks.

Type Network Social Farmer Vegetables in Hanyie – Suli Village

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a. Types of Social Networks for Mama Ani Vegetable Farmers with Nodes invited to collaborate are as follows:

- **Interest Network** from Mama Ani's words as following :

" I have worked together with BANK where We Given assistance in the form of KUR (People's Business Credit), I built a collaboration with the BANK because I believed the interest was also small. I also built collaborations with several family (insider At home , I employ 2 employees to help with harvesting, such as laborers who help with uprooting, planting and tying vegetables . "

- **Network Sentiment** from Mama Ani's words as the following :

" Sometimes there are also fellow farmers around the plantation and several families who volunteer to help move and make tents . I also build collaborations with several family (insider At home , I employ 2 employees to help with harvesting, such as laborers who help with uprooting, planting and tying vegetables . "

- **Network Power** from Mama Ani's words as the following :

"I was given capital assistance by KUR (People's Business Credit) because the interest was small, and collaborated with several vegetable traders at Tulehu Market and the community in Suli and Tial Villages from those who buy For need celebrations /events as well with owner land and the Suli government ."

b. Type Network Social Farmer Mr Hamid with Nodes invited to collaborate are as follows :

- **Interest Network** from what Mr. Hamid said as following :

" The collaboration that I build with traders is that traders buy vegetables on us with motorcycle taxi intermediary or trader tulehu market vegetables direct come buy to us and paid in cash whereas results partly I bring to the passo market paid after sale or When I bring results harvest following to the market again . For seeds I buy at the store farmers in the Ambon City area . I believe to land owners and families because we trust each other. They trust me and vice versa, I trust them ."

- **Network Sentiment** from what Mr. Hamid said as following :

"I am usually helped voluntarily by my family For water planta plant until harvest vegetables in the garden ."

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- **Network Power** from what Mr. Hamid said as following :

"I'm normal manage land Alone For plant vegetables in the field with an area of ± ½ Hectare ."

c. Type Network Social Farmer vegetable Mr. Rahamat with Nodes invited to collaborate are as follows :

- **Interest Network** like Which said Mr Rahmat as following :

" In collaboration with several traders, our harvest is sold to traders at the Tulehu market subscribe usually they with a motorbike taxi coming buy in our garden , results we will send the rest of the harvest to Batu Merah and Passo markets with mutual capital believe , with payment after sale . Usually there are also other traders besides from tulehu If you don't subscribe to me, buy it at our garden (like residents of Suli Village and Tial Village – traders or not), and we use telephone For give know Subscribe when you want harvest and ship to the market. "."

- **Network Sentiment** such that said Mr Rahmat as following :

" I employ 2 members family to help in harvesting such as helping in watering , planting, harvesting results plant us . "Sometimes there are also fellow farmers around the plantation and several families who volunteer to help move the tents ."

- **Network Power** like Which said Mr Rahmat as following :

" farmer of 11 members group farmer in Hanyie – My Suli Village use a cellphone for communicate with network farming I ."

d. Type Network Social Farmer at Mrs. Daeng's hannyie with nodes invited to collaborate as follows:

- **Interest Network** like Which said Daeng's mother as following :

" For land I was given it by relatives For working garden on land that was once rented However Now I'm the direct one relate with owner land . I also built collaborations with several farmer in application fertilizer and distance plant ."

- **Network Sentiment** such that said Daeng's mother as following :

" I was helped nephew as well as insiders home , to help in planting , harvest , vegetables results plant us . Sometimes there are also fellow

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farmers around the plantation and several families who volunteer to help make tents bunkhouse ."

- **Network Power** like Which said Daeng's mother as following :

"I collaborate with several traders among them There is trader from Tulehu Market For promote results each of our plants day can come and buy vegetable for sale start from 30 to 50 bunches of vegetables and paid immediately cash ."

Matrix Network Social Hanyie Vegetable Farmer

Basically, social networks are formed because of mutual knowledge inform, remind each other, each other help in implementing or resolving a problem.

Matrix 1. Type Network Social on Farmer Hanyie Vegetables – Suli Village

No.	Farmer Hanyie vegetables	Network		
		Type Network Social		
		Network Interest	Network Sentiment	Network Power
1.	Mama Ani	- buyer - Farm workers - Farmer - trader	- A number of Farmer - Family - Land owner	- Counselor - KUR (Business Credit People) - Trader
2.	B Mr Hamid	- farmer - trader - instructor	- Half farmer - Family	- Owner land - Trader
3.	Mr Rahmat	- Laborer farmer - farmer - trader	- Family - A number of Prtani	- Owner Land - Trader
4.	Daeng's mother	- Employees/Laborers - Trader - Buyer	- A number of Farmer - Family - neighbor	- Trader - Owner land

