

**IDENTIFICATION BRIDGING OF INTER-COMMUNITY ON SOCIAL CAPITAL  
COMMUNITY VILLAGE EMPOWERMENT  
(CASE STUDY: TULUNGREJO VILLAGE BATU CITY)  
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**Abstract**

*The aim of the research is to identify Bridging of Inter-Community on Social Capital Community Village Empowerment between communities that affect the existence of Farmers Group Makmur Abadi (KTMA) with businesses around so it can become social capital that can be converted into economic benefits. The research method is qualitative method of phenomenology. The results showed that bridging (1) role to relate and bridge the cooperation and trust between groups in the Tulungrejo village, (2) improves service coverage and trust (3) price competitiveness by apple jobbers harms the community business climate (4) bridging increases profitability and expands access to resources.*

*The role of bridging social capital is identified in the values of keep the quality; guests are king; business partnership; delay payment and barter; price competitiveness; and figure. The presence of figure values in various group policies has proven help the group facing the socio-economic dynamics so facilitate the conversion of social capital into economic benefits.*

**Keywords:** social capital, bridging social capital, empowerment.

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## 1. INTRODUCTION

In community empowerment, the pattern of intergroup interaction sometimes support but sometimes become competitor which dropping each others. Social capital underlies cooperation in building social networks to be able to be converted into economic benefits (Fukuyama, 1995). Putnam (2001) split social capital in bonding, bridging, and linking types. Bridging is an interaction between groups or individuals with heterogeneous characteristics that can establish communication relationships, promotions and provide information flow in a social network.

To gain insight into successful empowerment, based on preliminary research of several empowerment groups in Batu City, East Java, Indonesia, it can be concluded that Makmur Abadi Farmer Group (KTMA) in Tulungrejo village which was established since 2002 is the most successful group apply the concept of community empowerment. The basis of initial observation is the success of the group to convert the decreasing of land productivity to apple attraction with the level of tourist visit which always increase every year (50,184 people,

KTMA, 2016) and keeps the selling price of apple.

The high trust and wide coverage of social networks in this group has established a good interaction in building network marketing and cooperation relationships, so that researcher interested to identify the role of social capital bridging that occurred.

Specifically, the identification of this social capital bridging will identify the KTMA group Bridging with surrounding business actors in Tulungrejo village. Bumiaji Kota Batu. The aim research is to identify Bridging of Inter-Community on Social Capital Community Village Empowerment between communities that affect the existence of Farmers Group Makmur Abadi (KTMA) with businesses around so it can become social capital that can be converted into economic benefits.

## 2. LITERATURE REVIEW

### 2.1. The Role of Social Capital in the Process of Community Empowerment

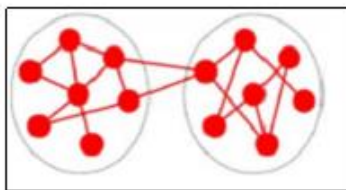
Social capital is the ability of people to organize themselves in their cause. There is a well-known aphorism that social capital "is not

what you know, but who you know“ (Yustika, 2006).

For a community, social capital is very essential and important because of the following (Lesser, 2000): facilitates access to information for members of the community; become a media power sharing or power sharing within the community; develop solidarity; enable mobilization of community resources; enable mutual attainment; forming togetherness behavior and community organizing.

An interaction can occur on an individual or institutional scale. Individually, interactions occur when intimate relationships between individuals are formed with each other that then give birth to emotional bonds. Institutionally, interaction can be born when the vision and goals of the organization or group / community have similarities with the vision and goals of other organizations.

## 2.2. Bridging (Connection Function)



Picture 1. Bridging Social Capital

Source : Bodin and Crona, 2009.

According to Oztok et al, (2015), bridging social capital refers to individuals with similar interests or backgrounds to develop a higher level of social capital, which they bring to build and maintain closer relationships.

Bridging occurs when trust and cooperation between people or groups who happen to have no close relationship but they are related in some behaviors such as NGOs and political groups at any level. Several studies have shown that bridging social capital has a positive effect because it expands the influx of diffusion of knowledge and information.

