

ABSTRAK**IDENTIFIKASI MODAL SOSIAL DAN FUNGSI EKONOMINYA
BAGI PEDAGANG PASAR TRADISIONAL****(Studi Kasus di Pasar Sidikalang, Kab. Dairi, Prov. Sumatra Utara)****Roma Putri Siahaan****NIM : 172314055****Universitas Sanata Dharma Yogyakarta**

Modal sosial merupakan bentuk norma dan kepercayaan yang diwujudkan dalam aktivitas sosial yang bertujuan untuk menciptakan jaringan antar kelompok dalam masyarakat seperti pedagang di pasar tradisional. Untuk mempertahankan eksistensi pedagang di pasar tradisional diperlukan hubungan sosial yang dapat mengikat, menjembatani, dan menghubungkan satu dan yang lainnya. Penelitian ini bertujuan untuk mengidentifikasi modal sosial, mengeksplorasi fungsi modal sosial, dan menganalisis fungsi ekonomi dari modal sosial bagi pedagang di Pasar Tradisional Sidikalang. Penelitian ini menggunakan metode analisis deskriptif kualitatif yang mana data diperoleh melalui wawancara langsung kepada narasumber terpilih, yakni sejumlah pedagang di Pasar Tradisional Sidikalang yang diperkirakan lebih banyak mengetahui dan memahami kehidupan di pasar tradisional tersebut termasuk perihal modal sosialnya. Proses analisis data dilakukan melalui tahap pengumpulan data, reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa modal sosial teridentifikasi dalam kehidupan para pedagang di Pasar Tradisional Sidikalang; modal sosial memiliki fungsi mengikat, menjembatani, dan menghubungkan bagi para pedagang; dan modal sosial memiliki fungsi ekonomi bagi para pedagang. Hasil penelitian ini diharapkan dapat menambah pengetahuan dan pemahaman tentang modal sosial dan fungsi ekonominya bagi pedagang di pasar tradisional.

Kata kunci: Modal Sosial, Fungsi Modal Sosial, Fungsi Ekonomi Modal Sosial, Pedagang Pasar Tradisional, Pasar Tradisional Sidikalang.

ABSTRACT**IDENTIFICATION OF SOCIAL CAPITAL AND ITS ECONOMIC FUNCTIONS FOR
TRADITIONAL MARKETS TRADERS**

(Case Study at Sidikalang Market, Dairi Regency, North Sumatra)

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Social capital is a form of norms and beliefs manifesting in social activities that aim to create networks between groups in society, such as traders in traditional markets. To maintain the existence of traders in traditional markets, social relationships are considered necessary for the traders to build bonding, bridging, and connection among them. This study aims to identify features associated with social capital, explore social capital's functions, and analyze its economic functions for traders at Sidikalang Traditional Market. This study uses a qualitative descriptive analysis method in which data is obtained through in-depth-interviews with selected respondents, namely traders at Sidikalang Traditional Market. The data analysis process is carried out through several stages including data collection, data reduction, data presentation, and conclusion. The results show that, firstly, social capital can be identified within economic activities of the traders in the Sidikalang Traditional Market; Secondly, the functions of social capital are identified as bonding, bridging, and linking mechanisms among the traders; and, thirdly, social capital has diverse economic functions for the traders. The results of this study, accordingly, can increase knowledge about social capital as well as its economic functions for traders in the context of traditional market.

Keywords: *Social Capital, Social Capital Functions, Economic Functions of Social Capital, Traditional Market Traders, Sidikalang Traditional Market.*