



Collective Movement for Social Network-based Welfare Progress at KUD Tani Mulyo Bambanglipuro, Bantul

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Abstract. KUD Tani Mulyo Bambanglipuro is a cooperative located in a rural area, but its existence reaches one sub-district. The growth and development of KUD Tani Mulyo Bambanglipuro is influenced by the social network he has. Therefore, this study aims to describe the analysis of social networks in KUD Tani Mulyo Bambanglipuro through its structure and dynamics as a form of community collective movement with Mark Granovetter analysis. This study is a single case study. The data is sourced from direct information from informants, literature studies, and observations. Informants are selected using purposive techniques. Data analysis was carried out with an interactive model using the validity of source triangulation. The results of the study found that in KUD Tani Mulyo Bambanglipuro the social network pattern is divided into two, namely weak bonds and strong bonds. A weak bond is defined as a relationship that is not close, whereas a strong bond is defined as a very close relationship. However, it is the weak bond that plays a greater role in the dissemination of information because it can form new and increasingly widespread patterns of interaction. Examples of strong ties are the Bantul Regency KUD Forum, the Small and Medium Business Cooperative Office, Industry and Trade, the Village Government, and the District Order. Meanwhile, weak ties are in the form of KUD partners such as the private sector and BRI units, the surrounding community, universities, and the police.

Keywords: Collective movements, welfare, social networks.

1 Introduction

Cooperatives are the main pillar in the national economy, so they are expected to be involved in efforts to realize community prosperity and welfare. Efforts to improve community welfare [1]. In this context, cooperatives that have the same role and with the scope of the village are Village Unit Cooperatives (KUD). KUD plays an important role in the local economy on a rural scale by providing financial services, support to the community, and increasing access to basic needs [2].

The role of KUD of course also produces several challenges, including the management of business management is not running well, the ability of the management and employees is not professional, the level of education and knowledge

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related to technology of employees and administrators is still relatively low, the employees and the number of human resources who take care of KUD are not proportional to the area and members who must be served as well as the participation of members in carrying out their obligations and rights to be a member of KUD is still low [3].

The existence of KUD Tani Mulyo is inseparable from the participation of members and the efforts of the management in managing the cooperative. According to Keith Davis, participation is defined as the mental or emotional involvement of an individual in dealing with a group situation that encourages him to contribute to the group's goals and share responsibility for the individual and the group. This situation can give rise to individual member participation and merge into one and create a movement aimed at helping the success of the cooperative itself [4]. The participation of members who have the same goal gives rise to a collective movement that aims to make cooperatives better or more advanced.

According to Cohen, this movement arises when individuals have certain interests and goals to solve problems in order to achieve certain changes in the social order [5]. Spencer identified two types of societies in this process: militant societies, which focused on collective solidarity to survive and thrive, while industrial societies, which were more inclined to voluntary cooperation, functional specialization, and progress-based welfare [6]. Thus, KUD is positioned as an entity that continues to move and grow where in its running it gives rise to progress or even setbacks which are supported by the activities of individuals in it in the form of administrators, members, supervisors, employees and the surrounding community who are involved in development efforts to achieve the progress and welfare of KUD.

In an effort to develop the KUD business, there are several ways that can be used as options to be implemented. According to Fada et al. [7], cooperative business development can be done by utilizing social networks. The social network referred to here is in the form of cooperating with the government, banks or business entities outside cooperatives. Social networks include informal and formal relationships established between cooperative members, which can facilitate or hinder collective movements [8]. This study focuses on the analysis of social networks in KUD Tani Mulyo Bambanglipuro to understand how the structure and dynamics of these networks affect collective movements. By understanding social networks, it is hoped that appropriate recommendations can be given to increase cooperation and solidarity between administrators, so that the progress of KUD can be achieved.

