



Social Networks of Retail Traders: A Case Study of Warung Bugis in Makassar City, Indonesia

Safriadi¹, Andi Batara Al Isra²

¹ FISIP, Universitas Hasanuddin, Indonesia. E-mail: safirimku@gmail.com

² Department of Anthropology, University of Auckland, New Zealand. E-mail: aali598@aucklanduni.ac.nz

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CORRESPONDENCE

Phone: +628114600062

E-mail: safirimku@gmail.com

A B S T R A C T

This article explores the role of social networks in sustaining traditional retail businesses, with a focus on *warung* Bugis in Makassar City, Indonesia. The research aims to understand how these networks contribute to the growth and resilience of small enterprises. Through a qualitative approach involving case studies, observations, and interviews, the study examines the factors shaping social and economic interactions among retail traders. Findings reveal that social capital—such as trust, solidarity, and collaboration—is crucial in supporting business resilience. Social networks help traders access resources, share information, and reduce costs while fostering customer loyalty and adapting to modern practices like digital payments and social media marketing. These networks also play a key role in conflict resolution and cooperation among traders, enhancing economic stability. The study highlights the importance of social networks in maintaining competitiveness and offers valuable insights for policymakers to support traditional retail trade in urban areas.

A. INTRODUCTION

The traditional economy in Indonesia serves as a crucial foundation for many regions, acting not only as an economic driver but also as a means of preserving local values, especially in business activities (Tje and Dima 2023). Although its influence is less pronounced in urban areas compared to rural theme courtside, the traditional economy still plays a significant role in supporting the daily lives of urban identities. This economic model often manifests in the informal sector and among small and medium enterprises, which are vital for low- to middle-income group (Syukria 2023).

In Indonesia, the traditional economy exhibits unique characteristics shaped by a combination of geographical, social, and cultural factors. This economy encompasses various aspects, including agriculture, fisheries, and trade

in traditional markets. However, with the growth of the urban economy, shopping centers, supermarkets, minimarkets, and other modern retail formats have started to dominate the market (Prabowo and Rahadi 2015). This shift has created intense competition for traditional retail merchants concerning pricing, accessibility, and convenience (Joko Utomo 2011). Traditional retailers often struggle to compete against the greater economies of scale enjoyed by modern retail, which can offer lower prices through bulk purchasing and more efficient distribution networks (Abd et al. 2021).

Similarly, in Makassar City, research conducted by Pratiwi (2023) shows that there are four leading economic sectors in Makassar City: the large and retail trade sector, car and motorcycle repair, and the Information and education services sector. These leading sectors are sectors that can support Makassar as the center of economic growth and a metropolitan city in the eastern region of Indonesia (Praatiwi et al. 2024). This study uses secondary data taken from the Central Statistics Agency (BPS) of Makassar City and the Central Statistics Agency (BPS) of

the Capital of all provinces on the island of Sulawesi from 2015 to 2023.

The traditional economy in urban areas is largely represented by informal sector workers, such as street vendors, motorcycle taxi drivers, small food stalls, and various micro-enterprises (Brady and Burton 2016). These businesses play a crucial role in the local economy by providing jobs and meeting the needs of urban communities. This is in line with the dual economic approach developed by Lewis (Astutiningsih et al. 2024), explaining that the types of jobs are divided into two, namely formal primary jobs and informal secondary jobs that are informal and are filled by street vendors, motorcycle taxi drivers, small food stalls, and various micro-enterprises.

One of the important aspects of the sector is the interaction between traders within the market and the local community. Such interactions support trade activities and contribute to economic development, as the networks formed among these merchants facilitate the exchange of information, goods, and services, fostering collaborations that enhance the competitiveness and sustainability of their businesses.

Additionally, these social networks pages solidarity and cooperation between traders, which is important in maintaining the sustainability of the local economy (Abd et al., 2021). This economic system relies largely on long-standing local practices, such as subsistence farming, livestock, handicrafts, and barter trade. This system is different from the modern economy which is more market-based and global (Tje and Dima 2023).

