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The Role of Social Capital in the Development of Fried Chicken Business

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ABSTRACT

This study aims to describe the social capital owned by the owners, employees, and suppliers of raw materials for MSME fried chicken "Krispi", analyze production and income, and business development. The research was conducted at the "Skripsi" Fried Chicken MSME, Jl. Abdullah Dg. Sirua. Informants (respondents) in this study were business owners, employees (who had worked for one year), and raw material suppliers, totaling ten people. This research is a case study using a qualitative approach and data collection techniques through observation, interviews, and documentation on the "Skripsi" fried chicken business. Data analysis used descriptive qualitative analysis and income analysis. The results of the study found that The social capital owned by the owners, employees, and suppliers of raw materials in the UMKM "Skripsi" fried chicken are: social norms, social networks, trust, cooperation, participation (participation), and reciprocity (reciprocity). Recapitulation of informants' responses to social capital with a weight value of 426 means that social capital plays a role in business development. MSME production and income Fried chicken "Skripsi" is profitable. The "Skripsi" fried chicken business is experiencing increasing development.

ABSTRAK

Penelitian ini bertujuan untuk mendeskripsikan modal sosial yang dimiliki pemilik, karyawan, dan pemasok bahan baku ayam goreng UMKM "Krispi", menganalisis produksi dan pendapatan, serta pengembangan usaha. Penelitian dilakukan di UMKM "Skripsi" Fried Chicken, Jl. Abdullah Dg. Sirua. Informan (responden) dalam penelitian ini adalah pemilik usaha, karyawan (yang telah bekerja selama satu tahun), dan pemasok bahan baku yang berjumlah sepuluh orang. Penelitian ini merupakan studi kasus dengan pendekatan kualitatif dan teknik pengumpulan data melalui observasi, wawancara, dan dokumentasi pada usaha ayam goreng "Skripsi". Analisis data menggunakan analisis kualitatif deskriptif dan analisis pendapatan. Hasil penelitian ditemukan bahwa modal sosial yang dimiliki oleh pemilik, karyawan, dan pemasok bahan baku pada UMKM ayam goreng "Skripsi" adalah: norma sosial, jaringan sosial, kepercayaan, kerjasama, partisipasi (partisipasi) dan timbal balik (timbal balik). Rekapitulasi tanggapan informan terhadap modal sosial dengan nilai bobot 426 artinya modal sosial berperan dalam pengembangan usaha. Produksi dan pendapatan UMKM Ayam goreng "Skripsi" menguntungkan. Usaha ayam goreng "Skripsi" mengalami perkembangan yang semakin meningkat.



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INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) are an exciting business sector. Not only has the development and spread been so rapid, but also the dynamics that have been built within the industry. Micro, Small, and Medium Enterprises (MSMEs) are Indonesia's leading economic growth contributors. The Ministry of Cooperatives and SMEs recorded that micro, small, and

medium enterprises (MSMEs) reached 65.47 million units in 2019. This number increased by 1.98% compared to the previous year of 64.19 million units. This amount reaches 99.99% of the total businesses in Indonesia. The MSME sector is estimated to contribute more than 50% of the Gross Domestic Product (GDP), mainly in the trade and agriculture sectors and around 10% of exports (Mahdi, 2022).

Of the many MSMEs in Indonesia, only a few can succeed, while millions of MSMEs fail even in the first five years (Sidik, 2020). This phenomenon shows that behind the contribution of MSMEs to Indonesia's economic growth, there are still many problems. MSMEs in Indonesia still face various obstacles in promoting, marketing and selling the products they produce (Aziz & Irfangi, 2019). Various problems MSMEs face when starting a business are not without reason because it is difficult for MSMEs to access different economic sources. As a result, MSMEs need to develop new capital in their business development, namely social capital. Social capital is mainly present as an alternative to other modalities such as economic capital, cultural capital, and human capital.

Makassar City, the largest city in South Sulawesi, has the potential for the development of MSMEs. One of them is a crispy fried chicken business under the name Ayam. This processed business with chicken-based ingredients is never empty of consumers. Although there are quite a lot of things that are stretched, the market opportunity is still very open. Increasingly fierce business competition causes companies to implement various ways to develop and maintain their business. Therefore, the crispy fried chicken business needs to cooperate with other parties to face threats in the future. Being more open in cooperation can make it easier to overcome problems (Arifin et al., 2022; Rachmawati et al., 2021). Therefore, the influence of social capital in business needs to continue to be developed (Khalifa, 2018).

