

# Communication Network on Social Capital Relations of Salt Production Workers

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## ABSTRACT

Statistically, the production of people's salt is still the most abundant national-scale salt production in Indonesia. Madura Island, the largest salt-producing island in Indonesia, also contributes the largest labor force in Indonesia. This shows that the potential for workers in Madura is still very significant. Therefore, this research aims to see the communication network of salt production workers in Madura. This study uses a descriptive quantitative method with a communication network analysis approach. The study shows that the mapping of social capital relations in people's salt production can be seen from three relationships: bonding, bridging, and linking. In bonding relations, where the internal labor is still dominated by a few people, the hubs or links in the sociogram are seen to be centered on only one point. Meanwhile, the bridging relation is evenly distributed. This shows the opportunity for workers to strengthen their bias capacity with a demonstration plot mechanism and learn from others in need outside their community. Moreover, in the linking relationship, there is a wide gap in the community.

Keywords: Salt Production; Social Capital; Communication Network

## ABSTRAK

Secara angka Produksi garam rakyat masih memiliki jumlah produksi terbesar dalam skala nasional Indonesia. Pulau madura sebagai pulau penghasil produksi Garam terbesar di Indonesia juga menyumbang tenaga buruh terbesar di Indonesia. Hal ini menunjukkan potensi buruh di madura masih sangat signifikan. Maka dari itu riset ini bertujuan untuk melihat bagaimana jaringan komunikasi buruh produksi Garam yang ada di Madura. Penelitian ini menggunakan metode kuantitatif deskriptif dengan pendekatan analisis jaringan komunikasi. Hasil penelitian menunjukkan bahwa pemetaan relasi modal sosial yang terjadi dalam produksi garam rakyat dapat dilihat dari 3 relasi yakni bonding, Bridging dan Linking. Pada relasi Bonding dimana internal buruh masih di dominasi oleh beberapa orang saja terbistik hub atau link yang ada dalam sosiogram terlihat berpusat pada satu titik saja. Sedangkan pada relasi bridging semua menjadi merata. Hal ini menunjukkan peluang buruh untuk memperkuat kapasitas bias dengan mekanisme demplot dan belajar dari sesame butuh di luar komunitasnya. Sedangkan untuk relasi Linking terjadi semacam jarak yang cukup lebar dalam komunitasnya

Keywords: Produksi Garam; Modal Sosial; Jaringan Komunikasi

**INTRODUCTION**

The salt crisis in 1957 made salt production legitimate through Emergency Law No. 25 of 1957 concerning the regulation of a salt monopoly by a state company (PT. Garam) and the formation of people’s salt production to overcome the salt crisis (Rochwulaningsih, 2013; Widodo, 2007). The need for salt in Indonesia is currently not matched with strengthening human resource capacity, resulting in reduced salt fields every year due to actors starting to abandon salt production as they are considered less promising (Rosyidi et al., 2019).

In numbers, salt production is still concentrated on Madura Island. Around 60% of productive salt fields across Indonesia are recorded on Madura Island (Amami & Ihsannudin, 2016). In addition, the tradition of salt production in Madura not only contributes land area and production but also contributes production workers who are scattered in various areas of the Java coast, such as Surabaya, Gresik, Sidoarjo, Pasuruan to Rembang (Rosyidi Et al., 2020).

The role of laborers in salt production activities is very significant (Rosyidi & Wimatsari, 2020). Salt production workers, besides having expertise in managing salt, also have a tradition in its management, which is very influential in the sustainability of salt production itself. For instance, their knowledge passed down from generation to generation about the weather knowledge about water PH, and so are important Habitus in the continuity of salt production (Fauziyah & Ihsannudin, 2014; Prihantini, 2017; Rosyidi et al., 2019). Rosyidi’s et al. (2019) research even showed that salt production in areas like Surabaya would not work without labor.