Syukria's (2023) research in Teun Baun, West Amarasi District, Kupang Regency explained that traditional economic activities as a forum for the community to meet the needs of life and improve the economy play a very large role. Therefore, in the future, a retail trade development program is needed to increase the role and function in driving the informal economic sector.

Overall, as Bernier and Meinzen-Dick stated (2014), although urban communities are often identified with the modern economy and industrialization, traditional economies still play an important role in supporting the economic resilience of vulnerable communities and helping to maintain the availability of goods and services at prices accessible to all levels of society (Ahmad 2018). Various aspects of the traditional economy. Although this transformation opens new opportunities, challenges arise, especially for traditional merchants competing with modern retailers such as shopping malls, supermarkets, and mini markets (Pramudita, 2020).

Warung Bugis, one of the typical forms of traditional retail business in Makassar City, is an example of how the traditional economy functions as a place to buy and sell and as a center of social interaction in the community. In developing the local economy, stalls such as Warung Bugis have an important role, and social interaction is a key factor in maintaining business sustainability. In sustainability, the social network factor is considered the main element in creating this because social networks

strengthen trust, solidarity, and collaboration, key elements in carrying out economic activities (Slijper et al. 2022).

A social network consists of interconnected individuals or groups through various social interactions. This concept focuses on how relationships between individuals or groups can affect behavior, access to information, and resources. The theory of social networks provides an answer to a question that has been a concern of social philosophy since Plato's time: the problem of social order: how autonomous individuals can come together to create a lasting and functioning society. Network theory also explains various social phenomena, from individual creativity to corporate profitability (Borgatti and Foster 2003).

In the context of Warung Bugis, social networks are a form of social capital, as Pierre Bourdieu (1986) explained, which plays a significant role. This social network can be in the form of a relationship of trust between traders and suppliers, as well as consumer loyalty formed due to personal relationships. This social network makes transactions easier, increases resource access, and reduces operational costs. In the economic context, social networks often act as a liaison between economic actors, creating collaboration, trust, and social capital beneficial for business sustainability.

This study aims to explore the social networks formed among traditional retail traders and how these networks affect the sustainability of their businesses. Social networks are not just interpersonal relationships but also involve broader relationships between groups or communities built through repeated interactions. These relationships are important in strengthening trust, solidarity, and collaboration, key elements in economic activities.

B. METHOD

This study uses qualitative methods with data collection techniques such as participation, observation, and in-depth interviews (Miles et al. 2014). The observation process was carried out by observing several good stall owners, family members, and sales distributors in Makassar City transmigrants in Indonesia. In observing participation, the author tries to maintain a balance between being an "insider" and an "outsider" and tries to understand the daily activities of the villagers. Through participatory observation, it is possible to study both explicit and implicit aspects of the daily life of society (DeWalt 2014). In-depth interviews were conducted to explore information related to the activities of retail traders and their families and consumers in buying and selling transactions.

Individuals who become research informants are those involved in organizing village communities. From this point, the research will expand to other informants

(snowball sampling) to get comparisons. Interviews are also conducted with village government institutions that are involved and in direct contact with the community. In conducting interviews, the author acts as a "wanderer." This nomadic metaphor views the interviewer as a wanderer who travels, leading to a story that will be told after returning home (Kvale, 1996). The interviews are semi-structured and are based on an interview guide that outlines the main topics to be discussed. However, this structure is flexible enough to adapt the topic to the source. The interviews are also responsive to relevant issues from the informants which can then be explored further.

The main question asked to the informant is his social network and how to use it for their business activities. The study adopts in-depth interviews and direct observation of the involvement of stall owners and their networks to answer these questions. Intensive field work for two months was carried out in Makassar City Center, another densely populated area spread across various housing complexes in Makassar City and South Sulawesi Province between 2022 and 2024. The election was based on the consideration of the distribution of the Warung Bugis area in densely populated centers and residential areas.