2 Methods

This study uses a qualitative type with a case study approach that examines the Social Network-Based Welfare Progress Collective Movement in KUD Tani Mulyo Bambanglipuro, Bantul. Data sources are obtained directly and indirectly. The direct source of data comes from the results of interviews with informants who are selected using non-probability techniques with a purposive type. The informants in this study are the management, members, employees and partners of KUD Tani Mulyo and the surrounding community. Meanwhile, the source of indirect data can be obtained through books, journals, documentation, historical reports, documentation. The data

collection technique was carried out through (1) in-depth interviews, (2) observations, and (3) literature studies. The data validity technique used is source triangulation by checking data that has been obtained through several sources ranging from direct sources such as interviews and observations and indirect sources such as documents and archives. The data analysis technique used is Flow Chart Analysis or Miles & Huberman's (1992: 16) version of flow data analysis [9] which consists of three main activities, namely data reduction, presenting data, and summarizing data.

3 Results and Discussions

3.1 Results

KUD Tani Mulyo Bambanglipuro as a Form of Collective Movement.

Collective Movement is a merger of two concepts, namely social movements and collective action. Cohe argues [10] that social movement is a term for a movement carried out by a group of organized individuals who have the same goal and purpose, namely to maintain or improve a certain element involving the wider community. Social movements arise not spontaneously but are formed in a planned way. This movement arises when individuals have certain interests and goals to solve problems in order to achieve certain changes in the social order. Meanwhile, Wright in his study [11] said that collective action is an action that has the goal of making a group better, before carrying out the action is also approved by representatives and all groups. Based on the definition of the concept described above, a collective movement is a combination of two concepts that have the same intention where a group of people who have the same goal or interest then carry out actions or actions that are carried out together in an organized manner in order to achieve change for the better.

Collective movements can occur when individuals with each other based on the same foundation or background then carry out movements in the form of planning actions to create changes that have an impact on each individual or group. The form of collective movement that occurred at KUD Tani Mulyo bambanglipuro occurred because of the activities carried out by members, administrators, employees, and KUD administrators. In a small scope for KUD business management, the management and supervisors hold regular monthly meetings to discuss how the KUD is for one month and the KUD plan for the next month. This activity was carried out by the management and supervisors intended to evaluate the business running of the KUD. From this activity, the results of the discussion were obtained which will be carried out in the following month as an improvement in performance and the plan that will be carried out by the KUD.

Activities in KUD involve a lot of members and the surrounding community. Such as in KUD's efforts to carry out cooperative business services. The business run by KUD Tani Mulyo Bambanglipuro is in the form of PPOB (Payment Point Online Bank) payments, shop rentals, gas sales. In running its business, KUD Tani Mulyo Bambanglipuro makes it easier for its members to get access than non-KUD members. Easier access here is interpreted where members are facilitated and given cheap prices in gas purchases and PPOB payments. The collective movement created in this activity is to involve members in meeting the needs of members and improving the welfare of the local economy.

KUD Tani Mulyo Bambanglipuro once a year holds a meeting involving all sectors involved in the running of KUD's business. This meeting was attended by members, administrators, employees, supervisors, the community and invited guests. Invited guests who are usually invited to the Annual Member Meeting (RAT) involve related agencies, community leaders, institutions, business partners, and even campus academics. From this activity, it usually evaluates the activities carried out for one year and discusses whether there are suggestions or inputs that can be submitted to the KUD management so that KUD can grow and develop by prioritizing efforts to improve the welfare of cooperatives and the progress of KUD.

Based on the activities that occurred in the running of the KUD, the collective movement that emerged and occurred naturally by involving a lot of sectors but the goal achieved was the same, namely achieving the welfare of members and the community by increasing the activities carried out and the efforts carried out towards the progress of the KUD. All members, administrators, employees and supervisors of KUD are involved in all activities that occur and create movements with the same goal, namely the progress of KUD and the welfare of members and the community.

The Role of Social Institutions in Social Networks at KUD Tani Mulyo Bambanglipuro.

