

Community Economic Activities in The Mawarung Baimbai Area As A Source of Social Studies Learning.

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Abstract

Economic activity is never separated from people's lives, because people always carry out activities in their daily lives, but the use of activities in people's lives is still very rare in learning, be it in the form of photos or videos, these activities can be used as a source of contextual social studies learning. This study used qualitative research methods. Data collection techniques are carried out by observation, interviews and documentation. Data analysis uses data reduction, data presentation and conclusions.

The economic activities of the community in the *Mawarung Baimbai Area, Sungai Jingah Village*, still utilize the *Mawarung Baimbai area* located under the *Banua Anyar Bridge* in carrying out daily activities, one of which is in conducting buying and selling transactions involving sellers and buyers in the *Mawarung Baimbai Area*. While other economic activities such as the creation of friendship and communication between traders with each other, traders and buyers, and between buyers in the *Mawarung Baimbai area*. Community economic activities in the *Mawarung Baimbai area, Sungai Jingah Village*, can be integrated as a source of class VII social studies learning.

Keywords: Economic Activity, Community, Social Studies Learning Resources

Abstrak

Aktivitas ekonomi tidak pernah terlepas dari kehidupan masyarakat, karena masyarakat selalu melaksanakan aktivitas dalam kehidupan sehari-harinya, tetapi pemanfaatan kegiatan dalam kehidupan masyarakat masih sangat jarang dalam pembelajaran baik itu berupa foto ataupun video, kegiatan tersebut dapat dimanfaatkan sebagai sumber belajar IPS yang bersifat kontekstual. Penelitian ini menggunakan metode penelitian kualitatif. Teknik pengumpulan data dilakukan dengan observasi, wawancara dan dokumentasi. Analisis data menggunakan reduksi data, penyajian data dan penarikan kesimpulan.

Aktivitas ekonomi masyarakat di Kawasan *Mawarung Baimbai* Kelurahan *Sungai Jingah* masih memanfaatkan kawasan *Mawarung Baimbai* yang terletak di bawah *Jembatan Banua Anyar* dalam menjalankan aktivitas sehari-hari, satu diantaranya yaitu dalam melakukan transaksi jual beli yang melibatkan antara penjual dan pembeli di Kawasan *Mawarung Baimbai*. Sedangkan aktivitas ekonomi lainnya seperti terciptanya silaturahmi serta komunikasi antar pedagang satu dengan lainnya, pedagang dan pembeli, serta antar pembeli di kawasan *Mawarung Baimbai*. Aktivitas ekonomi masyarakat di

kawasan *Mawarung Baimbai* Kelurahan Sungai Jingah dapat diintegrasikan sebagai sumber belajar IPS kelas VII.

Kata Kunci: Aktivitas Ekonomi, Masyarakat, Sumber Belajar IPS

PRELIMINARY

Basically, social studies learning concerns human existence which includes the entire way of behaving and its needs. Social Education regulates the way people use their business to meet their material, social, and economic needs. Social Studies is a short form of Social Sciences which is a mixture of several disciplines of sociology and humanities (Sapriya, 2019).

Culinary Tourism is very important for tourism whose goal is to attract tourists through typical foods from an area as a vacation spot (Wijaya, Suteja, 2019). Therefore, to help tourist destinations, it is important to provide good food and beverage administration. Such as cafes and places to eat (Ansofino, 2012). Food is one of the basic human needs (Sumantri, 2010). Regional food is food that is processed or made by nearby areas that are dominated to present taste, shape, so that it becomes a characteristic of an area.

Food production is the act of preparing, processing, making, producing a foodstuff. Research results (Araujo, 2016). Mentioning that food in each place may be able to increase the carrying capacity of culinary tourism. The results of exploration (Besra, 2012) reveal that culinary tourism has a high possibility to develop. Thus, it is hoped that a suitable system to promote culinary and support from various circles, especially in the public, is needed. Culinary tourism is very important for tourism whose purpose is to attract tourists through ordinary food of an area as a culinary attraction, with the existence of Culinary Tourism *Mawarung Baimbai Area* can be a place to introduce traditional Banjar cuisine, especially *Jingah River village* cuisine. From what I monitored, there are various culinary specialties of the city of Banjarmasin served *in the Mawarung Baimbai area, ranging from sticky rice, laksa cakes, lupis, surabi apam, habang noodles, banjar rice, yellow rice etc. which are available at affordable prices. and visitors mostly aim for wet cakes because they are sold in the Mawarung Baimbai Area* The average typical Banjar food contains coconut milk. So maybe buyers prefer the typical Banjar food because the average Banjar food is sweet and thick. "While enjoying typical Banjarmasin dishes, they also relax while listening to the residents of Sungai Jingah playing Banjar music for visitors to feel a more distinctive sensation of South Kalimantan. The economy is run by the people of Sungai Jingah, is trading, the people of South Kalimantan are the term "*Mawarung Baimbai Area*", as one of the economic resources of the Sungai Jingah Community.