A business strategy is needed for business continuity in marketing, funding or capital, production, and human resources (Widodo, 2012). The availability of capital supports this aspect. Business capital is not only in the form of financial and labor capital but also in the form of non-consumable capital, namely social capital (Putro et al., 2022). According to the positivist approach, social capital is defined as a social network that contains reciprocal relationships in building trust belonging to a group (Subiyakto & Mutiani, 2019). According to Putnam, social capital is part of social life in the form of networks, norms, and beliefs (Wan & Du, 2022). These three elements can encourage participants to work together as community members to achieve common goals, especially in developing MSMEs.

In running a small and medium enterprise, there needs to be a role of social capital as an understanding and knowledge that is shared and forms a community or group, as well as a pattern of relationships that allow a group of individuals to carry out one productive activity. Social capital refers to the organizations, structures, and social relationships that communities build, regardless of government or other intervention. Social capital can act on the reconstruction and development of an entrepreneur's social identity to help him develop their business because social capital plays a decisive role in the formation and development of entrepreneurship (Khazami et al., 2020).

Social capital can only be built when individuals learn and are willing to trust others so that they are willing to make accountable commitments to develop mutually beneficial forms of relationships. Social capital is significant for the community because it facilitates access to information for community members, becomes a medium for sharing power in the community, develops solidarity, allows for mutual achievement, and shapes the behavior of togetherness and organization in the community (Castro-Martinez et al., 2021).

Social capital also plays an essential role in MSMEs because it allows each other to provide information and assistance related to strategic business locations, capital, and business groups. In addition, MSME activities usually start from information obtained from relatives, friends, neighbors, or family who has sold before. They help each other in the capital, merchandise supply, shelter, and information such as where to sell and so on. In this case, MSMEs have provided benefits that social capital is one of the essential factors in community economic activities (Escoto et al., 2019).

RESEARCH METHODS

The research was conducted at UMKM "Ayam Krispi" branch Jl. Abdullah Dg. Sirua, Makassar City. This research uses a qualitative approach that relies on data from informants and is supported by quantitative data. Purposive determination of informants with the consideration of selected informants is who knows and can be trusted to be the right source of information following research objectives (Sugiyono, 2018). The informants who are the object of this study are the leadership, all employees, and suppliers of raw materials. There are six primary raw material suppliers, and three employees have worked for two years. The total number of informants was 10.

Data collection techniques in our study used observation, interview, and documentation techniques. Data analysis uses qualitative analysis to describe the social capital owned by leaders, employees, and suppliers of raw materials and quantitative descriptive analysis to describe the amount of production, revenue, and income as well as business development.

Table 1. Indicators of Assessment of the Role of Social Capital of Owners, Employees, and Suppliers of Raw Materials on the Development Process of MSMEs "Skripsi Chicken."

Variable	Sub Variables	Measurement items	Values/criteria
Social capital	Social Norms	a. Maintain each other's reputation	1= low
		b. Comply with regulations	2= medium 3= Height
	Social networks	a. Conduct socialization	1= low
		b. Provide ideas and ideas in developing a business	2= medium 3= Height
		c. Conduct informal activities to increase closeness between owners, employees, and suppliers of raw materials	
	Belief	a. Trust each other	1= low
		b. Keep promises	2= medium
		c. Have the same goal	3= Height
		d. Consistent	
	Collaborate	a. Able to cooperate well	1= low
		b. Not doing something to benefit yourself	2= medium 3= Height
	Participation	a. Be active in meetings	1= low
		b. Active in activities	2= medium 3= Height

		c. Active in providing solutions	
	Reciprocal relationships	a. Support each other b. Respect each other c. Mutual benefit	1= low 2= medium 3= Height
Business development	Income	a. Increased Revenue b. Increased turnover c. Increase in outlets/business branches	1 = Low 2 = Medium 3 = Height

Source: Data Processing Results, 2022

The interpretation of weighting according to (Ferdinand, 2014) on each social capital variable on the development of MSMEs "Ayam Skripsi" is as follows:

a. Calculating the highest score

Maximum weight= A x B x C

Minimum weight= A x D x C

Where:

