



Social Network of Catfish Farming Entrepreneurs “Jaka Sura” in Tegal Regency

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Abstract

This study aims to analyze the social network owned by the Jaka Sura catfish farming unit and analyze the Jaka Sura unit in utilizing social networks. This study uses a descriptive qualitative research method supported by observation techniques, interviews, and *study literature techniques*. The validity of the data was tested using the data triangulation technique and using Marx Granovetter's social network theory. The subjects of this study are jaka sura catfish cultivators, seed suppliers, feed suppliers, juragan, collectors, and market traders involved in the production and distribution of catfish. The results of this study show that the social network owned by Jaka Sura is in the form of a social network of production and a social network of distribution. The social network of production includes seed suppliers, family labor and non-family labor. Meanwhile, the distribution social network includes wholesalers, collectors, and market traders. The use of social networks provides convenience and benefits for actors and provides wider access to information for the Jaka Sura unit to develop catfish farming.

Keywords: Catfish, Jaka Sura, Social Networks

Abstrak

Penelitian ini bertujuan untuk menganalisis jaringan sosial yang dimiliki oleh unit pembudidaya ikan lele Jaka Sura dan menganalisis unit Jaka Sura dalam memanfaatkan jaringan sosial. Penelitian ini menggunakan metode penelitian kualitatif deskriptif yang didukung dengan teknik observasi, wawancara, dan teknik *study literature*. Validitas data diuji menggunakan teknik triangulasi data dan menggunakan teori jaringan sosial Marx Granovetter. Subjek penelitian ini adalah pembudidaya ikan lele jaka sura, pemasok benih, pemasok pakan, juragan, pengepul, dan pedagang pasar yang terlibat dalam produksi dan distribusi ikan lele. Hasil penelitian ini menunjukkan bahwa jaringan sosial yang dimiliki oleh Jaka Sura berupa jaringan sosial produksi dan jaringan sosial distribusi. Jaringan sosial produksi mencakup pemasok benih, tenaga kerja keluarga dan tenaga kerja bukan keluarga. Sedangkan, jaringan sosial distribusi mencakup juragan/pedagang besar, pengepul, dan pedagang pasar. Pemanfaatan jaringan sosial memberikan kemudahan dan keuntungan bagi para aktor dan memberikan akses informasi yang lebih luas bagi unit Jaka Sura untuk mengembangkan budidaya ikan lele.

Kata Kunci : Ikan Lele, Jaka Sura, Jaringan Sosial

Received : 24-08-2024

; Revised: 30-11-2024

; Accepted: 12-12-2024

© ENTITA: Journal of Social Sciences and <https://doi.org/10.19105/ejpis.v6i2.15124>.

Social Sciences Education

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Introduction

Fisheries play an important role in providing food, creating jobs, supporting recreational activities, encouraging trade, and improving economic welfare, both for local people and the wider community (Kusdiantoro et al., 2019). In the context of national development, the fisheries sector occupies a strategic position in contributing to the country's foreign exchange and improving the community's economy, especially for business actors in the sector (Hakim et al., 2021). The development of the fisheries sector in Indonesia includes capture fisheries and aquaculture, with a total land potential of 17.91 million hectares. Of this amount, freshwater aquaculture land reaches 2.8 million hectares (15.8 percent), with a utilization rate of 316,446 hectares or 11.30 percent (KKP, 2020)."

The increasing growth of freshwater aquaculture in Indonesia is driven by the abundance of potential natural resources. One of the potential freshwater commodities to be developed is catfish. Catfish is one of the leading commodities considering that this fish has good endurance, fast growth rate, and increasing market demand. Catfish is a fishery sector that excels in the market and has great potential to support food security as a source of animal protein (Muntafiah, 2020). According to data from the Director General of Aquaculture (2015), the national production of catfish in Indonesia is expected to increase from 1,058,400 tons in 2015 to 1,779,900 tons in 2019 (Mustajib et al., 2018). This is based on the fact that catfish has a high level of demand (Damanik et al., 2023). Similarly, in Tegal Regency, the demand for catfish has increased whether it is sold fresh, processed, or ready for consumption (Wijanarko et al., 2022). This is proof that the community is very fond of catfish, it can be seen from the many stalls, wartegs, canteens that provide fish menus as processed ingredients and are a favorite menu to be served as the main side dish (Duwila et al., 2020).