The positive side of bridging social capital (Frick, et al, 2012) is creating brokers technology, facilitating entrepreneurship and innovation, to act as a mediator of relevant information, creating open-mindedness and integration of marginalized groups. While the negative impact is to erode the power structure so it needs hard work to control network strategy.

Bridging connects different people or groups, including people from different communities, cultures, or socio-economic backgrounds. So, bridging social capital is very useful in economic development because it involves members of various groups.

An important characteristic of bridging social capital is not the weakness or strength of the bond but on the breadth and scope of the relationship (Graddy and Wang, 2008; Haryanto, 2011)

## 3. RESEARCH METHOD

The qualitative methods are used because it aims to identify bridging among communities whose approach is more to the process. The phenomenological method is used because the research is oriented to understand, to dig, and to interpret meaning and events and relationships between communities based on field realities (empirical).

Informant research (informant key) selected include:

1. Makmur Abadi Farmers Group (KTMA) in the village Tulungrejo, the board and members of the institution, as the main actors in the study.
2. Tourists of the surrounding tourism business as parties related to activities managed by Makmur Abadi Farmers Group (KTMA).

### 3.1. Collecting data method

Methods of data collection in this study are categorized through three ways: data sources interviews, observation and documentation.

This study used three techniques in collecting data are: (1) In-depth interviews; (2) Observation; and (3) documentation study.

### 3.2. Data interpretation method

The data obtained will be poured in writing and drawing which is the answer of the research focus. These stages involve workmanship, organizing and problem solving as well as searching patterns, disclosing what matters and what findings are reported according to the research focus.

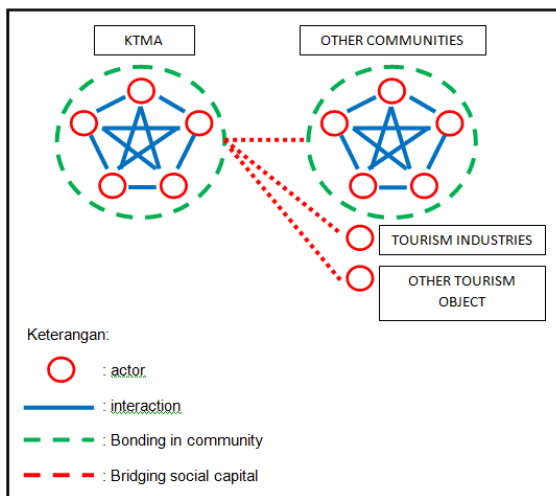
Data interpretation method is done by adopting Miles and Huberman method that is data reduction, data presentation and conclusion.

Conclusions are directed at one focus to generate research findings on the identification of social capital bridging on community empowerment of

Makmur Abadi Farmer Group (KTMA) in Tulungrejo tourism village.

#### 4. FINDINGS AND DISCUSSION

Interaction patterns that occur between Makmur Abadi Farmer Group (KTMA) with some parties described the researcher as the picture below. Bridging serves as a bridge between actors / individuals outside the KTMA group or between KTMA communities with other individuals or communities.



Picture 2. The role of KTMA Bridging Social Capital interaction

Source : processed researcher, 2017.

Identified patterns of positive relationships between KTMA Groups and other communities such as the Travel Bureau community and the village transport/ mikrolet community. For the efforts made by KTMA such as track record of payment, good service and the quality of the fulfillment of the needs of tourists it is proven to have been able to build a positive reputation, trust and expectation so that cooperation can occur continuously. In addition, there was a positive interaction pattern between KTMA and individual actors such as industrial chips industry, apple cider industry and surrounding tourism objects. This means that between the KTMA with the individual actors created a mutually filling relationship, mutual benefit and even greater the interaction that occurs, the greater the benefits of each actor.

The pattern of negative relationships identified between KTMA and similar industry actors or apple picks outside the KTMA group. Identified the existence of unfair business competition and even tend to destroy each other.

This is done by apple picks industries outside KTMA. However, this pattern of interaction actually increases the credibility of apple KTMA because tourists and all actors connected in the business of apple picking (microbus entrepreneurs, travel agents) are increasingly collected in KTMA. There is meme "apple picking, it's just KTMA".