In-depth interviews were conducted with 35 informants such as stall owners as well as traders, family members, landowners, shop building owners, and friends of stall owners. Direct observation focuses on daily activities, including interactions between traders and sales distributors, traders and family members, and traders and their relatives. Activities were observed related to pawning merchandise, serving buyers, dividing time to maintain stalls, and renting shops or land where they were sold.

The results of interviews obtained from the field are categorized based on research needs. This categorization process facilitates the formulation of answers to research questions because research questions are used to select information relevant to the research. In the analysis stage, the data is explained by discussing field findings with theories or previous research results that are relevant to the research. This process is carried out to measure the extent to which the arguments and analyzed constructed contribute and have conceptual significance. In addition, the analysis process will also use secondary data from official government reports, such as reports from the Indonesian Central Statistics Agency and other institutions that have reliable credibility.

C. RESULTS AND DISCUSSION

A social network is an interaction pattern consisting of nodes represented by individuals or groups and the relationships (links) that connect them. Relationships in social networks

include various forms of interaction, such as friendship, business, or family relationships. This concept helps explain how individuals or groups relate to each other and how information, ideas, or resources can spread through those networks. A social network is a social structure consisting of individuals or groups interconnected through various forms of interaction, such as family relationships, friendships, business cooperation, or community ties. These networks exchange information, resources, and support between connected individuals or entities. In the economic context, social networks can support business continuity, especially in the informal sector, such as in the Bugis stall.

Social networks are not only limited to interpersonal relationships, but also include broader relationships between groups, organizations, or communities, which are formed through repeated interactions. This network has an important function in strengthening trust, solidarity, and collaboration, all of which are key elements in carrying out economic activities.

Granovetter (Granovetter 1985) emphasizes the importance of weak relationships, such as interactions with acquaintances or people outside the core group, in providing new information and opportunities that are not available in strong relationships (such as family or close friends). While Bourdieu (1986) identifies social networks as a form of social capital, where relationships can provide economic, cultural, or symbolic benefits.

Thus, Social capital theory emphasizes the importance of social resources that are accessed through a network of relationships between individuals or groups. Social capital refers to the benefits gained from participation in social networks, such as trusts, norms, and reciprocal relationships that encourage cooperation and solidarity. According to Pierre Bourdieu, social capital can be seen as an accumulation of social network-based resources that can be utilized for economic or social benefits. Social capital refers to the benefits that individuals or groups derive from their social networks, such as trust, cooperation, and support.

Social capital can improve the efficiency of economic actions by facilitating coordination between individuals and groups, reducing transaction costs, and strengthening community solidarity. Bourdieu (1986) and Robert Putnam (2000) introduced the concept of social capital. By understanding this concept and the theory of social networks, we can analyze how social relationships affect economic dynamics, both on an individual and group scale, and how they can be used to support business success, such as in the context of Bugis stalls in Makassar.

As explained by Bourdieu (1986), the concept of social capital is key in analyzing social networks among retail traders. Social capital includes resources obtained from social networks that can be used to achieve economic and social goals. In the context of Warung Bugis, this social capital can be seen from the relationship between traders,

customers, and the surrounding community. This research will discuss how this social capital is built and supports traders' businesses. Geertz (1963) also highlights the importance of social interaction in Indonesia's economic context. He noted that traders often operate in a mutually supportive network, which allows them to survive and thrive in a competitive environment. This research will analyze how Warung Bugis utilizes this social network to increase its competitiveness.

The interaction between merchants and customers greatly influences the social network at Warung Bugis. Traders often build strong customer relationships based on economic transactions, trust, and mutual respect. According to Putnam (2000), trust is important in building social capital, contributing to business success. In the context of Warung Bugis, this relationship can be seen in the form of high customer loyalty.