Wardhani (2017) mentioned that public interest in consuming catfish as a source of animal protein is quite high because this fish has an affordable price, is easy to process, and has a good taste. In line with the statement of Nasution and Prayogi (2018), that the high market demand for this raw material, coupled with promising profits, encourages people to utilize the available land for catfish cultivation, either with soil ponds, wall tanks, or tarpaulin ponds. Therefore, the community's interest in catfish creates new opportunities in encouraging people to engage in catfish farming, as practiced by the Jaka Sura unit.

Jaka Sura Unit is one of the catfish farming units operating in Babakan Village. This business unit was established by a young entrepreneur named Rio Danar Setiawan who has demonstrated success in managing fisheries businesses. In developing its business,

this unit builds a strong foundation, both in production and distribution aspects through strengthening social networks. Jaka Sura is one of the fish farming units that received attention and assistance from the Tegal Regency Marine and Fisheries Service such as the provision of equipment assistance aimed at facilitating business development. The Jaka Sura unit has a good reputation for producing superior quality catfish. This success not only brings economic benefits to the business owner but also contributes to job creation for the surrounding community. The owner strives to create a sustainable and profitable farming business. The business was established in 2017 and focuses on catfish rearing and marketing. The land used for catfish farming is privately owned land with a land area of 20x45 meters with 25 ponds, one warehouse, and one prayer room.

In developing the business, the Jaka Sura unit needs to apply social capital, such as networks, which are one of the important elements that can be developed. This network serves as a means to market cultivation results and introduce the products produced. Networks can be interpreted as a collection of actors who have relationships with other actors in certain types of relationships (Riyantini et al., 2023). In a social network, each actor has their own role and purpose, the relationship between actors contributes to Jaka Sura, but does not rule out the possibility of friction between actors' goals causing conflict between actors (Ritaningrum & Wijaya, 2023).

The results of research from Naibaho (2021) on the Alaskobar Farm hatchery unit have a major role and influence in success. Social capital is applied in maintaining and developing their business with the help of social capital such as networks, norms, and trust. Aprillia & Utami (Aprillia & Utami, 2020), explained that social networks have the same relationship and goals among actors. The form of social networks is based on trust and kinship. The existence of trust and kinship is used to obtain information about buying and selling crops. In addition, trust is the main capital in supporting the perpetuation of relationships between actors. Utami & Gunawan (2023) explain that social networks are formed because of the mutual need between the two actors and have trust. This is also in line with the opinion of Yuni (2021), explaining that social networks are formed based on values and norms that are believed together and become the basis for the creation of cooperation.

In the fisheries sector, especially catfish, social networks also emerge as part of efforts to facilitate the business of catfish farmers, which in turn will improve the welfare of the farmers themselves. This is because of the mutual trust between actors. Interaction and

cooperation between them are actualized in various activities. The Jaka Sura unit builds their business by fostering a social network that will strengthen them in running their business.

The influence of social networks in the development of catfish farming businesses is very large and involves cooperation between the actors involved. Social networks are formed from knowing each other, providing information to each other, reminding each other, and helping each other in running or overcoming various things. Social networks are believed to create a unique set of relationships among a number of actors through interactions that form social relations, between Jaka Sura unit owners, workers, seed and feed suppliers, juragan, and collectors. This research is important because social networks play a role in determining the success and sustainability of catfish farming businesses. The influence of social networks in this study can determine how interactions and relationships between actors. Therefore, social networks are very important in daily social activities and relationships (Duwila et al., 2020).

