

ABSTRAK

Achmad Rizal Fahrizi. 2105211001162. Program Studi Sosiologi. Jaringan Sosial dalam Pemasaran UMKM Kerajinan Tas Rajut di Desa Murtajih Kecamatan Pademawu Kabupaten Pamekasan.

Penelitian kualitatif ini berfokus pada peran strategis jaringan sosial bagi pelaku UMKM kerajinan tas rajut. Latar belakangnya adalah pentingnya UMKM bagi perekonomian lokal dan global, serta upaya pengembangan UMKM sebagai indikator keberhasilan pembangunan desa dan penekanan angka kemiskinan. Data penelitian dikumpulkan secara verbal untuk memahami fenomena, sikap, perilaku, motivasi, persepsi, dan tindakan subjek, bukan berdasarkan angka dan persentase.

Para pengrajin kerajinan tas rajut di Desa Murtajih memanfaatkan modal hubungan sosial dengan berbagai pihak seperti tengkulak, pemilik toko, dan teman-teman di media sosial. Hubungan sosial ini diubah menjadi Modal Sosial (Capital Social) berdasarkan pandangan Pierre Bourdieu, yang berfungsi sebagai jembatan untuk mengakses sumber daya praktis. Sumber daya tersebut mencakup kepastian pasokan bahan baku, informasi produk baru, diskon harga, serta perluasan jangkauan konsumen. Aksesibilitas ini secara langsung berkontribusi pada peningkatan modal ekonomi mereka, berupa omset dan kelancaran usaha, menegaskan bahwa modal sosial lebih dari sekadar koneksi, melainkan akses ke sumber daya yang didapat dari koneksi tersebut.

Penelitian kualitatif dengan pendekatan studi kasus ini fokus pada peran strategis jaringan sosial bagi pelaku UMKM kerajinan tas rajut dalam menunjang aktivitas pemasaran produk mereka. Latar belakang penelitian ini adalah pentingnya UMKM bagi perekonomian lokal maupun global, serta diharapkan sebagai indikator keberhasilan pembangunan desa dan upaya menekan angka kemiskinan

Kata Kunci :Jaringan Sosial, Kerajinan Rajut Desa Murtajih Kecamatan Pademawu Kabupaten Pamekasan

ABSTRAK

Achmad Rizal Fahrizi. 2105211001162. Sociology Study Program. Social Network in the Marketing of Knitted Bag Craft MSMEs in Murtajih Village, Pademawu District, Pamekasan Regency.

This qualitative research focuses on the strategic role of social networks for MSME actors in knitting bag crafts. The background is the importance of MSMEs for the local and global economy, as well as efforts to develop MSMEs as an indicator of the success of village development and the suppression of poverty rates. Research data was collected verbally to understand the subjects' phenomena, attitudes, behaviors, motivations, perceptions, and actions, rather than by numbers and percentages.

Knitting bag craftsmen in Murtajih Village take advantage of social relations with various parties such as middlemen, shop owners, and friends on social media. This social relationship was transformed into Social Capital based on Pierre Bourdieu's view, which served as a bridge to access practical resources. These resources include certainty of raw material supply, new product information, price discounts, and expanding consumer reach. This accessibility directly contributes to the increase in their economic capital, in the form of turnover and business smoothness, confirming that social capital is more than just connections, but access to resources obtained from those connections.

his qualitative research using a case study approach focuses on the strategic role of social networks for SMEs in the knitting bag craft industry in supporting their product marketing activities. The background of this research is the importance of SMEs to the local and global economy, and it is hoped that they will serve as an indicator of the success of village development and efforts to reduce poverty.

Keywords :Social Network, Knitting Crafts of Murtajih Village, Pademawu District, Pamekasan Regency.