#### 4.1. Tamu Adalah Raja (Guests are kings); form of service ethics

In business, customer service must come first. No matter how small the wishes and complaints of customers must be considered. So that cooperation can continue and manufacturers will get regular customers.



Member KTMA services the tourists

Photo 1. A form of service to travel agents and guests

Source: KTMA documentation, 2015.

The KTMA crew has been provided with tour guide training. And have a positive impact on ethics and norms in building deals with tourists and travel agencies. Among them are the norms of politeness so that they can inform well, speak interestingly and be able to captivate the interlocutor without mentioning negative things. The comfort of tourists and travel agencies is the final output of norm values in building trust and building network cooperation

As seen in the following passage

Hariyanto ktma

*"Kok mbois lek nanggapi telpon pak (cara bicara yang sopan dan mampu memberikan informasi dengan jelas)? Hehe yo ancen ngono entok e teko pelatihan, pemandu wisata iku lo mas"*

English :

*"it's nice to reach the phone (polite speech and able to provide information clearly) yes indeed, we got it from tour guide training"*

Pramono ktma

*“Lek wes entok wisatawan yo dipandu sing apik, arek-arek iku khan urip teko kono, yo kudu di serpis cek gak mlayu . main ngono ae gak aneh-aneh “*

English:

*“when we got tourist, it must be guided with good services, because our members live and survival of it, so the tourist should be given special services suppose to not run out. We just play that things”*

Maximizing the internet can minimize transaction costs. When the travel agency contacts KTMA, the crew always responds with a friendly and courteous attitude. Any number of tourists can be served. Even KTMA also meets the needs of lodging and tour guide services to other tourist objects. With services like this, it will grow the comfort and trust of the travel agency. Expectations for the relationship between actors are detected through the building of trust in a relatively long period of cooperation. Syahyuti (2008) gives a simple sense of trust or trust as "willingness to take a risk", that is, the interactions based on a sense of confidence, that others will respond as expected and will support each other, or at least other people will not mean to hurt. So it creates a sense of security (perceived safety). A producer and consumer will choose clients because of their ability and morality in fostering comfort and security in interacting that leads to expectations and minimizes transaction costs. Some of the key success factors in trading by merchants are reputation and relationships. In fact, he added that the two things are more important than access to capital, ownership of collateral for credit, position in trading structure, and access to transportation and communication.

Promotion of trust through social values is considered able to smooth the transaction while reducing the risk of loss for consumers. In addition to maintaining interaction relationships, the quality of cooperation with buyers is also a key to successful entrepreneurs to stay afloat in the business world.

#### **4.2. Jaga Kualitas (keep the quality); form of maintaining relationship satisfaction**



KTMA member harvest results

Photo 2 Quality of harvest

Source: Documentation of researcher, 2017

The nature of tourism objects in general is tourists or service users who come. This makes KTMA aware to maintain the quality of the products offered (the exotic side of nature, gardens and apples). The quality of apples belonging to the group is generally better than other groups, thereby fostering customer trust.

Consumer loyalty (Tjiptono, 2007) is very important for companies that maintain business continuity. Customers will be loyal and enthusiastic to introduce it to anyone.

Considering the large number of tourists who visit and the characteristics of apples that only harvest 2 times a year (4.5-6 months), KTMA has prepared a harvest schedule using a rotational harvesting system for member gardens. In addition, to increase the assets of the garden, leases and purchases of additional gardens are carried out. With this arrangement model, KTMA can always serve tourists throughout the year. The level of tourist visits from year to year has always increased significantly. Its development is very different from other apple picking business providers which are personal, sporadic and cannot find customers on their own.

As seen in the following passage

Mr. Wito (village transport entrepreneurs /mikrolet)

*“...roto2 sing balek wisatawan e teko ktma, soale apik apel e,,dadi agen/travel gak kecewa nggowo tamu. Tamune puas kan balek, crito ndek konco koncone.”*

English:

*“..the average number of returning tourists is from KTMA. because they are good. so travel agents are not disappointed in bringing guests. If guests are satisfied, they will come back again, tell to their friend”*

Pramono KTMA

*Semua anggota lahannya digawe petik pak?*

*Ya ndak mas, ya yang dikira2 layak juallah, pantes*

English:

*“All members or choosen by selected criteria? Are all members' land used for picking, sir?*