In our observations, many traders rely on word-of-mouth recommendations to attract new customers. This shows that the social networks formed are not only limited to direct relationships, but also involve a wider network within the community. Harrison (2006) noted that social networks in urban environments can affect local economic dynamics, which is very relevant to the phenomenon in Warung Bugis. This is in line with research by Pratiwi (2024) that the leading economic sector of Makassar City in 2015-2023 shows that the contribution of retail traders in Makassar supplies around 30% of the total food needs of the community. This shows how important their role is in the local economy. A strong social network allows traders to share information regarding suppliers, prices, and market trends, which increases their competitiveness. In addition, good relationships with suppliers also allow traders to get goods at more competitive prices. This explains the importance of this traditional economic sector in the economic growth of the city of Makassar.

Social capital in the form of a social network serves as a bridge that connects traders with the various resources needed to run their businesses. In the context of Warung Bugis, this social capital includes relationships with customers, suppliers, and the local government. According to Woolcock (1998), Social capital plays an important role in economic development, and it is especially relevant for retail traders. In interviews with several traditional retail traders, they revealed some of the functions of social networks that a good relationship with business management is as follows:

1. Access Business Information

Social networks allow traders to obtain important information, such as the price of raw materials, market trends, or knowledge of new business practices. For example, traders can get information directly from suppliers or other traders regarding when prices will rise or where cheaper raw materials are available. This

facilitates better decision-making in stock and price management. In traditional markets, oral information circulating among traders about price movements or consumer trends can determine their marketing strategy. This is relevant to the theory of *embeddedness* by Granovetter (Small, 2021), which shows how economic decisions are greatly influenced by social networks. As explained by Ambo (51 years old/male) in the interview said as follows:

"His daily experience in running his business, the social network "anggotae" (a Bugis term for those who are categorized in a friend group) is very useful in providing enough information related to (1) the price of goods, (2) information on cheap goods, (3) goods that are selling so that we can arrange suitable prices, (4) regulating the stock of goods according to demand, (5) adjusting merchandise such as buyers' wishes and (6) what goods are currently saleable. (interview November 20, 2023).

2. Media to Build Trust

Good social relations between merchants and customers reinforce the sense of trust that is very important in traditional business. In the retail market, trust is the main cornerstone for retaining customers. Traders who are honest and fair in transactions tend to be more trusted and get loyal customers. Merchants with a good relationship with suppliers may get goods at a discounted price or be given flexibility in payment due to the trust built over the years. In a traditional retail business, relationships between family members create strong social capital. Trust among family members can be a strong basis for sharing responsibilities, capital, and important information. This trust reduces transaction costs, usually arising from doubts about the other party.

Many retail businesses are run by families together, such as stalls or grocery stores, where family members help each other with various tasks, including stock management, finances, and customer service. This trust allows collaboration without the need for a formal contract. Trust in the family results in long-term benefits. As revealed by informant Rahman (41 years old/male):

The store is open for 24 hours, and family members take turns guarding the store. The division of duties to guard the store is arranged as follows: my wife guards from morning to evening, then it is my turn until 11.00 or 12.00 noon, and then it is continued by my son until morning. Under certain circumstances, we (the family) cannot do so. I ask relatives to help, and we will help relatives when they need help. In this case, we trust each other because family relationships do not allow anyone to betray. (Interview, October 14, 2023)

A network of relatives who are a reliable source of labor is a great advantage for retail traders because they are very flexible and fully understand the values in this

kind of business. It does not take long to become civilized in running a business, such as serving customers, managing finances, managing stock of goods, or negotiating the supply of goods, among other things.

In addition to building trust in family and relatives, social networks also function to build customer trust. Appreciated customers tend to return and recommend the stall to others. This is in line with the proposed consumer theory by Miller (1998) Click or tap here to enter text., which states that consumer behavior is greatly influenced by established social relationships. Social relationships profoundly influence consumer behavior because consumption often reflects social, identity, and cultural dynamics. Miller views consumption not as just an economic act to meet needs but as a means for humans to build, affirm, and maintain social relationships.

This is also seen from the results of the interview with Amran (45 years old/male) a merchant stated that his customers are more regular customers who have been shopping for years, and new people are usually those who pass by the front of the house and suddenly stop by to shop. As conveyed in the interview:

"There are more buyers from old people who used to be new people who have just stopped by and continue to stop by to buy. So, they know each other and come to shop. Sometimes they also bring their friends who then always come shopping. So it continues and more and more people become buyers" (Interview, October 14, 2023).