Mawarung Baimbai *area* can be called a relaxing place for the whole family. Because the place is quite comfortable for families to relax, the results of the study inform that by utilizing culinary tourism areas can cause social studies learning media, students choose the qualities contained in the culinary Mawarung *Baimbai area* which is a tourist attraction.

The culinary area *of Mawarung Baimbai* in Jingah Waters, Banjarmasin, South Kalimantan is one of the most interesting. To play an important role in supporting the economy of a region and subsequently play a role in supporting the culinary picture of tourism actors and social tourism, tourists and guests can also directly visit the Mawarung Baimbai Area, the price of food and beverages sold. is also quite simple, the local people really appreciate the *Mawarung Baimbai Area*. For him, this can increase awareness of Banjar specialties, (Merdayanty, D. 2020). The people living in Sungai Jingah village are very intertwined, because the average resident lives a collective life.

The economy is run by the people of Sungai Jingah, is trading, the people of South Kalimantan are the term "*Mawarung Baimbai Area*", as one of the economic sources of the Sungai Jingah community. The people of Sungai Jingah can preserve Banjar specialties with the existence of the Mawarung Baimbai Area. The *Mawarung Baimbai area is also a tourist spot to improve* the economy of the Jingah River community, because the results of culinary tourism in the Mawarung Baimbai *area* can help the income of the *Jingah River* community, thus affecting the economy. People who trade in the *Mawarung Baimbai area* can also do creativity and there are no restrictions on them in running the culinary business. Mawarung Baimbai *area* can be called a relaxing place for the whole family. The purpose of this study is to inform that by utilizing the culinary tourism area can be used as a social studies learning medium, students can reap the values contained in the culinary attractions of the *Mawarung Baimbai Area*. Improve learning outcomes and activities Students experience creative learning.

METHOD

The title to be researched and the research that will be raised about economic activity in Mawarung Baimbai as a source of social studies learning, in this qualitative approach is considered very suitable or very suitable for use in this research (Haryono, 2020). This is because qualitative research prioritizes this element of interaction which is with interaction activities in the form of observations, observations and interviews that will be carried out on the people of Sungai Jingah Village in order to obtain information that can be said to be valid and precise. The economic impact experienced by the people of Sungai Jingah Village will be able to provide an overview of how they overcome the problems contained in the research site.

This study used a descriptive qualitative design (Darmalaksana, 2020). It is used to describe the actual state of the phenomenon under study during the study. Data collection was carried out through stages, observations on the banks of the South Alalak river where the activities of tanggui craftsmen are located in Jingah River Village.

The interview was conducted with Lurah, the head of RT, and especially to the community around Mawarung Baimbai, Sungai Jingah Village, Banjarmasin City. The sources of data or informants chosen are economic actors, namely, Ita, Hatiah, Sarah, Lisda, Sinta. Data in the form of documents in the form of photos of interview activities with the community around Sungai Jingah sub-district (Abbas et al. 2021; Aslamiah, Abbas, and Mutiani 2021). The technique used in data analysis in this study is an interactive model, namely data reduction according to the purpose of this study, the presentation of data is presented in descriptive form supported by images. Data validity by triangulation of sources, techniques and time. Triangulation of sources with different sources are craftsmen and economic actors (Darmalaksana, 2020) Triangulation with different techniques, namely observational data is matched with interview results and proven by documentation. Time triangulation is carried out with different times (Ashar & Agustang, 2020). This was done to obtain data on the economic activities of Mawarung Baimbai Community as a source of social studies learning.

RESULTS AND DISCUSSION

Culinary tourism in the *Mawarung Baimbai* area around the Jingah River is certainly accompanied by economic activities in it. Given the availability of various traders in culinary tourism, it certainly supports economic activity in the form of transactions between sellers and buyers.

Other activities carried out by the community around the culinary tourism of the Mawarung Baimbai Area are in the form of promotions on social media regarding the reopening of the Mawarung Baimbai Area, such as promotions on Instagram, Facebook, whatsApp, and so on. Word of mouth is also carried out by traders and other communities in order to disseminate culinary tourism in the *Mawarung Baimbai* area so that it can attract visitors from various regions. As excerpts from an interview with Ayu (35):

“Kita biasanya promosi di media sosial masing-masing gitu supaya pengunjungnya ramai. Selain itu juga promosi dari mulut ke mulut kayak ke temen, saudara, rekan-rekan lainnya. Karena kan kalau pengunjungnya rame kita disini juga senang, pendapatan meningkat”

This promotion was carried out quite intensively when traders saw the decline in visitors in the culinary tourism of the Mawarung Baimbai Area so that the income of traders also decreased. On the other hand, according to the source's confession, the Banjarmasin City

Government also fully supports the culinary tourism of the *Mawarung Baimbai Area* such as participating in promoting through news articles, visiting directly, allowing reopening after the pandemic, as well as other facilities and infrastructure. With the support from the Banjarmasin City Government, it certainly also increases the enthusiasm of traders to revive socio-economic activities in the Jingah River Area.