The majority of salt production workers come from Sumenep, especially Karanganyar Village and Pinggir Papas Village (Rosyidi & Wimatsari, 2020). In Karang Anyar village (Table 1.1), Kalianget District, Sumenep Regency, it is noted that 29.19% of the population earns a living as farmers, especially salt farming. This shows that salt production is still the profession of the majority of Karang Anyar villagers, including salt production workers.

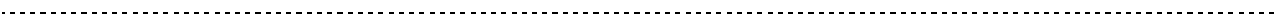
**Table 1. Livelihood Percentage List Karang Anyar Village, Sumenep Regency**

No	Type of Work	Percentage
1	Farmer/Salt Workers	29.19%
2	civil servants	3.37%
3	Private	11.36%
4	Traders	2.26%
5	Fishermen	3.28%
6	Entrepreneurs	9.01%
7	Not working	41.54%
Total		100%

Source: Processed from RPJMDES data Karang Anyar Village Government 2019-2024

From this description, the position of salt production workers is not only important in salt production but also as the main livelihood for the majority of Karang Anyar villagers. Unfortunately, it is often that labor in relationships of patron-client investors or salt land owners is often disadvantaged (Kurniawan et al., 2016; Rosyidi et al., 2019; Shaban & Merkle, 2016). Labor is often the party whose interests are least accommodated in the salt production chain (Table. 2).

On several issues, there was a labor uprising due to pressure from investors, such as breaking geomembrane tools and strikes that stopped salt production (Rosyidi & Wimatsari, 2020). This happens in an unfavorable relationship between the capitalist and the salt production workers.



**Table 2.** Aspects in Supporting the Sustainability of People's Salt Production

Aspect	Conditions/Problems
1. Economy	Under the pressure of the owner. The owner is under market pressure. Not even enough.
2. Role Governance	Has tried to collect data, to prevent the IMB from being issued in order to suppress land conversion. Have not looked at the relationship aspect yet.
3. Relationship between Employers	Employers are pressing mantong Juragan pressured by the market. Certain parties are over-capitalized in terms of price.
4. Monetary Protection	Not yet exercised a monopoly like Bulog.

Source (Rosyidi et al, 2019)

The focus on the relationship between actors and workers in salt production from the description and explanation above also affects the sustainability of salt production. On the other hand, the communication relationship also results in the emergence of social capital. So, it is important to conduct studies on how social capital among workers can strengthen salt production workers' human resource capacity amid patron-client relationship pressures. In fact, labor interests are always the last to be accommodated, resulting in a threat to the sustainability of salt production.

Several studies have been conducted showing that economic and institutional aspects are still an important concern in the issue of salt production. One research entitled *Measuring the Sustainability of People's Salt Production in Surabaya* (Rosyidi et al., 2019) observes that there are still important factors in the form of the agency's role and price protection so that salt production can still take place and maintain its sustainability.

Research also shows how the labor wage system affects patron-client relations (Nashruddin, 2016). This research highlights the *Sakap* System, a profit-sharing system between investors and farm workers (Nashruddin, 2016). In this system, there are several mechanisms, for example, Maro (divide two 1:1), Morotelu (divide three 1:2), and Moropapat (divide four 1:3).

The other study entitled *Jaringan komunikasi dalam pengelolaan perencanaan program penanggulangan kemiskinan di Provinsi Sulawesi Bara* (Rasyid et al., 2019). Bappeda acts as an influential opinion leader in determining programs that can be integrated into Marasa Village. Bappeda also acts as a broker who conveys information related to preparing the Marasa Program to other OPDs. In contrast to Bappeda, DPMD acts as a gatekeeper with ego networks much more complicated than Bappeda ego networks. This research shows that the government needs to design communication strategies that can improve the effectiveness of the coordination process between government agencies.

Apart from that, there is also research titled *Efficiency of Factors in People's Salt Production*, which shows that people's salt production is still very profitable (Amami & Ihsannudin, 2016). The variables of land area, labor, and capital have positive coefficient values and have a significant effect on the amount of people's salt production. This research only highlights the economic opportunities and potential for people's salt production.