Jaka Sura Unit is one of the businesses that has the potential to be developed and has received support from various parties. In an effort to develop its business, Jaka Sura Unit needs to utilize social networks, as a development strategy. Social networks play an important role in building cooperative relationships between the various actors involved, such as business owners, workers, suppliers, and distributors. This research is motivated by the importance of understanding the role of social networks in supporting the sustainable development of catfish farming businesses. Therefore, the main question in this study is how the role of social networks in Jaka Sura Unit in developing catfish farming businesses, as well as how various agents utilize their social networks in this context. This research aims to analyze the social networks that Unit Jaka Sura has in its business operations and its utilization strategies. To answer this question, this study adopts the social network theory proposed by Mark Granovetter, focusing on analyzing social networks at the micro level of social interactions formed among actors in the network.

Method

This research was conducted at Jaka Sura Catfish Farming Unit located in Babakan Village, Kramat District, Tegal Regency, using descriptive qualitative research methods.

The research was conducted in April-June 2024. This research uses qualitative methods because it produces descriptive data in the form of written or spoken words from individuals and observed behavior (Sugiyono, 2019). Therefore, this research seeks to analyze the social network of catfish farming in the Jaka Sura unit. Information was

determined by purposive sampling technique, which means that the research sample taken does not depend on the population size but is adjusted to the research objectives.

The data collection technique was to collect primary data and secondary data. Primary data was obtained including interviews and observations, while secondary data was obtained from literature study and documentation.

The first data collection technique is semi-structured interviews with informants. The informants in this study amounted to fifteen people who were divided into key informants, main informants and supporting informants. Key informants are people who are very knowledgeable about the issues under study and are expected to have valid and reliable data. The main informants are those who are considered to know or be directly involved in the social network of Jaka Sura catfish farming. While supporting informants are those who can provide information even though they are not directly involved in the social network of Jaka Sura catfish farming business.

The research subjects were based on the actors involved in the social network chain of Jaka Sura catfish farming. This is evidenced through the informant data table that will be presented in the following section:

Tabel 1. Researcher’s Informant

No	Initial Name	Occupation	Age
1.	Mr. Rio	Jaka Sura Catfish Farmer	27 Years
2.	Mr. Yono	Seed Supplier	45 Years
3.	Mr. Ahmad	Seed Supplier	40 Years
4.	Mr. Warjan	Seed Supplier	50 Years
5.	Mr. Hadi	Feed Pellet Supplier	45 Years
6.	Mr. Arif	Pellet Feed Supplier	47 Years
7.	Mr. Sanuri	Pellet Feed Suppliers	53 Years
8.	Mr. Rio	Alternative Feed Suppliers	50 Years
9.	Mr. Soleh	Alternative Feed Suppliers	52 Years
10.	Mr. Edi	Juragan	45 Years
11.	Mr. Iyan	Juragan	36 Years
12.	Mr. Ahmad	Juragan	48 Years
13.	Mr. Jono	Collectors	37 Years
14.	Mr. Dermawan	Collectors	33 Years
15.	Mr. Angga	Collectors	33 Years
16.	Mr. Darto	Market Trader	50 Years
17.	Mr. Agus	Market Trader	50 Years

Second, non-participant observation, observation or observation carried out directly at the location of the Jaka Sura unit, precisely in Babakan Village. Observed aspects include the field conditions of the Jaka Sura unit, the conditions of the actors involved in the Jaka Sura catfish farming social network.

Third, documentation, this research was carried out by taking pictures directly and sources from informants. In addition, to support the data obtained, the author utilizes

literature review from various sources to strengthen the writing. Literature reviews were obtained from journals, accredited articles, and social media.

The data analysis technique uses the Miles and Hubberman (1992:19) approach, there are three stages, namely (1) data reduction, (2) data presentation, and (3) conclusion drawing.