According to Rahardjo in Chaniago et, a social institution is a group of individuals who have benefits in people's lives. Social institutions have a function not only to maintain and maintain social values but also related to the achievement of sharing the needs of the community [12]. Social institutions are a manifestation of norms and habits to maintain important values while fighting for certain interests in society. The existence of social institutions in community development, especially rural communities, has an attachment [13]. Social institutions have a very important role in fostering, controlling and preventing social deviations and continuing to move in line with what they should be.

According to Horton and Hunt, social institutions are a system of norms that have goals and benefits in achieving activities that are considered important by society. Social institutions are the process of realizing something from the community's desire to achieve certain desires or goals [14]. Social institutions have a dynamic nature and can adjust to the needs or interests of the surrounding community. Thus, the function of social institutions in general focuses on meeting the needs of the community, the dynamics that occur in social institutions are motivated by the processes and changes that occur in the surrounding communities [15]. Social institutions are formed because of the process of habituation in carrying out activities with certain achievements and goals. The existence of this social institution is related to the solidarity system which is the reference or background for the occurrence of social ties in society organically.

Social institutions have a fairly important role in the running of the social network created by KUD Tani Mulyo bambanglipuro. Social institutions become intermediaries in KUD to increase the social network created by KUD. The concept of social networks is a concept initiated by Mark Granovetter. Granovetter explained that social networks are relationships between individuals that occur because of social activities that can affect information and behavior in society. In his view, Granovetter discusses the interconnectedness of social networks influenced by the interconnectedness between individuals and other individuals through weak bonds (less close relationships) and

strong ties (close relationships) [16]. The social network in KUD Tani Mulyo Bambanglipuro shows that the interactions carried out are very influential and make a weapon for the occurrence and creation of new social networks. This relationship can strengthen the social spirit between members and other members by creating a sense of belonging to KUD.

The social network in KUD Tani Mulyo Bambanglipuro has reached several sectors. The initial social network began with KUD administrators, KUD members, KUD employees, and the surrounding community in transaction activities in businesses run by KUD Tani Mulyo Bambanglipuro. From this small scope, social networks began to expand. The KUD management began to enlarge the social network at KUD Tani Mulyo Bambanglipuro by renting out several stalls and warehouses to rent or partner with KUD Tani Mulyo Bambanglipuro. The warehouse owned by KUD Tani Mulyo was initially used by KUD itself, but recently the warehouse owned by KUD Tani Mulyo Bambanglipuro has been transferred by partnering with a company engaged in the production of wig wigs. The entry of one of these business partners also certainly creates a new social network. The company, which is engaged in the production of wigs, in the process involves several intermediaries including the village, the investment office, KUD management, and related partners.

KUD Tani Mulyo Bambanglipuro also leases a building close to the office used for the BRI Bambanglipuro Unit office. In its partnership efforts, a new social network has re-emerged when partners want to make an agreement for the use of the building from KUD Tani Mulyo which will be used for the BRI Bambanglipuro Unit office. In this partnership effort, the social network created is from the BRI, then to the sub-district, to the village and also the KUD management. This social network emerged when the KUD management, which is usually represented by the Chairman of HUD, started an interaction regarding the discussion of a building that was empty and could be used, the KUD asked for assistance to find partners so that they could cooperate to use the building. So Bank BRI as a partner who opened a unit office in Bambanglipuro District on land and assets owned by KUD Bambanglipuro.

3.2 Discussion

Social Network Analysis on the Collective Movement for the Progress of Welfare of KUD Tani Mulyo Bambanglipuro.

Based on Granovetter's explanation of social network attachment, it is influenced by the connection between individuals and other individuals through two forms of bonding. These bonds can be differentiated into weak bonds and strong bonds. A weak bond can be interpreted as a relationship that is not close, while a strong relationship can be described as a close relationship. Weak bonds connect individuals with different and broader networks. This is done to provide a considerable impact in terms of information dissemination. The form of efforts made by KUD Tani Mulyo to expand social networks is by interacting between individuals and groups, as well as groups with groups. The expansion of this social network is carried out by making contact with outside parties.