This indicates that social capital built through social interaction contributes to customer loyalty. Positive social interactions create emotional connections, such as warm greetings, attentiveness to customer needs, or friendly service. Customers tend to feel valued and noticed, and the impact then is that this emotional connection builds a sense of attachment, which makes customers more likely to return to the same place than try a competitor. In addition, good relationships with suppliers allow merchants to source goods of good quality and competitive prices, which in turn increases customer satisfaction. This is also called social attachment.

The social attachment theory of (Granovetter 1985) emphasizes that economic activities cannot be separated from the social context. This theory argues that economic action cannot be fully understood without considering the social relations that surround it. Granovetter explains that economic actors do not act autonomously but are always in social networks that influence their behavior. One of the key ideas in this theory is "embeddedness", which refers to how social relations create the context for economic action. Granovetter emphasizes the importance of these social attachments to understand how beliefs, norms, and information play a role in economic decision-making.

Social interaction between business actors and local communities reduces transaction uncertainty and supports business stability. Granovetter points out that social relationships can be an asset (as in building trust) but can also be a barrier if they generate exclusivity or conflict. This idea is relevant in understanding phenomena such as collaboration between organizations, community building, and job market dynamics. Thus, social networks are an important foundation in supporting the sustainability of traditional businesses. Warung Bugis, in the economic context, social capital can be in the form of a relationship of trust between stall owners and suppliers or consumer loyalty formed due to personal relationships. Trust built in this social network facilitates transactions, improves access to resources, and reduces operational costs due to the flexibility of payment or material supply. In the case of Bugis stalls, social cohesion between business actors and local communities plays an important role in economic sustainability. Strong relationships within the community help reduce uncertainty in economic transactions and support business stability.

3. Means of Conflict Resolution and Cooperation

Social networks also function as a mechanism for resolving conflicts between traders. Social networks allow for more peaceful and dialogue-based settlement when conflicts occur, such as price disputes or where to trade (Virk et al. 2024). In addition, social networks facilitate cooperation between traders, such as sharing information about suppliers or coordinating pricing strategies within a single market. Merchants often work together in informal alliances, especially in determining the price of goods or sharing customers in a business community. Refers to the role of social relationships in relieving tensions, creating shared solutions, and building collaborative relationships between individuals or groups. In social networks, conflicts can be resolved through dialogue, mediation, or negotiation mediated by network members with influence or trust.

Meanwhile, positive social relationships are also important for creating mutually beneficial cooperation, although conflicts between them are rare (Pereira, et al 2024). This happens because they come from relatives generally, so they prefer to give in when there is a potential conflict (Deferne, Bertschi-Michel, and de Groote 2023). Even if there is a conflict In resolving conflicts, social networks allow direct communication between the parties to the dispute. Network members who are neutral or have authority, such as community leaders, mediators, or respected figures, can be a bridge to open dialogue. This process is often more effective because it is based on the trust and respect that has been built within the network. In addition, social relationship-based approaches

tend to be more oriented towards long-term solutions because they consider all parties' feelings and interests.

On the other hand, social networks also function to bridge differences and encourage cooperation. When individuals or groups get to know each other through networking relationships, it's easier for them to find common ground that allows for collaboration. This applies in a variety of contexts, such as business partnerships, cooperation between organizations, or collective efforts to achieve a common goal. For example, in the corporate world, social networks can facilitate collaboration between companies to share resources, technology, or markets. The importance of social networks also lies in their informal role. Many conflicts and cooperation are resolved outside of formal frameworks, such as casual meetings or informal discussions, which are often more effective because they involve personal and emotional aspects. Relationships built in social networks allow for more flexible and adaptive communication, thus accelerating problem-solving or the formation of collaborations.

Thus, social networks are not only a tool for resolving conflicts in a peaceful and constructive way but also a means for establishing close and sustainable cooperation. Strong social relationships and mutual trust become at the core of this function, ensuring that conflicts are resolved and result in better future relationships.