Results and Discussion

Social Network of Catfish Farming Entrepreneurs

The Jaka Sura unit utilizes social networks with seed suppliers and feed suppliers to produce catfish. In the early stages of production, the Jaka Sura unit requires catfish seeds obtained from seed suppliers. Farmers take care of their cultivation by providing feed. Feed fulfillment is carried out by the Jaka Sura unit by providing feed every day which is obtained through feed suppliers. Then, the catfish harvest is distributed through various networks starting from the producers, namely the farmers, to the consumers through a series of actors such as juragan, collectors, and market traders. In this network, each actor is interdependent and benefits from each other. Catfish farmers need the role of juragan and pengepul to distribute their harvest, while juragan and pengepul need the supply of catfish from the farmers. Each actor has their own roles and responsibilities in the distribution process.

Social networks are structures of cooperation between people formed from dynamic social capital that facilitate communication and interaction, enable the formation of trust and strengthen cooperation (Pasya & Idrus, 2021). Social networks refer to subjective relationships between individuals that are considered as nodes and ties in a particular context (Damsar, 2011:158). Nodes in the network are seen from the perspective of the individual actors involved, while ties describe the relationships that exist between these actors. Social network theory focuses on social relationships formed through ties that unite members, both individually and collectively (Burt, 1992 in Ritzer, 2012:745).

Social networks are considered important by farmers because they have a function that can perpetuate and connect each other that occurs in the catfish farming environment. Here is a quote with the informant:

"...Jaringan sosial itu sangat penting mbak, karena itu pondasi dari sebuah usaha. Kalau tidak adanya jaringan sosial atau istilahnya relasi penjualan ini kepada siapa saya menjual hasil panen saya mbak. Intinya komunikasi yang terjalin antara pemasok, juragan, dan pengepul itu harus terjaga dengan baik mbak..." (Interview, Rio, Babakan 9 June 2024).

Micro-networks are structures of social relationships formed through ongoing social interactions between individuals. Social interaction is able to form a social network between them, which is a common pattern of interpersonal relationships found in everyday life. This network is known as an interpersonal network, which is a social network formed between individuals and other individuals. The Jaka Sura unit has a social network that includes aspects of production and distribution.

1. Production Social Network

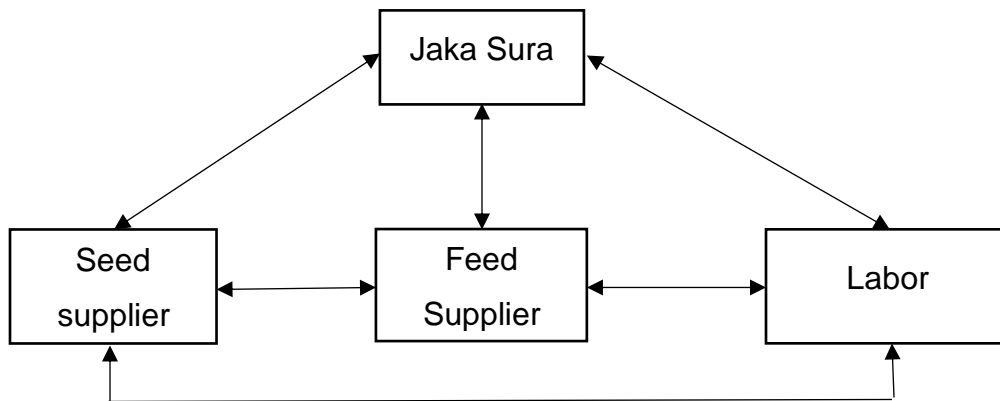


Chart 1. Social Network of Jaka Sura Unit Production

Suppliers have an important role in the social network because they are the main source that sustains the catfish farming business. Suppliers provide quality catfish seeds to be sold to the Jaka Sura unit. The Jaka Sura unit has trust and compatibility with the quality of the seeds, the health of the seeds, the size and color of the seeds produced by the seed suppliers so that the relationship can be durable. This creates trust between the Jaka Sura unit and the supplier.