A: The number of indicators of each variable, which is 17

B: Maximum score, which is 3

C: Number of informants, which is 10

D: Minimum score, which is 1

b. Calculating the Score Index

The measurement scale to determine the average score category uses the following calculation (Ferdinand, 2014):

$$i = \frac{\text{Skor maksimum} - \text{Skor minimum}}{K}$$

Where:

i: Score interval

Maximum score: 510

Minimum score: 170

K: Number of classes, which is 3

$$i = \frac{510 - 170}{3} = 113$$

Table 2. Score Interval of the Role of Social Capital on Fried Chicken Business Development

Score Interval	Information
170 - 282	Low / Non-Role
283 - 396	Medium / Moderately Instrumental
397 - 510	High / Instrumental

Source: Data Processing Results, 2022

Quantitative descriptive analysis answers the second goal, describing how much-fried chicken is produced by MSMEs "Ayam Skripsi." The income of MSMEs "Ayam Skripsi" is analyzed using the following formula (Witin & Wanda, 2022):

a. Acceptance

$$TR = P \times$$

Information:

TR = Revenue (Rp)

P = Price of Fried Chicken (Rp/pcs)

Q = Number of Fried Chicken Products (pcs)

b. Cost Total

Information:

$$TC = TFC +$$

TC = Total cost (Rp)

TFC = Total fixed costs (Rp)

TVC = Total variable costs (Rp)

c. Income

Information:

$$\pi = TR - TC$$

π = Revenue (Rp)

TR = Total Receipts (Rp)

TC = Total Cost (Rp)

RESULTS AND DISCUSSION

Identity of the Informant

The informants in this study were owners, employees, and suppliers of raw materials for MSMEs "Ayam Skripsi" in Makassar City, totaling ten people.

Table 3. Informant Data on MSMEs "Ayam Krispi" in 2022.

No.	Name	Specifications	Age (Years)	Recent Education
1.	Yep. Ilham Sakaruddin, S.P	Owner of MSME "Ayam Skripsi"	29	S1
2.	Masrianto Suprpto SM, S. Pd	Employee	26	S1
3.	Nur Fadillah	Employee	20	SMK
4.	Risaldi Septiansyah	Employee	20	SMA
5.	Berlian	Chicken Suppliers	51	S1
6.	Hari	Mixed Ingredients Supplier	28	SMK
7.	Randi	Powdered Broth Supplier	36	S1
8.	Pinky Yunita	Rice Supplier	26	S1
9.	Marini Ismail	Sambal Sauce Supplier	39	SMA
10.	Roy Wisan	Mineral Water Supplier	62	JUNIOR

Source: Primary data, 2022

Social Capital in MSMEs "Ayam Krispi"

Social capital is a form of norms and beliefs manifested in social activities that aim to create networks between social groups, such as in the fried chicken business "Krispi." Social relationships are needed to bind, bridge, and bridge one another. The description of the six indicators of social capital is as follows:

1. Social Norms

Social norms are written and unwritten rules that are always obeyed and enforced in the behavior of each individual (Cahyono & Adhiatma, 2023). Social norms exist between MSMEs owners, employees, and suppliers "Ayam Skripsi," namely maintaining each other's reputation and obeying the rules. MSMEs "Ayam Skripsi" have written and binding rules and sanctions if they do not comply with them. These rules are mandatory for employees of MSMEs. Fried chicken "Skripsi". These rules include entering work on time, attending meetings at MSMEs Fried chicken "Skripsi," always wearing work uniforms set by the company, and being honest. If employees do not comply with these rules, the company will give a reprimand and sanctions in the form of salary deductions or meal money. While the rules set between the owner and the "raw material supplier" are to deliver raw materials according to a mutually agreed time and according to the amount ordered.

It is supported by research from Widyawan (2020), which states that social norms significantly affect innovation performance in MSME strategies. Social norms are reflected in workers' habitual behavior and willingness to share information.

2. Social Networks

The social network among owners, employees, and suppliers of MSME raw materials, "Ayam Skripsi," namely conducting socialization, providing ideas and ideas in developing businesses, and conducting informal activities to improve close relations. Social networks formed between owners, employees, and suppliers of raw materials can bridge and connect good cooperation, thus providing ease in communicating to establish cooperation and expand networks or partners as an essential source of information related to business development and product marketing. Research findings are in line with Damsar's network formed. The stronger the cooperation in it will, the further strengthen social capital in the company.