Another research that is identical to the study of human resource capacity entitled *Effects of Human Resource Capacity, Utilization of Information Technology and Accounting Internal Control on the Reliability of Regional Financial Reporting (On SKPD Bantul Regency Accounting and Finance Section)* is carried out quantitatively and has subjects in accounting activities (Komarasari, 2016). This research has a very standard subject and does not focus on discussing social capital.

In the study of social capital, there is research entitled *Social Relations in CSR Policy Practices* (Widhagdha et al., 2019). This research was conducted to see the bonding, bridging, and linking relations in Pertamina's CSR empowerment activities for farmer and fisherman groups in various regions. This research focuses on how the mapping occurs but has not yet discussed how the mapping results have implications for strengthening human resource capacity. From these various studies, no one has discussed how to use capital social services as a basis for strengthening the human resource capacity of salt production workers in Madura, especially in Karang Anyar Village, Sumenep Regency as a producing area and the majority of the community earn a living from salt production. Therefore, this research aims to see the communication network for salt production workers in Madura. This study is scientifically new, and the location makes this study feasible.

## METHODS

This research uses a descriptive quantitative approach through the analysis of communication networks. This research uses explanatory mixed method research where quantitative data is collected first, and then qualitative data mining is carried out. In contrast, a qualitative analysis was conducted to explore and elaborate results based on the findings from the quantitative analysis.

This research took place in Sumenep district. This is done because the area is the largest center for salt producers in Madura, which is also the basis for the Madurese people who work as salt production workers. In Sumenep district, they took it in Karanganyar village, Kalianget sub-district. For this reason, future research will also make salt production workers in the village the subject of analysis, both as individuals and their role as heads of groups or communities of salt production workers. Research subjects can later be treated as research respondents, informants, or both based on their social status and role in the environment of salt production workers. Therefore, the determination of subjects as respondents will be carried out purposively for interviews with questionnaires.

Meanwhile, the determination of informants was carried out using the Snowball Sampling technique. Sampling using the snowball technique, starting from (small) salt production labor actors, continues growing until the number of samples is sufficient for the research data needs (Borgatti et al., 2002; Eriyanto, 2014; Nur Ika Fatmawati, 2019).

Data collection in this study was grouped into two types, namely primary data and secondary data. Primary data collection was carried out through two techniques, namely, interviews with questionnaires and FGD. The use of questionnaire instruments was carried out on selected respondents in order to collect data related to communication relations (communication networks) that were formed among workers. Meanwhile, focus group discussions (FGD) were carried out to deepen the discussion to sharpen information and discuss the main issues according to research findings that need to be further confirmed and focused on the results of the questionnaire and functioning as data validity. This aims to see how far kinship or social capital relations have implications for the human resource capacity of salt production workers.

Data analysis in this research was performed in two-level data analysis. The first is quantitative data analysis using the communication network analysis method via the UCINET device (Raya, 2016). Second, qualitative data analysis uses an analytical technique introduced by Miles and Huberman (Neuman, 2013) known as interactive model analysis. This analysis technique consists of three stages or components: data reduction, data display, and drawing and verifying conclusions (Creswel, 2009; Rasyid et al., 2019). In the reduction process, data is grouped, edited, and summarized for ease of processing according to certain themes or patterns from the existing data. Furthermore, in the presentation stage, the process of organizing the data is carried out, where the existing data is grouped with other data groups into a unified data, which is then presented in the form of descriptive and narrative sentence tables to explain the research findings. Meanwhile, in the conclusion stage, the researcher applies the inductive principle by considering existing data patterns or trends from the analysis results to then conclude to answer research problems.

For the data's validity and accuracy of the analysis and interpretation, the researchers used a data triangulation technique. This method is used to support the acquisition of qualitative data by comparing or re-checking the degree of trust in information obtained from sources (informants) or by using data (information) from different data sources. In other words, it is comparing the data or information obtained from the results of interviews with the results of observations. Likewise, it can also be treated to confirm the data from interviews with questionnaires through FGD.