According to the recognition of seed suppliers in an interview with the author, the Jaka Sura unit always maintains honesty and commitment in terms of payment transactions. The payment system carried out by the Jaka Sura unit is a cash payment system where catfish seed payment transactions are made by direct payment to the supplier. In this system, payment is made after the catfish seeds are received by the Jaka Sura unit.

The Jaka Sura Unit typically sources catfish seeds from a consistent supplier, switching only when supply becomes unavailable. During the collaboration, there were no supply issues or fraudulent activities. This partnership fostered a customer relationship, streamlining seed procurement. The unit benefits from direct deliveries of a minimum 6,000 seeds at Rp. 125 each, while the supplier secures a guaranteed customer. This arrangement

creates a mutually beneficial relationship, ensuring a reliable and efficient seed supply for the Jaka Sura Unit.

Furthermore, the bond that occurs between the Jaka Sura unit and the seed supplier is a bond in which information flows from the seed supplier to the Jaka Sura unit, where the seed supplier provides information by showing the livestock feed connections they are familiar with. The seed supplier provides recommendations about feed suppliers who have a good reputation and meet the needs of the Jaka Sura unit. By showing the feed relationship to the Jaka Sura unit, the growth of the catfish being cultivated will be rapid and quick to harvest, so the Jaka Sura unit will buy catfish seeds from the supplier again. The social network formed between seed suppliers and feed suppliers provides important access to information, including the identification of parties (farmers) who need seeds or feed.

In addition, the seed supplier also provided information about the sales relationship or marketing of catfish, namely the traders, to the Jaka Sura unit. The exchange of ideas and thoughts regarding catfish farming occurs between both parties, creating harmonious communication between the Jaka Sura unit and the seed supplier.

Next, the Jaka Sura Unit collaborates with feed suppliers to obtain feed for its aquaculture, creating a customer relationship. According to the suppliers of both pellet and alternative feed, the Jaka Sura unit in catfish farming has a fast production cycle. The business managed by this unit operates continuously without interruption, allowing the demand for feed from suppliers to be met quickly and efficiently.

Feed suppliers are divided into two types, namely pellet feed suppliers and alternative feed suppliers. The Jaka Sura Unit requires 10 kg/week of PF type pellet feed for the first month of seedling age and 30 kg/week of LP type pellet feed for the second month of catfish care. In administering LP type pellet feed, it will be mixed with alternative feed such as processed chicken, chicken intestines, fish, and sausage. Unit Jaka Sura needs 1 ton/day of alternative feed for catfish farming. This is done to save on production costs.

The relationship between the Jaka Sura unit and the feed supplier is not only limited to the seller. Feed suppliers is not only limited to between sellers and buyers but has a strong bond. The strength of the relationship between the Jaka Sura unit with feed suppliers is measured based on the frequency of interactions and the level of trust. and the level of trust. Alternative feed suppliers are more intense interact with the Jaka Sura unit more intensely than the pellet feed supplier. In addition to the Jaka Sura unit trusts feed suppliers who are always consistent in providing quality feed. Good feed quality quality feed will have a positive impact on the health and growth of catfish, and will increase crop yields. The Jaka Sura unit

depends on feed suppliers to meet the feed needs of catfish farming. The relationship between the two share information about the types of pellets, pellets by age, and alternative feed processing methods. In addition, the feed supplier also provides information to the Jaka Sura unit about sales relationships to large fish farmers. big traders. The exchange of information between each other is also to establish familiarity between feed suppliers and the intimacy between the feed supplier and the Jaka Sura unit.

Furthermore, the Jaka Sura Unit has a workforce that can assist in completing its work. Workers are divided into two groups. First, family workers, which consist of family members such as husbands, wives, and children. They do not receive wages like non-family workers. However, cousins and nephews receive daily wages like non-family workers. Second, non-family workers are those who are not family members, such as neighbors who are willing to work. Recruitment of workers is done informally without an application letter. Non-family workers receive a wage of Rp. 80,000 per day.