Some of the efforts made by KUD Tani Mulyo are by utilizing the kiosks they have to rent to the wider community. There are eight shophouses that are ultimately rented to the outside community. In addition, KUD also collaborated with companies that

eventually became business partners of KUD. The company that has become a partner of KUD Tani Mulyo is a wig company. The company utilizes the warehouse previously used by KUD and has been converted into a place where the wig company operates. The presence of this new partner from KUD will certainly give rise to a new social network between KUD and parties outside KUD itself. The process of involving this wig company involves many parties in the process. The parties involved include the village party, the investment office, KUD management, and other related partners. This also emphasizes that efforts to improve the progress of KUD Tani Mulyo by utilizing business partners also involve many parties in the process of realizing it.

The process of forming a new social network from KUD Tani Mulyo is also carried out through cooperation by renting out the building to be used as the BRI Bambanglipuro Unit office. Partnership efforts to form a new social network carried out by KUD require an agreement to use the building as an office for the BRI Bambanglipuro Unit. This partnership formation effort involves many parties, ranging from the BRI, sub-districts, sub-districts, and the KUD management itself. This new social network emerged when there was interaction regarding the use of the building. The interaction that occurred between the Chairman of KUD who acted as the person in charge and the BRI who used the building was a process of forming a new network of KUD Tani Mulyo. This partnership collaboration with BRI is an effort by KUD Tani Mulyo to utilize existing assets to find partners and more effective asset utilization. The explanation of the weak ties that exist within the Tani Mulyo KUD shows the social network formed with outsiders. The social network formed through a partnership with the wig company and the BRI Bambanglipuro Unit shows the existence of relationships with outside parties as an effort to improve the welfare of the KUD. This also shows that efforts to improve the welfare of KUD are not only limited to internal conditions, but can also be achieved in the form of partnerships and cooperation with external parties.

Strong ties or close relationships are established because of the social network formed with related parties. One of the strong ties can be seen from the relationship between the Mulyo Farmers KUD and the KUD Forum in the region. The Chairman of KUD who serves at KUD Tani Mulyo is the chairman of the KUD Forum. This shows the existence of a very strong social network because of the duality of roles carried out by an individual. The duality of roles functions in forming a wider network, where one KUD actor has authority and connections to various KUDs in the sub-district.

A strong social network is also formed through the relationship between KUD Tani Mulyo and the Office of Cooperatives, Small and Medium Enterprises, Industry, and Trade (KUKMPP). The close relationship between KUD and KUKMP is a form of effort to improve the welfare of KUD itself. The form of support from KUKMP is in accordance with their mission, which is to create healthy and independent cooperatives to improve welfare. The task of KUKMPP as a policy formulation is very important to be able to improve the welfare of a KUD, this is related to all activities carried out by KUD later. The policy formed will ultimately affect the welfare of the KUD.

A close relationship is also formed with the community, especially farmers who are in direct contact with the KUD. The form of cooperation between KUD and farmers can be seen from the provision of fertilizers. The provision of fertilizer for farmers is managed by KUD, a strong social network formed between KUD and farmers will have a good impact on the welfare of KUD and the farmers. The relationship between KUD

and farmers is also seen from the provision of seeds for agriculture. In addition, the provision of land to dry rice also creates a strong bond between the two parties. This shows that the social network formed through many interactions gives rise to a strong bond from KUD Tani Mulyo with the surrounding farmers.

Village and sub-district governments also have a strong social network with KUD. The role of village and sub-district governments as policy makers cannot be released by KUD in the region. The synergy and good relationship between policy makers in villages and sub-districts with KUD Tani Mulyo has brought prosperity to KUD itself. Policies formed by policy makers on the sustainability of KUD have had a positive impact on the development of welfare and the sustainability of KUD. The form of strong bonds formed from these explanations has shown that the social network formed starts from the immediate environment and the parts of the body of KUD itself. This strong social network or bond also shapes the welfare of KUD Tani Mulyo.

Factor Analysis on the Collective Movement for the Progress of Social Network Welfare in KUD Tani Mulyo Bambanglipuro.

