

Benefit In The Cultural Norm Prespective Of Fish Farmers (Study In Tebalo Manyar Gresik)

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ABSTRACT

The purpose of this study is to describe the phenomena of the meaning of benefits in the perspective of cultural norms on fish farmers in Tebalo Village, Manyar District, Gresik Regency in managing pond land. This research method is qualitative. Collecting data in research using unstructured interview and structured interview with the snowball method. The data analysis technique used in this research was the interactive model of Miles and Huberman's (1984) model is data collection, data reduction, and data presentation. The results of this study indicate that the benefits in the perspective of cultural norms are divided into three, namely direct financial benefits, indirect financial benefits, and non-financial benefits.

Keywords : Benefits, Cultural Norms, Financial.

1. Introduction

Pond farmers are a group of people who actively work on managing the pond by cultivating certain fish to get benefits. Benefit is a benefit, goodness, use, profit or profit (KBBI: 2020). Benefit or benefits obtained by someone from something that has been done. Hasibuan (2007) states that benefits are divided into three types, namely direct financial benefits, indirect financial benefits, and non-financial benefits. Direct financial benefits are rewards in the form of basic payment (wages or salaries) or results obtained by a person when that person has done work, this result is in the form of money. Indirect financial benefits are rewards or results from a person's activities in doing work that are not in the form of money, these results can be in the form of health insurance, life insurance, pension funds, investments and so on. Non-financial benefits are rewards or results received by a person when that person has completed their work in the form of pleasure, a sense of accomplishment.

Several factors can affect the reduction in benefits obtained by fishpond farmers both financially and non-financially, however, fishpond farmers in Tebalo village continue to cultivate fish because for these village farmers, pond cultivation is part of their inherent culture. According to Tebalo village farmers, fish farming is a culture or habit that has been inherent in itself that must be adhered to from generation to generation in order to get the expected benefits. This culture forms a norm that is believed to be in the form of customs in which the pond farmers consider that the pond land that is treated is a mandate given by the elders to him.

Hill (2011: 148) states that cultural norms are divided into two categories, namely folkways and customs. Customs are the manifestation of cultural norms in the form of rules or behavior that are respected and obeyed by the community from generation to generation. These customs can be called upload - upload which is a manifestation of the respect of the younger generation for those who are higher. Folkway is a symbol in the form of feedback (reward) for community behavior. Feedback or reward is the most visible cultural manifestation and is an outer expression (informal social law) of a deeper value. For example,

when someone does something that is believed to be right, that person gets social praise, and vice versa, when a farmer does something that is not believed to be true, the farmer will be gossiped about.

According to Mr. Zuhri, one of the fishpond farmers in Tebalo village who manages the pond land by cultivating fish from an early age with his parents, cultivating fish is something that his income cannot predict, but benefits in non-financial forms will definitely be obtained, pond farmers feel happy and grateful still able to manage fish farming in their respective ponds and also feel able to carry out the mandate given by his parents.

From this phenomena, a problem or research gap arises, namely the idea of the farmers that the measure of success is when the pond farmers are able to manage the pond cultivation business on the basis of fairness based on the mandate given by their parents and uphold cultural norms without thinking about the benefits they get financially. . Based on the background description described above, nomena that is contrary to Kasmir (2014: 114), namely the determinants of the success of the results of the business that have been carried out are benefits that can be used to develop the business and can lead to satisfaction for business actors (profit). which means that benefits are measured in material or financial terms only.

Benefit

2. Literature Review

Benefit

Benefit (benefit) is a benefit, goodness, use, profit or profit (KBBI: 2020). Benefits arise because someone has done a job, so that someone is entitled to receive something that has been done. Hasibuan (2007) states that benefits are divided into three types, namely direct financial benefits, indirect financial benefits, and non-financial benefits. Direct financial benefits are rewards in the form of basic payment (wages or salaries) or results obtained by a person when that person has done work, this result is in the form of money Indirect financial benefits are rewards or results from a person's activities in doing work that are not in the form of money, these results can be in the form of health insurance, life insurance, pension funds, and so on. Non-financial benefits are rewards or results received by a person when that person has completed his work in the form of pleasure, a sense of accomplishment and so on.

Cultural Norms

Hill (2011: 148) states that cultural norms are divided into two categories, namely folkways and customs. Folkway is a symbol in the form of feedback (reward) for community behavior. Feedback or reward is the most visible cultural manifestation and is an outer expression (informal social law) of a deeper value. For example, when someone does something that is believed to be right, that person gets social praise, and vice versa, when they do something that is not believed to be true, that person will be threatened. Customs are the manifestation of cultural norms in the form of rules or behavior that are respected and obeyed by the community from generation to generation. In Java, these customs can be called upload - upload which is an expression of the respect of the younger generation for those who are higher.

Cultural Norms Relating to Benefits

According to Tracey T.R Lin and Timothy (2010), the existence of an emotional relationship between a person affects how a person interprets a benefit, because this relationship can increase a sense of trust and anxiety to carry out a job, this is called a social benefit. If someone does a job with confidence supported by a relationship, there will be benefits that become the foundation of satisfaction in doing work both financially and non-financially.

Conceptual Research



Picture 1
Framework

3. Research Methodology

Research Approach

This research uses a qualitative approach or an inductive approach. Data analysis in this study is inductive or qualitative, and the results of this study will emphasize meaning more than generalization (Sugiyono, 2016: 19).