Workers have roles and responsibilities in caring for catfish until harvest. The care includes feeding and making alternative feed in the form of processed fish, chicken meat, and chicken intestines so that catfish are easy to eat. In addition, workers sort the catfish every seven to ten days. This sorting is done to separate catfish based on their size. Workers are responsible for keeping the fish pond clean and changing the pond water every seven to ten days and are responsible for harvesting the catfish.

The social network that occurs between the Jaka Sura unit and workers is formed because there is a regulation in terms of work that workers will be paid and the Jaka Sura unit which owns the business must be responsible for the workers. The relationship between workers and the Jaka Sura unit has been going on for long time, starting from Jaka Sura opening a business until now. The relationship between Jaka Sura and the workers is very close and communication is very good. The existence of social networks with workers makes it easier for Jaka Sura to obtain information if it wants to add workers. Workers also provide information to the Jaka Sura unit about seed and feed suppliers such as the quality of seeds and feed, information related to prices, and the reputation of seed and feed suppliers. The social network between workers and seed and feed suppliers is formed due to dependence on the supply and need for products. Not only that, workers also provide information about marketing sales to the juragan and collectors so that the harvest obtained is sold to them.

2. Social Network Distribution

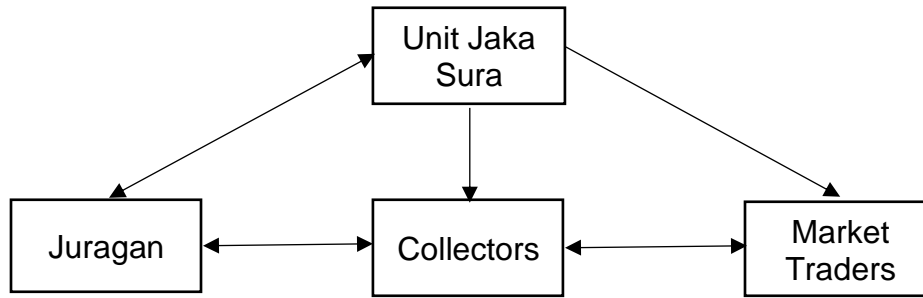


Chart 2. Social Network Distribution Unit Jaka Sura

Jaka Sura Unit develops social networks with various parties to distribute its harvest. The social network is formed due to a sense of interdependence between the Jaka Sura unit and the juragan, collectors, and market traders. The relationship between the Jaka Sura unit and the actors forms a social network that has interrelated and transitive ties. According to Wellman (1983, Ritzer, 2012 : 747), transitive means that if in a social network there is a bond between A and B and between B and C, there is a possibility of forming a bond between A and C. Therefore, there is a chance of forming a network involving A and C. Then there is a chance of forming a network involving A, B, and C.

In the distribution of catfish harvests, each actor has a role and responsibility that has been regulated by agreed norms and strengthened by trust. Jaka Sura Unit acts as a catfish farmer who is responsible for raising catfish until it is ready to harvest. Jaka Sura Unit is the main producer in the catfish supply chain. The success of Jaka Sura unit production is strongly influenced by technical factors such as the quality of seeds, feed, and cultivation techniques. The Jaka Sura unit sells its harvest to juragan, collectors, and market traders. Jaka Sura Unit is assisted by family and non-family labor in managing and maintaining catfish farming. Jaka Sura Unit also acts as a catfish supplier for juragan and collectors.

The Jaka Sura unit serves as a center of interaction and collaboration for actors in the catfish farming industry, such as exchanging knowledge, experiences, and strategies related to the effective management of catfish farming. In addition, the Jaka Sura unit provides assistance to juragan when facing financial problems, by offering a delayed payment scheme for the purchase of catfish, which is paid after all the catfish sold by the juragan are used up. This easy access to capital is due to the social network and trust relationship that has been built between the Jaka Sura unit and the juragan.