*no, it's worth selling only”*

#### 4.3. Mitra Usaha (business partnership); form of cooperation with entrepreneurs around.

Cooperation KTMA with several other entrepreneurs and communities was a big influence on the arrival of tourists. Initially triggered by the demand and satisfaction of the needs of tourists (travel agency) and fee / bonus that will be obtained such as cooperation with selecta attractions and milk dairy cattle. Microlet entrepreneurs are needed because it is used as a means of transportation from the location of the bus park to the location of the garden that can only be passed by a vehicle the size of a microbus. Entrepreneurs of processed industries are needed as an added value in satisfying the needs of tourists will be unique souvenirs of the visited areas.

The development of reciprocity cooperation developed by KTMA with other business actors begins with expanding the scope of types of tourism objects, product marketing cooperation with travel agencies, cooperation in the division of work such as transportation services, to cooperation with local home industry entrepreneurs.

KTMA is able to encourage the growth of agricultural products such as apple cider and tonic. Reciprocity relationship of mutualism between KTMA and fruit chips businessman in Tulungrejo village environment by helping promotion and sales.

The pattern of cooperation development by way of business partnership with other business actors ranging from packaging tourism (for example apple picking with milk dairy, village transportation and selecta tourism), exchange of raw materials, marketing products to divide the work according to the function of business partners.

This business partner model has proven to be quite effective in terms of maintaining customer satisfaction, dividing work among

business actors and creating new business opportunities. This form is also quite effective in developing community empowerment efforts, especially in terms of building networks and increasing added value, dividing work with specialization, product innovation and creating new business opportunities.



Cooperation sales of fruit chips business entrepreneurs around by KTMA

on apple picking ground

Photo 3. Form of KTMA cooperation with surrounding entrepreneurs

Source: researcher documentation, 2017

The form of cooperation as mentioned above enables the creation of technological improvement scheme (dynamic case institutional change). The innovation of cooperation as institutional change theory, that the change and improvement innovation of cooperation will increase the competitive product of community so that it can survive in long term because it is able to adjust to market conditions (Yustika, 2006).



Village transport / mikrolet (batu-selecta) ready to transport tourists

Photo 4. KTMA cooperation with village transport entrepreneurs

Source: researcher documentation, 2017.

Such cooperation is also possible to create new subjects that enliven the business climate and can absorb a lot of labor.

Harno KTMA

*"Mikrolet mitra angkutan. Perorang wisatawan 3rb pp. Perorang 25rb, agen 15rb. 10rb petani. 5 dibagi, welcome dring, tas kresek, kru (anggota). Kelompok dapat kurang lebih 2rb. Kan ngiwo nengen. Dari penjualan apel 15rb ....10 rb petani, 2rb kelompok*

*Biasane teko bakol bakso, keripik oleh2 dll"*

English:

*"Mikrolet is transport partners. 3000 rupiahs per tourist round trip. Tourist pay 25.000 rupiahs, travel agent pay 15.000 rupiah. 10.000 rupiahs for farmer, and 5000 for welcome drink, crackle bag, and crew. The groups got more or less in 2000 rupiahs. Simply, from 15.000 rupiahs .....10.000 rupiahs for farmer, 2000 rupiahs is our crew revenue for operational activities group. Beside that, we got revenue from bakso seller, fruit chips, souvenir seller and etc"*

Budin (pengusaha tonik/sider)

*"Lek didolne ktma dibayar cash nopo utang...cash*

*Lek disek utang saiki cash..mungkin sakaken delok aku, hehe"*

English:

*"If your product is selled by KTMA, what payment kind of its? In cash or debt? In cash by now, they look me pity, may be, hehehe"*

Hariyanto KTMA

*"rata-rata penjualan produk olahan apel 3-5jt/hari..yo keripik, yo sider yo souvenir"*

*Biasane teko bakol bakso, keripik oleh2 dll. Mitra anggota adalah orang sini sendiri. Biasanya anak anggota, keluarga anggota. Tiap penjualan perjanjian 10% masio bakso. Pembayaran mingguan.*

*Bakso lek rame temenan baru ngeweki . Pokok guyub. Ngko lek pindahan kebon melu ngrewangi ringkes ringkes, ngedekne tendo, bersih-bersih dll"*