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Information	The Relationship between Social Capital and Interest Economy	The Relationship between Social Capital and Interest Economy	The Relationship between Social Capital and Interest Economy

Source : Results interview

From the matrix above, it can be explained that the type of social network for shallot farmers is the network of employees, traders, farmers and consumers. The type of network is the interest network type. The network type of farmers, families and neighbors is a sentiment network. And in the KUR (People's Business Credit) network, traders and land owners have the network type, namely the power network type. In the interest and power network type, relationships are formed on the basis of economic interests and in the sentiment network type, relationships are formed without any economic elements. For traders, they have a strong network and a network that has various interests because there are traders whose status is a subscriber and has collaborated for a long period of time and has high hopes for achieving goals such as large profits .

Matrix 2 . Type Network Social on Trader Vegetables at Tulehu Market

No.	Trader Hanyie vegetables	Network		
		Type Network Social		
		Network Interest	Network Sentiment	Network Power
1.	Mama Muli	- buyer - Farmer - Red stone (vegetable) trader	- Family - Land owner	- KUR (Business Credit People) - Personal Capital
2.	Mama Ciko	- farmer - Taxibike	- Family	n't any network
3.	Mama Mina	- farmer	- Family	- cooperative
4.	Caca Aju	- Farmer - Taxibike	- Family - Neighbor	n't any network

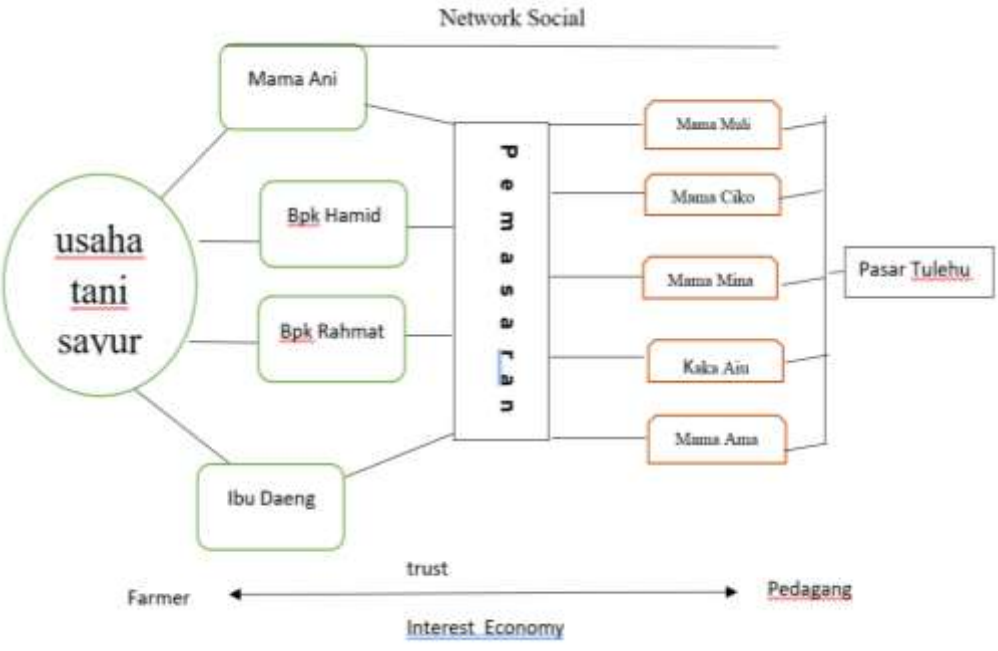
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5.	Ua Ama	- Farmer - Buyer / Family	- Family	- Personal capital
Information		The Relationship between Social Capital and Interest Economy	Social Capital Relationship	Interest Economy

From the matrix above, it can be seen that shallot traders have established cooperative relationships with farmer networks in Suli - Hanyie Village and networking Support like KUR for Capital as well Cooperative Save Loan as well as motorbike taxi transportation services Covers Three Category Network Social namely the type of network power , network interest and network Sentiment .

Network Model/Diagram/ Chart Social Farmers and traders vegetables at Tulehu Market



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CONCLUSION

- ❖ Deeply built cooperation Hanyie - Suli vegetable farmers ' social network , namely cooperation formed based on the same interests and complementary interests to achieve targeted goals. Collaboration is built to facilitate, current Transaction . Collaborative relationships that are formed repeatedly produce a norm and are strengthened by trust working party The same .
- ❖ The types of social networks for Hanyie – Suli vegetable farmers include three category network Social ie Interest Network , network Sentiment , and Power Networks . With Vegetable traders at the Tulehu market also entered in Interest/ trust category Because has become subscriber as well as Power network , cause every transaction with payment cash .

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