Furthermore, the juragan (large trader) who receives the supply of catfish from the Jaka Sura unit with a large amount of around 5 quintals of catfish. The juragan's role is to market the harvest from the Jaka Sura unit. According to one juragan, the catfish produced by the

Jaka Sura unit are of high quality in terms of health, size and color. Here is a quote with the informant:

“Selama saya ambil ikan lele di sini (Jaka Sura) tidak pernah mengecewakan selalu puas lah. Ikan lele di sini seger-seger dan sesuai ukuran sama permintaan pasar mbak. Apalagi, jaka sura bisa dipercaya tidak pernah berbohong soal timbang menimbang....” (Interview, Iyan, Babakan, 10 June 2024)

The juragan sells catfish to collectors and the juragan also has a regular subscription to collectors. In addition, the owner is also a supplier to collectors. Juragan determines the price of catfish to collectors. The juragan receives assistance from the Jaka Sura unit in the form of catfish loans if the juragan experiences financial difficulties for capital in purchasing catfish. Catfish are loaned on a large scale, because the juragan when taking catfish to the Jaka Sura unit is at least 5 quintals of catfish. The relationship built between these actors is symmetrical (Wellman, 1983 dalam Ritzer, 2012:747)

Furthermore, collectors are in charge of receiving the harvest from the Jaka Sura unit but also cooperate with the juragan. If the catfish in the Jaka Sura unit is not intended for the collectors, the collectors look for catfish by visiting the juragan. The price offered by the Jaka Sura unit to sell catfish to collectors is higher than the price offered by the juragan, with a price difference of Rp. 1,000. The collectors obtain information on the price of catfish in circulation because they have a relationship with the juragan. The collectors have a close relationship with the juragan to ensure the supply of catfish is fulfilled according to market demand. The collectors act as suppliers of catfish to market traders.

Furthermore, market traders have a business relationship with pengepul. The two actors work together to fulfill the demand for catfish to be sold to the market. The demand of market traders is relatively small, around 10kg-20kg, compared to the minimum sales capacity of the Jaka Sura unit of two quintals and Juragan of 50kg, so market traders rarely buy directly from farmers and juragan. Market traders distribute catfish directly to consumers such as Padang stalls, lamongan, food stalls, and warteg. In their relationship with collectors, market traders engage in information exchange on current market prices, catfish quality and supply availability.

Social Network Analysis

Marx Granovetter (in Ritzer, 2012:745) describes relationships at the micro level as actions that occur in the context of personal relationships. These relationships are based on

differences in the ability of individuals to access valuable resources, such as wealth, power and information. In social networks, there are strong and weak ties, as explained by Marx Granovetter (in Ritzer, 2012 :746). According to Granovetter, social networks have a pressure point consisting of strong ties (between close friends) and weak ties (between coworkers). Granovetter emphasizes that both strong ties and weak ties play an important role in social networks; strong ties provide intensive interpersonal support, while weak ties serve as a bridge for interaction in a broader scope in society.

In the social network of Jaka Sura catfish farmers, there are strong ties between the Jaka Sura unit and family labor, non-family labor, and seed and feed suppliers. Family labor and non-family labor act as labor resources during the process of catfish maintenance and harvesting. Seed suppliers and feed suppliers are the main providers to support the catfish farming business in the Jaka Sura unit and have a good relationship and exchange information about the quality of catfish seeds, feed nutrient content, price information, and catfish farming techniques. Both seed and feed suppliers have long established working relationships with the Jaka Sura unit. Seed and feed suppliers have a lower level of power and wealth compared to the Jaka Sura unit because seed and feed suppliers always try to meet the standards of good quality catfish seeds requested by the Jaka Sura unit. This has a positive impact on the relationship between the seed and feed suppliers and the Jaka Sura unit, resulting in strong trust between them. For example, when seed and feed suppliers deliver their supplies to the Jaka Sura unit, an initial check is usually made on the quantity and quality of the seeds and feed. However, due to the long-standing relationship, the Jaka Sura unit trusts the quality of the fry and feed provided by the supplier, so it no longer re-inspects the catfish fry.