4. Adaptation to the Development of the Times

Social networks also play a role in integrating modern knowledge into traditional business practices. Traditional retail merchants can learn about using new technologies, such as digital payment apps or social media for marketing through their network. The application of modern knowledge often comes from interactions with other merchants who have adopted the technology first or from the information they get from consumers or the government. Many traditional retail merchants now use social media to reach a wider market. Social networks help speed up the process of adopting this technology. Refers to the role of social relationships in introducing, disseminating, and helping individuals or groups understand and integrate new information or insights into their lives. In social networks, interaction between members allows for exchanging ideas, discussions, and shared learning that facilitates adapting to new knowledge more effectively. Ratna (32 years old/female) revealed that social media is very helpful in her business because they can communicate and build friendships. Likewise, other friendship application media such as *WhatsApp* because they share information related to merchandise or greet each other as a form of friendship in a group.

New knowledge is introduced through social networks that serve as the main communication channels for distributing such information. Network members, such as friends, traders, relatives, or communities of

origin, act as intermediaries who spread new ideas more personally and easily. The social relationships that have been built in the network create trust that allows sharing new information with each other to be easier. The interactions that occur in the network provide a space to ask questions, discuss, and clarify things that are not yet understood. By sharing experiences and insights, network members help each other understand the practical applications of the new knowledge. This process accelerates adaptation, especially when individuals face challenges in implementing new information. Other new information and knowledge also go hand in hand with the emergence of new value systems and accompanying norms.

Social networks also support socialization and the formation of new norms that are aligned with new knowledge. As network members adopt new knowledge, their actions can influence other members to follow suit, creating a domino effect in applying that information. This is often seen in introducing new technologies, where communities or groups of early adopters influence others to adapt. Additionally, through social networks, individuals can access additional resources such as training, guides, or mentors that aid in adapting to new knowledge. Connections with more experienced individuals or who have a deep understanding of a particular topic make learning and implementing new ideas easier. Finally, social networks also provide emotional support during the adaptation process. When individuals face challenges or doubts in understanding new knowledge, supportive network members can boost morale, ensuring the process runs more smoothly. Thus, social networks are a channel for disseminating new knowledge and an ecosystem that supports individuals and groups to learn, adapt, and apply new information effectively and sustainably.

5. Sharing of Risks and Responsibilities

Businesses that involve families often have a clearer and more efficient pattern of sharing responsibilities (Pereira et al., 2024). In addition, if the business faces risks or financial problems, family members can jointly help bear those risks. This makes businesses more resilient to economic shocks, such as price fluctuations or declining demand. In economic crisis situations, family members often provide for temporary financial needs or help maintain business continuity by working without formal wages until business conditions improve. It describes how social relationships help individuals or groups share the burden of risk and responsibility to reduce the negative impact of uncertain or difficult situations. In social networks, solidarity, cooperation, and trust between members allow risks to be borne together and responsibilities to be shared according to the capacity of each party (Bernier and Meinzen-Dick 2014).

All types of business activities will be associated with risks. So, to minimize the impact of risk, there needs to be risk sharing. This risk-sharing can be done within social networks, as it provides collective support that can reduce the burden on individuals. Network members often help each other by contributing resources, ideas, or practical solutions when faced with financial, work, or social risks. For example, in a community of traditional traders, social networks can be used to share market information to avoid large losses due to price fluctuations. This is in accordance with what was conveyed by informant Andi Ode (47 years old/male) that their risk as a retail trader is a loss, especially related to the rise and fall of the price of goods and the lack of buyers for certain goods. The losses that occur from these activities can be minimized by sharing information from merchant networks or consumers. Meanwhile, this info was not obtained from the sales network.

The success of risk-sharing and responsibility in social networks depends largely on the level of trust and solidarity between family members (Pereira et al, 2024). The higher the mutual trust, the more likely it is that network members will be willing to share risks and take on shared responsibility. Thus, social networks serve as an important mechanism to create mutual resilience (Bernier and Menzien-Dick 2014). Through collaboration, burden sharing, and mutually supportive cooperation, social networks not only help individuals cope with risks and responsibilities more lightly, but also strengthen the underlying social relationships.