Research subject

Retrieval of informants in this study using the snowball method. The snowball method is a method used to get answers from respondents by means of a rolling process from one respondent to another, usually this method is used to explain social or community patterns.

Research Settings

This research was conducted in Tebalo Village, Manyar District, Gresik Regency regarding the meaning of benefits in the cultural perspective of pond farmers. The actors or people who play the role of this research are pond farmers in Tebalo Village, Manyar District, Gresik Regency who have experience in fish farming and pond land management. Activities in this research are pond farmers who carry out fish farming and pond land management with the perspective of cultural norms.

Data Retrieval Technique

In this study, the data collection technique used to obtain data in accordance with this study was the interview method. The interview method is a data collection technique with a process of feedback or communication that causes reciprocity between the researcher and the respondent or informant, the aim is to get the information needed by the researcher for the smooth running of his research.

Data analysis technique

The data analysis technique used in this study was the Miles and Huberman model. Activities in qualitative data analysis are carried out interactively and take place continuously until completion, so that the data is saturated (Sugiyono, 2016: 91). In the data analysis technique of the Miles and Huberman model, there are several steps, namely:

1. Data Reduction

According to Sugiyono (2016: 93) data reduction is a form of analysis with a sensitive thinking process that requires intelligence and flexibility and into high insight.

2. Presentation of Data

Data presentation is a data analysis technique by parsing it briefly, or in the form of a chart, or providing information on the relationship between categories, flowcharts, and so on (Sugiyono, 2016: 95).

3. Verification

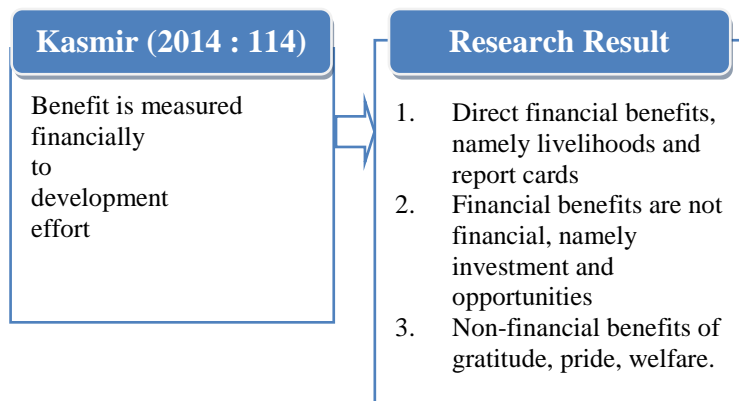
Verification is the last stage of data analysis technique, namely after data reduction and data presentation, because at this verification stage the researcher makes a conclusion.

Menut Sugiyono (2016: 99) the conclusion in qualitative research is a new finding that has never existed before. This conclusion will answer the problem formulation that has been formulated by the researcher for this study.

4. Result Interpretation

The qualitative research results say that benefits can be obtained when a pond farmer carries out cultural norms in the form of customs and folkways, by carrying out these cultural norms, the pond farmers are able to get financial and non-financial benefits. According to Kasmir (2014: 114) the concept of benefits or benefits, the success of a business is a benefit that can be used to develop the business, meaning that the benefits are measured in financial.

The results of this study say that benefits cannot be measured by the material alone. Hasibuan (2007) states that benefits can be divided into three, namely direct financial benefits in the form of material, indirect financial benefits in the form of savings, and non-financial benefits in the form of feeling that you have completed a business. For fishpond farmers in managing pond land with cultural norms, they will get direct financial benefits in the form of livelihoods and achievements, indirect financial benefits in the form of investment and opportunities, non-financial benefits in the form of gratitude, pride, responsibility, and welfare.



Picture 2
Research Results

According to Tracey T.R Lin and Timothy (2010), benefits can arise because of the emotional connection between a person, this relationship also affects how a person interprets a benefit from a sense of being attached to one another. Livelihoods, investment, gratitude and responsibility are the benefits that are believed by the pond farmers when carrying out cultural norms, namely customs in the form of respect for their parents, where there is a trusting relationship and there is no anxiety between the two. Benefits for pond farmers are obtained when carrying out the rules and serving according to customs will affect the welfare of life.

Hendar Hendrawan (2011: 230) said that humans are able to overcome life's challenges and have the truth so that they are maintained and passed on to the next generation to achieve a benefit for their lives. Farmers are able to pose a challenge in getting the benefits of the social laws (folkways) given by the community. Pride, prosperity, opportunity and achievement are the benefits that aquaculture farmers get when they get the social law (folkways) of the community either in rewards or gossip. With the existence of the social law of the pond farming community reveals a challenge to maintain existing cultural norms in order to get life-supporting benefits. So that in getting the benefits from folkways, farmers

must pay attention to their attitudes and abilities in order to get benefits from the activities of managing the pond.

5. Conclusions And Recommendations

Conclusion

Based on the results of the research and discussion that has been stated in the previous chapter, in this study several conclusions can be drawn that the benefits in the perspective of cultural norms on pond farmers can be divided into 3, namely:

1. Direct financial benefits in the form of livelihoods.
2. Indirect financial benefits in the form of investment and opportunity processing.
3. Non-financial benefits in the form of gratitude, pride, achievement.

Recommendation

The author provides recommendations to further researchers to conduct qualitative research to obtain information about the meaning of benefits in the perspective of deeper cultural norms by using the purpose sampling method and is expected to involve cultural experts in verifying the data. The validity of the data is expected to use dependability, confirmability, and transibility.

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