Driving Factors

- A. The collective movement carried out by KUD Tani Mulyo Bambanglipuro is a very vital factor in the running of KUD because all individuals are united in carrying out actions oriented to the progress of KUD with the aim of the welfare of members and the surrounding community.
- B. The collective movement created by all individuals from KUD management, employees, members, and supervisors by involving the surrounding community is also a benchmark for KUD's success in efforts towards welfare.
- C. A collective movement that involves social network patterns in an effort to disseminate information and conditions so that partners are willing to cooperate in efforts towards welfare.
- D. The social network pattern created by KUD Tani Mulyo Bambanglipuro has succeeded in entering several sectors that have power or authority such as the government and partners as a goal in working together to develop KUD businesses.
- E. The grouping of social network patterns is in two types, namely weak ties and strong bonds, where with the grouping information can be massive and spread from individuals to other individuals quickly.
- F. Weak ties play a big role in the dissemination of information, although the weak bonds here are narrated less closely, but the role of weak bonds here is big because from one individual who manages to get information can provide information to other individuals with this scope outside of the participation of the dissemination of information from the KUD management.
- G. Strong bonds have a vital role in the course of KUD, because strong bonds have a very intense network of interactions. With intense interaction, the network inside can provide encouragement or suggestions in efforts to develop cooperatives for the advancement of welfare.

Inhibitory Factors

- A. Collective movements can also provide obstacles when individuals have different goals or efforts to make changes.
- B. Collective movements can create obstacles because they have to equalize perceptions and goals in an effort to advance KUD by being oriented towards the welfare of members and the surrounding community.
- C. The number of social networks involved in the collective movement for the progress of KUD welfare is also a very real obstacle because it has to coordinate with a lot of sector trajectories.
- D. Weak ties can hinder progress when misinformation occurs between individuals and other individuals which results in the wrong information conveyed.
- E. Weak bonds can be a barrier when individuals have different interests with other individuals which can provide information that actually worsens KUD.
- F. Strong bonds can be an obstacle if the situation where strong bonds that should be at the forefront of interactions built before expanding social networks but there is a misunderstanding that results in not one thought or one goal, namely the progress of KUD and the welfare of community members.

4 Conclusion

This study discusses the collective movement for social network-based welfare progress in KUD Tani Mulyo Bambanglipuro.

- A. This study focuses on the collective movement created by KUD Tani Mulyo Bambanglipuro. The collective movement pursued by KUD Tani Mulyo has succeeded and can create changes towards a more progress-oriented KUD. The collective movement created makes all aspects contribute to the progress of KUD. The collective movement has succeeded in making a lot of good impacts on the running of KUD.
- B. The role of social institutions in social networks in KUD Tani Mulyo Bambanglipuro is very large and real in the running of KUD. Because KUD itself is one of the social institutions, the role of other social institutions also contributes to optimizing KUD. Social institutions play an important role in KUD's efforts to create social networks. Social institutions have introduced many new social networks which are very useful in partnerships and cooperative efforts in increasing KUD efforts.
- C. Social networks create new patterns of interaction that are useful in disseminating information to increase cooperation with partners for KUD efforts. Social networks play a role in describing what kind of patterns KUD can maximize in business improvement strategies. Social networks provide many ways or options in maximizing the dissemination of KUD information. With the dissemination of information that is very networked, KUD directly gets a real impact by being known not only in the KUD area but also outside the reach of the KUD area.
- D. The factors that exist in the collective movement for social network-based welfare progress in KUD Tani Mulyo Bambanglipuro are divided into two factors, namely driving factors and inhibiting factors. The existing driving

factors give an idea that the collective movement on the social network in KUD Tani Mulyo Bambanglipuro has a very big impact on the progress of KUD and the welfare of members and the community. While the inhibiting factor explained above is that a collective movement is an action that involves a large number of individuals joining into one to create a movement with many existing social networks, it is very difficult because it has to equalize the goals and intentions to lead to change. When individuals do not succeed in equalizing the goals with other individuals, then of course the desired changes cannot be implemented and run as they should.

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