English:

*"the average product selling in the apple processed is 3-5million/day...its chips, cider, souvenir and etc. usually, we got the other revenue from bakso seller, chips seller, souvenirs and etc. the partners group is our*

*residents village.usually, partner is the son of our member, our family members. We got 10% from selling their product, bakso is no exception*

*If sales are good, bakso seller gave the revenue. friendly condition, surely. He help moving Garden, help set up a tent, clean and etc."*

Mrs. Nanik (Wanglin apple cider entrepreneur)

*"Modal saking pundi bu? Modal dari ktma 2,5jt. Peralatan bantuan dr ktma*

*Bahan e saking pundi? Ktma mawon mas, pados teng petani lintu nopo boten bu? Boten mas, nggih digolekne lare ktma*

*Tiap minggu mesti wonten sing mendet"*

English:

*"from where your startup capital? KTMA 2,5 million. The equipments is support from KTMA. From where your ingredients? Just KTMA, don't looking for apple from other farmer ?no, I don't. in weekly, my product have buy, surely."*

This pattern of interaction when there is no good interaction in building a network is certainly impossible to do. As cooperation with selecta sights and attractions Milking cows.

Dewi ( from Selecta tourism object)

*"Biasanya kerjasamanya kebanyakan dari agen travel sudah ngontak ktma nya. Dari selecta ada reward, dari tiket mereka dapat 5 rb per tiket. Kebanyakan agen sekarang sdh canggih semua, pakai internet. Kalo KTMA dapat 1 tiket dari 30 tiket. Mereka bayar 30rb, 5rb nya utk mereka*

*Malah ktma yang bawa tamu ke selekta"*

English:

*"Usually we are already working with travel agents. The travel agency has its own cooperation with KTMA. Selecta give him a reward. From ticket, they get 5 thousand per ticket.*

*KTMA bring guests to selecta. theygot 1 ticket reward from selling 30 tickets. They pay 30.000 for the ticket, 5.000 for them."*

Mr. Ribut (from cow milk dairy education Punten village)

*"kalau ada wisatawan kita ajari cara pemerah susu dengan benar.*

*susu hasil perasan kita bagikan"*

English:

*“if there are tourists we teach how to milk the milk properly.*

*We share the squeezed milk ”*

The creation of new subjects also enliven the business competition and able to absorb a lot of manpower to indirectly make the process of empowerment continues, changed from the old relation pattern of the subjects into a new relationship pattern that is the subject

The role of social networks such as above, reinforce the dependence between people with each other. Feeling safe and comfortable in a relationship will inspire confidence (nurami, 2015).

Such a model of cooperation also helps to avoid widening the gap between the rich and the poor. Networks for the affluent people are certainly different from the poor and often the poor are not allowed to join the affluent communities. Models and mechanisms like this will briefly create and build social networks and cohesion.

Social capital as a description of social organization, such as a network of social norms and beliefs that facilitate mutually beneficial coordination and cooperation (Putnam in Yustika, 2006).

The conclusion in this case means that successful innovation not only touches the aspect of economic success but also social success. Successful innovation is innovation that creates great value added for consumers, communities and the environment at the same time.

#### **4.4. Bayar Mundur Dan Barter (delay payment and barter), a form of payment trust**

This cooperation is carried out between KTMA with bu Nanik (entrepreneur of apple wanglin). This drink is given to tourists after picking apples. So the price of apple Rp. 15.000, - including apple cider Wanglin. Also place to sell. This drink is made by KTMA member partners who were initially given capital assistance by KTMA so that member's income increased. As a reciprocal form of apple crew get 10% of the sales in total per week. Within this period of cooperation, it turns out there is a belief in payment by paid back or even with barter products.