The relationship between the Jaka Sura unit and the juragan or big trader, there is a close economic embeddedness. This embeddedness begins with the Jaka Sura unit providing capital loans in the form of catfish to the juragan, when the juragan faces financial difficulties to buy catfish from the Jaka Sura unit. Therefore, the juragan chose to buy catfish from Jaka Sura during harvest time as an expression of gratitude for the assistance provided.

Meanwhile, weak ties refer to the initial relationship formed between the Jaka Sura unit and the actors, which contributes positively to the continuity of catfish farming as an effort to sustain the business. Weak ties are often found in interactions between farmers and newly-known collectors and market traders. However, if the middlemen and collectors continuously visit the Jaka Sura unit and share information with each other, these ties will

turn into strong ties and a sustainable and mutually beneficial cooperative relationship will be established (Field, 2010:39).

Juragan (market trader) has a close relationship with pengepul in marketing catfish farming. Juragan has long been a supplier to collectors. The juragan has a lower level of power and wealth compared to the collectors. The trader tries to meet the standards and quality of catfish set by the collector. This has a positive impact on the juragan and collectors because a trusting relationship can be formed.

Utilization of Social Networks

From the explanation above, it has been explained about the social network owned by the Jaka Sura Unit. The social network owned is a micro network. Then it can be seen that the utilization of the social network owned by the Jaka Sura Unit in developing its business includes:

- a. In the production social network, the Jaka Sura unit cooperates with seed suppliers and feed suppliers. The relationships are mutually trusting and mutually beneficial. Jaka Sura benefits from time efficiency because it no longer needs to look for seed suppliers and feed suppliers, even seed suppliers and feed suppliers deliver directly to the Jaka Sura unit. Meanwhile, seed and feed suppliers get the benefit of customer certainty. In addition, the Jaka Sura unit and seed and feed suppliers share information about catfish farming. Furthermore, suppliers also provide marketing relations to Jaka Sura so that the harvest is sold to large actors, namely the juragan. Trust between the Jaka Sura unit and seed and feed suppliers is an important foundation that can support success in the sustainability of the working relationship.
- b. In the distribution social network, the Jaka Sura unit already has working relationships with various actors such as juragan and collectors. In this network, the Jaka Sura unit gains wider access to marketing of consumer catfish. Jaka Sura can sell its harvest to juragan and collectors because it is faster and easier and they also come directly to the catfish farm. The Jaka Sura unit has a good reputation with juragan, collectors, and market traders. A good reputation makes it easier for the Jaka Sura unit to establish working relationships and gain trust by the actors. Trust built from good social relations can result in long-term and mutually beneficial cooperation.

Conclusion

The Jaka Sura business unit is engaged in consumer catfish farming in Babakan Village, Kramat District, Tegal Regency. The business unit has proven its success in managing the farming business in a sustainable and profitable manner. The business promotes optimal farming practices with a clear organizational structure, efficient production management, and an organized distribution system.

The Jaka Sura unit builds strong social networks with various parties with seed suppliers, feed suppliers, juragan, and collectors. These social networks play an important role in maintaining and developing the catfish farming business. A strong social network will be formed first through a weak social network with information obtained. Weak relationships will turn into strong relationships if they are based on trust, responsibility, the value of interaction, and so on. Relationships with seed and feed suppliers are based on trust and long-term cooperation, ensuring quality and stable supply. The distribution of crops involves various actors such as juragan and pengepul, who play a role in marketing to the end consumer. These relationships are built on trust and mutual benefit, with each actor in the network having clear roles and responsibilities. Overall, this study provides a comprehensive understanding of the dynamics of social networks in catfish farming activities and how these networks can be optimized to improve business performance. The findings of this study can serve as a reference for other catfish farmers in developing business strategies based on effective utilization of social networks.

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