## RESULT AND DISCUSSION

### **Communication Network and Bonding, Linking, and Bridging Relationships in Social Capital**

The communication network in this study was carried out using a structured interview mechanism with salt production workers. Then, the collected data were analyzed by sociogram through UCINET and also found *Eugene factor centrality*. From this mapping, what relationships arise between production workers in Karang Anyar Village will be known. The stages of thinking that were built from this research were mapping the existing Karang Anyar village community through network analysis. Network analysis is also classified into three major schemes, namely bonding analysis,

bridging network analysis, and linking network analysis. The three will show whether this social capital can be utilized to strengthen HR capacity.

### Bonding Relationship

Bonding social capital has the inherent characteristics, namely, the two groups and group members in the context of relations and attention are more inward-oriented (inward-looking) than being oriented outward (*outward-looking*). The types of people or individuals who are members of this group are generally homogeneous; for example, all group members come from the same tribe, nation, background, and so on. *Social capital* bonding is also known as a *sacred society* feature where certain dogmas dominate and maintain a totalitarian, hierarchical, and closed structure of society. Patterns of daily interaction are always guided by values and norms that benefit certain hierarchical and feudal levels. The strength of social capital in this bonding is limited to the dimension of group cohesiveness (Abdullah, 2013).

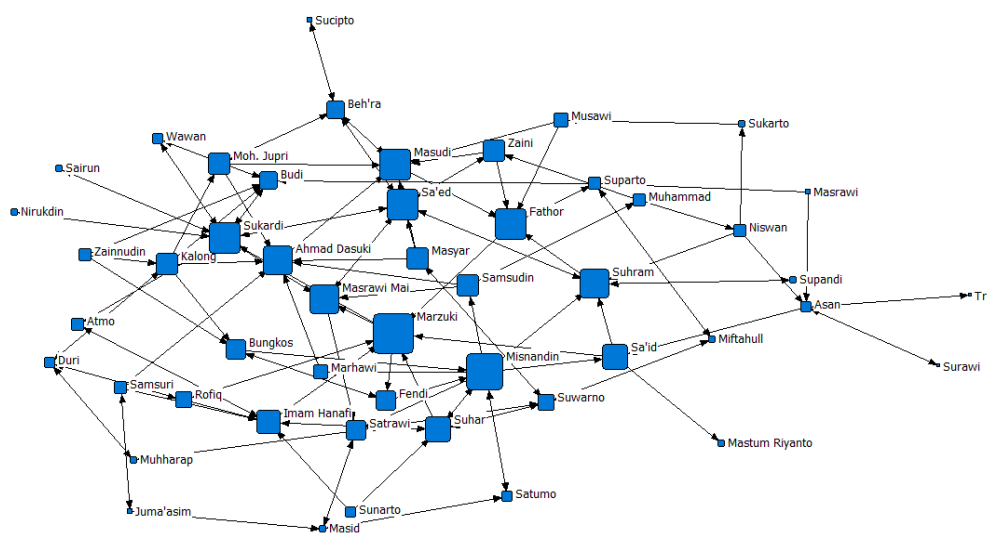


Figure 1. Bonding Relationship Sociogram

The picture above shows some dominant communication interactions in the bonding relationship network. This can be seen from the node, which increasingly looks bigger and more dominant than other actors. This shows that the communication within the bonding scope is still uneven. In addition, the link (path) is still not connected between all actors. The hub also determines the sociogram map relations so that communication in bonding relations is still dominated by only a few actors (edge).

Internal relations have strong characteristics in building a group's development and communal knowledge. Some research shows coherence between the existing structure and the general knowledge of a group (Chaudhuri et al., 2021; Pratiwi & Suzuki, 2017). Group cohesion is far more influential with knowledge than with various channels or media to develop groups. So, if we refer to the sociogram picture above, there is control over the network by just one actor, which has the potential for unequal distribution of communal information for a group.