3. Belief

Trust is essential because mutual trust, keeping promises, having the same goals, and a consistent attitude between owners, employees, and suppliers of raw materials to the company provide convenience, smoothness, and progress in doing business. The owner's trust in raw material suppliers can be seen in the quality of raw materials supplied to MSMEs "Ayam Skripsi." Trust can be established among owners, employees, and suppliers of raw materials because of their honesty with each other, keeping promises, and prioritizing consistent speaking in work and business. It is supported by the research results from Widyawan (2020), which explains that trust or trust can contribute internally through relationships between MSME workers, but trust does not significantly contribute to innovation performance. However, it is still helpful in the development of MSMEs.

4. Collaborate

MSME "Ayam Skripsi" claims that social capital allows one to establish cooperation with employees and suppliers of raw materials by providing a meaningful role. It is essential to strengthening cooperation in running a business to increase sales and develop the company (Valdez-Juárez et al., 2022). The cooperative relationship between owners, employees, and suppliers of MSME raw materials "Ayam Skripsi" is established based on business partners for the business development process. Cooperation between owners and employees in the form of mutual assistance in the production and sales process of MSME products "Ayam Skripsi." The cooperation between owners/employees and raw material suppliers is in the form of helping each other and not doing something for self-benefit. According to (Dewita

et al., 2020), this is supported by research that explains that social capital in cooperation functions to increase sales profits.

5. Participation

Participation is a form of ability to participate in a synergistic relationship pattern and majorly impacts the company (Yunus et al., 2021). Participation in non-formal and formal activities or meetings formed by MSMEs "Ayam Skripsi" will strengthen the relationship between owners, employees, and raw materials suppliers for MSMEs "Ayam Skripsi." The participation of owners and employees of MSMEs "Ayam Skripsi" is shown by participating in every meeting and meeting held and providing suggestions and solutions if MSMEs "Ayam Skripsi" are facing problems.

6. Reciprocal Relationships

Reciprocity is a reciprocal relationship and the tendency to exchange kindness or *feedback* between owners, employees, and suppliers of raw materials (Pratiwi, 2018). It can be realized by maintaining social care, helping each other, supporting each other in the business development process, mutual respect between owners, employees, and suppliers of raw materials, caring for each other, and giving each other benefits for the business development process. According to Widyawan (2020), this is supported by research, which states that the pillar of social capital can be a glue between individuals in building relationships with others.

Recapitulation of the scoring value of respondents' responses to social capital contained in MSMEs "Ayam Skripsi" as illustrated in Table 4 below.

Table 4. Recapitulation of Informants' Responses to Social Capital

No.	Indicators	Total Weight (Score)
1.	Social norms	58
2.	Social networks	51
3.	Belief	112
4.	Collaborate	58
5.	Participation	57
6.	Reciprocal Relationships	90
Sum		426
Category		Height/Role

Source: Primary Data After Processing, 2022.

Table 4 shows that the sum of weights (scores) of six aspects of social capital is 426, which means that social capital in the fried chicken business "Skripsi" is in the high/instrumental category. Based on informants' responses to social capital indicators that provide the highest value, namely the value of trust, this is in line with the results of Widyawan's research (2020)(2020), *trust* contributes positively internally through relationships between MSME workers and parties who collaborate and partnership.

MSME Business Income "Ayam Skripsi"

According to Sundari (2016), revenue is the difference between revenue and all costs incurred.

Table 5. Production and Monthly Income of MSMEs "Ayam Krispi" Branch Jl. Abdullah Dg. Sirua

No.	Information	Quantity (Unit)	Price (Rp/Pcs)	Value (Rp)
1.	Fried Chicken :			
	a. Lower thighs	1.724	6.000	10.344.000
	b. Wing	1.729	8.000	13.832.000
	c. Upper thighs	1.715	10.000	17.150.000
	d. Chest	1.723	12.000	20.676.000
	e. Rice	2.100	5.000	10.500.000
2.	Acceptance			72.502.000
3.	Fixed Costs	-	-	13.936.000
4.	Variable Costs	-	-	33.584.100
5.	Total cost (3+4)	-	-	47.520.100
6.	Revenue (2-5)	-	-	24.981.900

Source: Primary Data After Processing, 2022.