Photo 5. An overview of barter apple cider products and apple room beauty KTMA

Source: Documentation of researcher, 2017

Mrs. Nanik (Wanglin apple cider entrepreneur)

*“Ktma bayar mundur 1 bulan sekali.lek rame 2 minggu saget seminggu sekali.*

*Untuk pembelian bahan pripun? Semua apel dari ktma, pembayaran pembelian diteri bahan, ngko totalan keru.”*

English:

*“KTMA pays back down once a month. if crowded, can be 1-2 weeks. How to purchase your ingredients? All apples from KTMA, the payment is totaled after sale”*

Trust can facilitate interaction with other actors in the production chain, helping to maintain relationships with clients (yustika, 2008). Nurami (2015) argues that sometimes with the ups and downs of dynamics trade , transactions must be made through barter systems and debts (delay payments). Profit is on both side. Each side can act as a seller and buyer.

#### **4.5. Saing Harga (price competitiveness); a form of social destruction by apple jobbers.**

The increasing number of KTMA tourist visits each year has greatly helped the farmers' economy. Seeing this fact, since 2012-2013 many other farmers are trying to imitate this business. Even many investors work as apple jobbers (penebas) in this village.

Mimic conditions are supported by a decline in productivity. Apple garden owner prefers to sell directly to apples jobber. So jobbers can freely choose which gardens are estimated feasible and can generate profits. The price of apple slash is calculated based on the estimated yield of the crop. Calculated roughly, if jobbers appreciate apple Rp. 6.000, - / kg up to Rp. 8.000, - / kg then the profit is still big when sold Rp. 15.000, - / kg.

Apple picking business has emerged less healthy business competition. Some even sell Rp.10.000, - to Rp. 7.500, - per tourist. Competition in attracting tourists is triggering actions to damage the harmony communities.

Hostilities and disputes were heard by many researcher during the study.

Pramono (KTMA)

*“Lek kene kan didol TL 25rb, mlebu kene 15rb. Yo iku dijipuk I ambe arek sidomulyo, pinggir dalam dalam iku mas*

*Arek2 lek dodol 10rb ditrimo. Angkot e 80rb per 10-12 orang. Berarti 7000 an angkot e. arek2 kumanan 3000 an. Berarti mek menang rame, oleh opo”*

English:

*“We sell to a travel agency for 25rb, get into our 15rb. Sometimes our customers are taken by the sidomulyo people, who are on the roadside*

*People sold 10rb and it is accepted. Transport cost is 80rb per 10-12 people. Means the cost of transport is 7rb. People received 3rb. Means,they win by its only crowded, not get profit.”*

Rise of apple jobbers who sell low prices make the competition more intense apples and sometimes cause dissatisfaction tourists because the quality of apples that are served is not as expected. Many have not yet been harvested (still 4 months old) already sold to tourists This also gives the impression that the apple in Tulungrejo village has been damaged.



Picked apples belonging to another group in the hamlet of Junggo

Photo 6. Price competition by other apple pickers

Source: researcher documentation, 2017

The opportunistic behavior (Williamson in Yustika, 2006) filled with manipulations such as practiced by apple jobber is a very unfortunate thing. The reputation of society as a whole has

declined. The level of confidence of outsiders in the long term certainly affects economic benefits.

In the future, a common ethical arrangement of all interested parties is required so that such events do not continue to widen and bear more negative impacts.

#### **4.6. Ketokohan (figure); Central role in the group**

Researcher found the role of ketokohan in the development of this KTMA group. Any group policy that affects bridging exists is strongly influenced by the role of the character. The form of business management and cooperative model that proved reliable can not be separated from his coaching role. Community figure in the KTMA group is intended researcher is Mr. Pramono. His capacity in managerial and business management is unquestionable.

In his daily life, Bpk.Pramono is a very successful apple farmer. In addition, he is the chairman and chief commissioner of Selecta tourism object which in its development is very helpful to solve the problems in the scope of business management group, such as administrative management and other problems. Mr. Pramono's most important role is especially in guarding and directing all forms of group activities to stay on the right track in consensus of this group.



Photo 7. Mr. Pramono (right) with researcher at KTMA office

Source: Documentation of researcher, 2017.