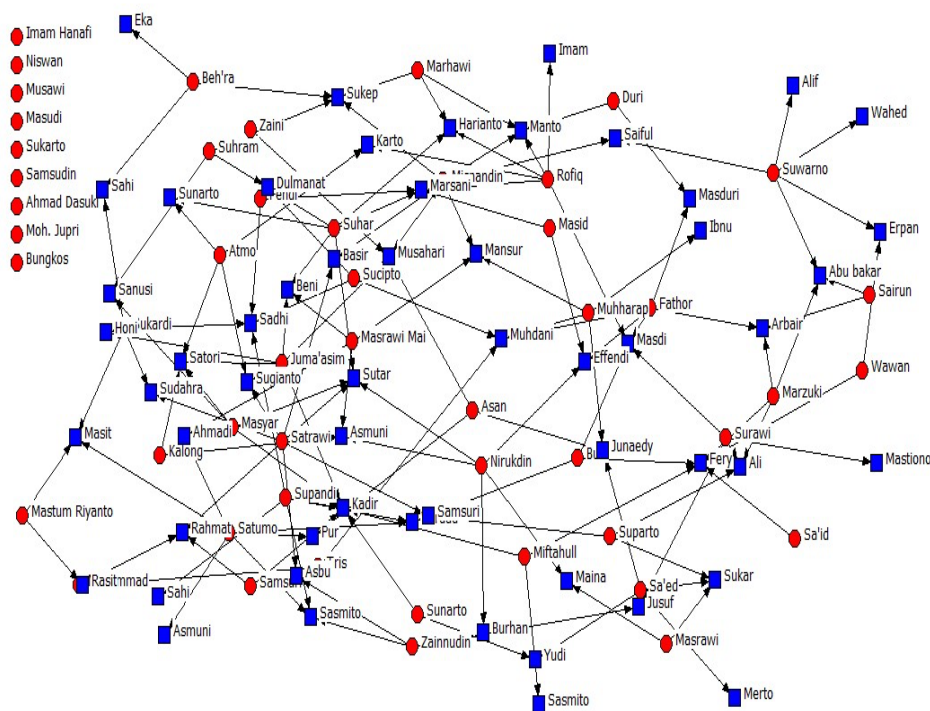
### Bridging Relations

The strength and energy of social capital is the ability to connect or connect relations between individuals and groups of different origin identities. This power is also based on trust and norms that exist and have been built so far. This bonding ability opens opportunities for information to come out so that external potentials and opportunities from a community can be accessed. The principles adhered to in this bonding social capital grouping are universal about togetherness, freedom, plural and human values, openness, and independence (Abdullah, 2013; Purwanto, 2015; Syahra, 2003).

These principles reflect a more modern form of group or organization. Bonding social capital for individual and community contributions can open up opportunities to access other potential capital and strengthen and develop relationships between other groups. Social relations between groups of

different origin identities that strengthen bonds between groups of different origin identities are called bridging social capital (Abdullah, 2013; Adger, 2009; Yudha, 2019).

Relations between groups with different identities of origin, according to Kearns, can be interpreted more broadly, such as relations between sectors, for example, the education and health sectors, the economic and social sectors, or relations between organizations, institutions, and associations. The meaning of this broader group becomes a force that can be used by each individual to access it, depending on the interests of the needs to be achieved by each. The patterns of interaction and networks formed in bridging social capital with external parties are upheld with a spirit of mutual benefit, not that others are aware of themselves to others. This has a nuance of equality and inclusivity.



**Figure 2.** Bridging Relations in Communication of Social Capital of Salt Production Workers

The figure shows that a group with an outward-looking attitude makes it possible to establish mutually beneficial connections and networks with associations or groups outside the group. This relationship is quite stable and even. This shows that the image formed is not focused on just one individual or group. There are 23 links in 50 nodes, so there is a very significant relationship between them.

Bridging relationships have the potential to develop groups to relate to other groups, as well as relationships that have the opportunity to become group reflections (Adger, 2009; Chaudhuri et al., 2021; Pratiwi & Suzuki, 2017). In social capital, this strengthens the availability of channels and networks in order to strengthen group capacity (Raya, 2016; Yudha, 2019). The data above shows that social capital is only owned by some people and has not yet developed into a capital that can be accessed by everyone in that group. The impact is the potential for a lack of networks and relations between groups to become unbalanced.