Annual Turnover of MSMEs "Ayam Skripsi" Branch Jl. Abdullah Dg. Sirua

The definition of turnover is the amount of money from selling certain goods (merchandise) during one selling period (Zulfa & Arif, 2020). The turnover of MSMEs "Ayam Krispi" branch of Jl. Abdullah Dg. Sirua, for the last three years, has increased quite well.

Table 6. Annual Turnover of MSMEs "Ayam Krispi" Branch Jl. Abdullah Dg. Sirua (2020 - 2022)

Year	Turnover (Rp)	Percentage (%)
2020	20.344.700	4,38
2021	172.788.500	37,16
2022	271.829.400	58,46
Total	464.962.900	100,00

Source: Primary data analysis, 2022.

Based on Table 6 shows the total turnover of MSMEs in "The Ayam Skripsi" branch of Jl. Abdullah Dg. Sirua amounted to Rp 464,962,900 for the last three years. The turnover obtained in 2020 was IDR 20,344,700; in 2021, the turnover obtained increased to IDR 172,788,500. The turnover obtained by MSMEs "Ayam Skripsi" from 2020 to 2021 decreased due to the Covid-19 Pandemic experienced by all regions of Indonesia, so sometimes their businesses opened and close because products did not sell well, so income also decreased. Turnover in 2022 has increased dramatically, amounting to IDR 271,829,400, because of Covid-19. The Pandemic has started to improve, so industrial development in Indonesia has increased, with the most significant number of chicken fans. The "savory" business includes the fried chicken business that culinary business people can explore.

Business Development

MSMEs "Ayam Skripsi" have the potential to develop and experience an increase in sales because of the low price of their products with good taste. It is evident from the establishment of this business that MSMEs "Ayam Skripsi" already have four business places that are branches

of the first established business, namely located on Jalan Abdullah Dg Sirua. Data in Table 7 shows that MSMEs "Ayam Skripsi" are experiencing business development in terms of the increasing number of business places during the 2019-2021 period.

Table 7. Number of Branches and Year of Establishment of MSMEs Ayam Krispi in Makassar City, 2022.

No	Business Branch	Business Opening
		Period
1.	Business on Jln. Abdullah Dg Sirua	April 2019
2.	Business on Jln. Dg. Ramang - Sudiang	August 2020
3.	Business on Jln. Dg. Tata	April 2021
4.	Business on Jln Samata	October 2021

Source: Primary Data, 2022.

CONCLUSION

Based on the results of the study, it can be concluded that: Social capital contained in MSMEs' "Thesis Chicken" consists of 1) Social norms, which are written and unwritten rules that are permanently adhered to and enforced by owners, employees, and suppliers of raw materials, i.e., maintaining each other's reputation and abiding by the rules. 2) Social networks; Social networks formed between owners, employees, and suppliers of raw materials can bridge and connect good cooperation, thus providing ease of communication to establish cooperation and expand networks or partners as an essential source of information related to the process of business development and product marketing, 3) Trust; It is an essential element because with mutual trust, keeping promises, having the same goals and a consistent attitude between owners, employees, and suppliers of raw materials towards the company provides convenience, smoothness, and progress in doing business. 4) Cooperation; The cooperative relationship between owners, employees, and suppliers of MSME raw materials "Ayam Skripsi" is established based on business partners for the sake of the business development process. Cooperation between owners/employees and raw material suppliers in the form of mutual help and not doing something with self-benefit; 5) Participation; The participation of owners and employees of MSMEs "Ayam Skripsi" is shown by participating in every meeting and meeting held and providing suggestions and solutions if MSMEs "Ayam Skripsi" are facing problems; 6) Reciprocal relations; Able to make essential contributions in establishing cooperation between owners, employees, and suppliers of raw materials. It can be realized by maintaining social care, helping each other, supporting each other in the business development process, mutual respect between owners, employees, and suppliers of raw materials, caring for each other, and giving each other benefits for the business development process.

The production of MSMEs "Ayam Skripsi" in one month is 8,991 pcs, producing fried chicken and rice daily. The total number of chickens produced in a month is 6,891 pcs. The total rice produced during the month was 2,100 pcs. The income of MSMEs "Ayam Skripsi" per month is IDR 24,981,900. The role of social capital in the fried chicken business is in the high category.

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