Pramono KTMA

*“Sekarang orang2 kan taunya Cuma enaknya aja, ndak tau ngrintisnya. Kita dulu banyak dicibir, waa ngko lahan e rusak akeh wisatawan ngene2 hehe...begitu menguntungkan suwe suwe yo ngerti*

*Sering hubungan kalih selekta pak? Sering mas..aku komisaris utama ndek kono hehe.*



*Memang lek gk enek sing melopori yo susah”*

English:

*“Now people know when conditions are good, they don't know how to start. We used to be ridiculed a lot, how come the land is damaged by tourists hehe...when there are results, it takes a long time to understand often in touch with Seleкта sir? Often, I'm the main commissioner on it. indeed if no one pioneered it would be difficult”*

The problem solving faced by KTMA is greatly helped by the presence of such informal figure. Likewise motivating members when a visit is down. Conditions like the above without the presence of an important figure can be sure to meet a steep road.



Photos 8. Parking of apple picking tours

Source: researcher documentation, 2017

In line with the empirical facts about the formal and informal figures according to Najib in Huraerah (2011) that one of the factors influencing the success of community participation is the existence of a respected and committed leadership to encourage and implement participation, from government, NGOs, the community itself or community leaders.

The importance of formal and informal figures as an important factor of empowerment, especially in group ties, is strengthened by several studies such as Riniati (2016), revealing the important role of public confidence in formal and informal leaders in the implementation of community empowerment, especially in terms of the capacity of the figures.

Capacity of existing figures in KTMA is closely related to the ability, insight and experience of organizational processing (Mr. Pramono) as well as the reputation of the value of organizational responsibility.

## 7. CONCLUSION AND SUGGESTION

### 7.1. Conclusion

In accordance with the background of the establishment of the KTMA group, bridging is identified as contributing to the birth of the agreement. Agreement spawned cooperation and raise networks based on the trust bonds that are propagated and driven by the social norms of the developing community in Tulungrejo village. Bridging in group progress is also identified in KTMA group interaction patterns with businessmen and surrounding attractions.

Community empowerment of KTMA groups is encouraged and accompanied by capacity building of group members in establishing relationships and cooperation to build networks. Such as the improvement of ability in service and communication (guest is king). Driven by the need and mission to improve the welfare of the group as well as the support of innovation packaging business with the surrounding attractions make this group growing.

By doing reciprocity and mutual cooperation between parties as much as possible to make the scope of services become more widespread. This makes confidence in the group increases as the network increases.

The emergence of competitiveness price by other apple jobbers harms the harmony of Tulungrejo community in general. The low ability of apple jobbers (outside KTMA) in applying the concept of social capital actually makes KTMA group more existing and trusted. The real evidence is that the number of tourist arrivals within KTMA service coverage has increased sharply in recent years.

The interesting thing the researcher found was the presence of community figure who escorted the group's development. The presence of the value of civility that the community figure in the group proved to help the group

1. controlling the attitude of the group when the other apple picks group do price competitiveness. The cultivation of understanding and motivation that the workings of the group must keep the quality and the guests are the kings;
2. directing the expansion of relationships as in the form of business partnership.

Given the influence figure in bridging social capital as mentioned above, it allows KTMA groups to access social networks in higher social strata thus increasing the benefits and expanding access to resources. No matter how good the product is, if people are not able to market it, it's useless. Before a community group undertakes economic efforts, an agreement should be made to create cooperation and social networks based on trust based on group norms. If this is not done then it will not be able to be converted into economic benefits. Of course, ultimately improving the welfare and empowerment done will not work.

The most important thing in a community empowerment is how the ability of community empowerment groups / actors in fostering social networks both inside and outside the group in accordance with the concept of social capital is supported by the value of cadres that can help the existence of the group.

## 7.2. Suggest

Based on the observation and analysis of the researcher deeply on the empowerment activities undertaken by Makmur Abadi Farmers Group (KTMA) then there are some suggestions that can be given, that is:

### 7.2.1. To the KTMA group

The Makmur Abadi Farmer Group (KTMA) should be able to encourage cooperation with the surrounding community to be born innovation of community products and create new objects and subjects in empowerment. If this innovation materialized in combination with KTMA owned network, then the process of improving the quality of groups or individuals around can run more broadly so that the development of Tulungrejo village can be more evenly distributed.

### 7.2.2. To the other groups/actors

It is suggested to be more proactive in finding and opening cooperation opportunities and expanding the flow of information, Maintaining a healthy business competition climate while maintaining social harmony. Maximization of social capital is necessary because this capital proves its positive contribution to community empowerment.

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