**Linking Relations**

In developing the community, various potentials and resources are needed internally and externally. Social capital, especially networks and relationships, is a potential that can synergize and reveal other potentials and capital. The potential for network capital and relations is at the heart of the dynamics of community development. The complexity of networks and relationships that are created in a

community is one indicator of the strength of a community. So, the stronger the vertical relations, the stronger the strength of the community (Abdullah, 2013; Purwanto, 2015; Wahyuni, 2019).

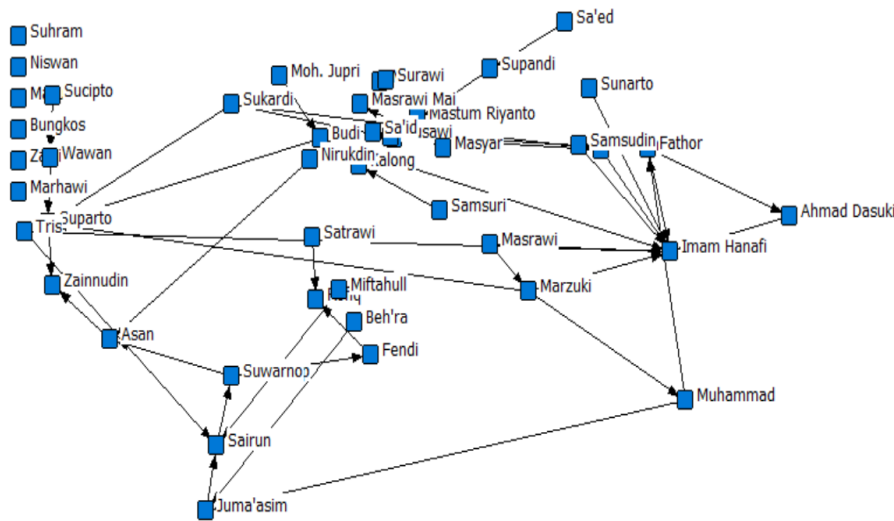


Figure 3. Linking Relations in Salt Production Workers

In this study, linking relations still do not look so strong in the sociogram of linking relations, indicating that people are still not affiliated properly and even have their own groups in forming vertical relationships. In the study of Madura culture, there is a concept of relations called *bhuppa' bhâbhu' ghuru rato* (Suryandari, 2015). This concept shows that Madurese people generally have to obey their parents first, then the teacher (*ulama*), and finally their parent mouse (*formal leaders or so-called bureaucracy*). This has an impact on the depletion of the potential for workers to access resources to the government or higher parties due to the lack of this relationship. So, the linking relations of these four relations need to be developed further.

### Sociogram as Mapping

Of the three relations above, the researcher carried out an initial analysis with observational data through the UCINET application. The resulting sociogram below shows that all nodes are still centered on village heads and landowners, meaning here it can be seen that linking relations still dominate relations between workers.