6. Sources of Capital and Financing

Social networks in the form of relatives are often a source of capital for traditional retail businesses, especially when access to formal financial institutions is difficult or limited. Capital can come from family savings or interest-free loans from relatives, making it easier for business owners to expand or maintain their businesses (Pereira et al, 2024). In many rural areas, when a retail trader needs capital to expand his or her business, they may get a loan from a family member without interest, which is more profitable than taking a loan from a high-interest bank (Gry Agnete Alsos, Sara Carter, and Elisabet Ljunggren 2014).

Through social networks, business actors can connect with individuals or institutions with financial resources, such as family, friends, local communities, investors, or financial institutions. In the informal sphere, social networks allow business actors to obtain funds through personal loans, social gatherings, or investments from relatives based on trust (Pereira et al, 2024). Meanwhile, in a formal context, social networks help entrepreneurs access strategic partners, angel investors, or venture capital through professional connections. refers to the role of interpersonal or inter-organizational relationships in providing access to financial resources that support business development. In this context, social networks are an important channel for obtaining loans, investments, or financial assistance from formal and informal institutions.

Established relationships also influence the success of utilizing social networks for capital and financing. Trust-

based relationships, good reputation, and effective communication increase the likelihood of getting financial support. Additionally, its extensive and diverse network provides greater access to various financing sources that may not be available directly through traditional channels. Thus, social networks function not only as a connecting tool, but also as a supporting ecosystem for business actors to obtain capital and create sustainable financial collaboration.

7. Knowledge Transfer and Business Learning through Social Networks

Traditional business skills are often passed down through generations in the family. Older family members will teach younger ones about stock management, how to serve customers, and business strategies proven to work (Pereira et al. 2024). This knowledge transfer is essential, especially in maintaining an effort in a competitive environment. Children or the younger generation in the family are often involved in business operations early on, allowing them to learn from real experience and inherit business skills from their parents or grandparents. Refers to how relationships between individuals or groups in a social network allow for knowledge transfer, sharing, and creation. In social networks, information and insights not only flow in one direction, but also develop through dynamic interactions between members. In the Bugis stall, knowledge sharing always runs as explained by Sumarni (51 years old/female):

I learned to open a business selling like this from a cousin who had already gone to Makassar to open a business. From him, I learned to try, how to find a place to sell, find goods that I want to sell, and find cheap goods. In addition, they are also taught to record incoming and outgoing goods so as not to lose them. I also taught my children that because we took turns guarding the stalls.

Social networks provide a means for the exchange and development of knowledge. By leveraging interpersonal relationships, connectivity, and member diversity, social networks become not only a source of information, but also a tool for innovation and shared learning. However, the successful use of social networks as a source of knowledge requires trust, credibility, and the ability to filter out relevant information

D. CONCLUSIONS

This study found that social networks and social capital are very important in the sustainability of Warung Bugis in Makassar City. Traders who can build and use their social networks have a greater chance of success in their ventures. The social interaction that exists between traders and customers is not only based on economic transactions but also on a relationship of trust and mutual respect.

Through collaboration and the use of technology, Warung Bugis traders can increase their competitiveness and expand their market reach. This research provides important insights into how social networks can contribute to developing small businesses in Indonesia. These findings can be the basis for further research and policies supporting traditional retail traders' sustainability.

The use of social networks can be seen in the collaboration between traders. Several traders form groups to share information regarding market trends and marketing strategies. This shows that social networks not only function in the context of transactions but also as a source of knowledge and innovation. Emphasis that in practice, culture and social networks are intertwined in building the success of small businesses.

Thus, social capital in Warung Bugis is not just a relationship between individuals but also a resource that supports business sustainability. Traders using this social capital have a greater chance of surviving and thriving in a competitive market. For this reason, it is recommended to pay even greater attention to traders.

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