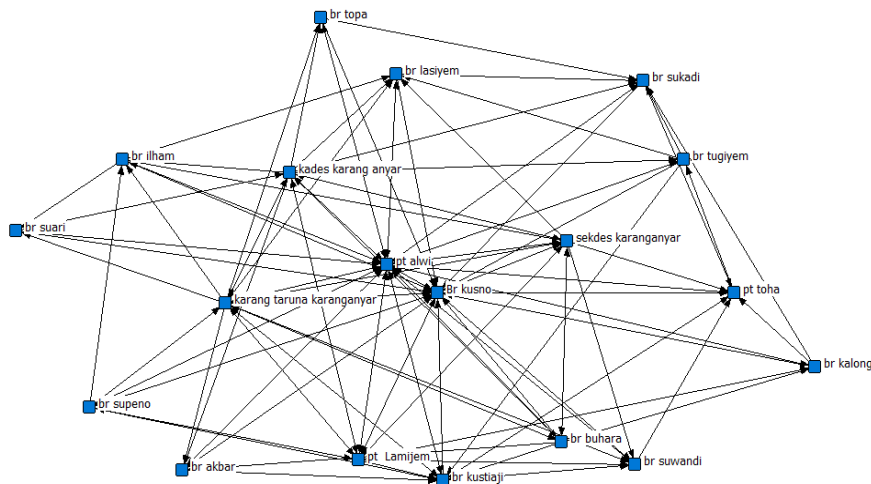


Figure 4. Early Sociogram of Salt Production Workers in Karang Anyar

The data below shows that some farmers are still in isolation. This condition, whether in bonding, bridging, or linking schemes, still cannot form social capital. As a result, not a few workers lack access to information and access other needs in salt production activities. If this condition is not read, then the gap between workers and owners of capital and even between workers and farmers will increase. Because the more isolated people are in a group, the more difficult it is for them to access resources among their groups (Widhagda et al., 2019).

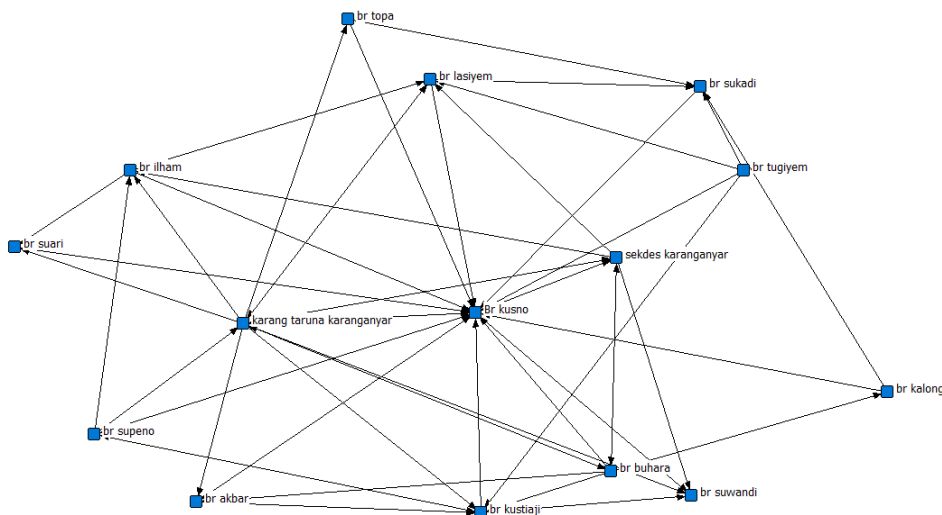


Figure 5. Sociogram without Opinion Leader

There is a big difference between the bonding and linking relationships that occur when village chiefs, officials, and capital owners are eliminated in the sociogram. The result is that fewer people have access, and more and more are isolated. Theoretical assumptions show that a communication network can be determined by opinion leaders or nodes in a sociogram (Rasyid et al., 2019; Syahra, 2003). This figure shows that if the opinion leaders in the salt production community are removed, the network becomes less tight. Furthermore, every closeness of the network always has implications for social capital. The negative effect is accessibility between actors which is only dominated by some people.

### CONCLUSION

Mapping the social capital relations that occur in people’s salt production can be seen from 3 relations: bonding, bridging, and linking. In bonding relations, where the internal labor is still dominated by a few people, the hubs or links in the sociogram are seen to be centered on only one point. Meanwhile, in the bridging relation, all becomes evenly distributed. This shows the opportunity for workers to strengthen their bias capacity with a demonstration plot mechanism and learn from others in need outside their community.

For the linking relationship, there is a wide gap in the community. It could be because the Madurese culture respects the role of the leader and the *kyai*, so the relationship does not seem egalitarian. Every closeness of the network always has implications for social capital. This is certainly a problem in social capital because there is no equal access to equal relations.

Researchers suggest that there is a need for activities to strengthen relations among workers from the aspect of Bridging, Bonding, or Linking. This is intended so that when there is an innovation or assistance from various parties, it can be accessed quickly and enjoyed by various components in people’s salt production. So, in the end, the sustainability of salt production will also be determined by the relationship between the workers.



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