Based on the results of interviews with visitors, the culinary tourism location of *Mawarung Baimbai Area* is quite strategic in Banjarmasin City so it is quite comfortable to visit while buying various culinary and enjoying the banks of the Jingah River. The following is an excerpt of an interview with Mrs. Selya (30) as a visitor to the culinary tour of *Mawarung Baimbai Area*:

“Soalnya ini tempatnya strategis gitu, dan cukup enak kalau kita bisa di pinggir sungai, ngeliat sungai sambil memakan jajanan yang dibeli di sini. Harga makanannya juga ga terlalu menguras dompet jadi saya suka dating kesini”

Based on the interview, it can be seen that the price of food provided in the culinary tour of *Mawarung Baimbai Area* has a fairly economical price and does not drain visitors' wallets. From the culinary tourism of *Mawarung Baimbai Area*, so visitors do not have to worry about the culinary budget because at a fairly cheap price, visitors can buy a variety of food and drinks provided there. In addition to the fairly cheap price, the many variations of food are also the advantages of this culinary tour of the *Mawarung Baimbai Area* so that it can serve a variety of food and beverage choices for visitors while enjoying the Jingah River Area. The price variations available at *Warung Baimbai* culinary tours start from IDR 5,000 to IDR 25,000 which is quite friendly in the pockets of the wider community. In addition to providing traditional cakes, the traders also serve snacks such as pentol which turned out to be quite popular with many visitors. As an excerpt from an interview with Rendy (21) as a visitor:

“Saya disini lebih sering beli pentol daging karena saya suka teksturnya aja yang kenyal dan mengenyangkan. Harganya juga murah jadi ramah di kantong saya”

In addition, the following is an excerpt of an interview with Mrs. Resti (29) as a visitor"

“Saya disini paling sering beli pentol aci, selain itu juga suka pentol goreng telur dan batagor. Karena saya suka pentol aja emang. Jajannya juga harganya standar kayak lima ribuan sampai 25 ribuan”

Based on the interview, it can be seen that pentol is one of the favorite snacks of visitors because it tastes right on the tongue of visitors and the price is quite affordable. In addition, pentol is also one of the snacks that can make you full because it is made from beef that is processed so that it becomes a snack that is quite chewy. The existence of various choices of

snacks can make visitors spend about 1-2 hours to be in the culinary tour of *Mawarung Baimbai Area*. As quoted from an interview with Ibu Resti (29) as a visitor: "Usually here for about 1-2 hours, while eating snacks and also liatin sungai jingah, especially in the afternoon. Eating snacks while chatting by the river is indeed quite good. The occurrence of economic activities is due to the desire to achieve prosperity and prosperity in life (Sulaiman, 2019). Economic activity is a movement or pattern of community groups in a scope to meet their needs through the process of production, distribution and consumption of goods and services (Juliana, 2021). Socio-economic activities according to Soekanto that indicators in the main socio-economic position include wealth, power, honor, and science (Soekanto, 2001). Another definition of socio-economics is the status of existence of stratified groups in society in which there is power, privilege, and prestige exercised by its members (Sanderson, 2001). One of the main economic activities in culinary tourism *in the Mawarung Baimbai area* is buying and selling activities carried out between traders and buyers. (Handy et al. 2020; Ilhami 2022; Putro et al. 2022).

The economic activities of the people of Sungai Jingah Village focus on production and marketing activities, so that with the culinary tourism of the *Mawarung Baimbai Area in RT 14 Sungai Jingah Village, economic activities, income, education level, and wealth of the community can be obtained from the benefits of socio-economic activities in daily life, along with economic activities in the community in Sungai Jingah Village, precisely in the community around culinary tourism Mawarung Baimbai area*. Economic activity is an important concept that is required by various activities that can be associated with social studies learning (Jumriani et al., 2020).

Picture 1. Culinary Tour of *Mawarung Baimbai Area*



(Source: Personal Documentation, 2022)

Socio-economic activities of the community around culinary tourism in the Mawarung Baimbai area include carrying out their daily activities leading to income and livelihood, the statement above shows the socio-economic activities that occur due to community groups that simultaneously carry out social activities in the environment around their residence. The income aspect is seen from the income or income obtained by traders in the culinary tourism of the Mawarung Baimbai Area, *while the livelihood aspect is seen from the opening* of culinary tourism in the Mawarung Baimbai Area, which can open new livelihoods for the community around the Jingah River in the form of traders in the culinary tourism of the Mawarung Baimbai Area. These two aspects are certainly interconnected in research on the socio-economic activities of the community around the Mawarung Baimbai Area, considering that this economic activity is also one of the ways individuals maintain their lives, namely

having a livelihood and income. Socio-economic activities that occur have the purpose of common interests on the basis of activities that always involve individuals with individuals, even groups with mutual groups to benefit each other and buying and selling activities between sellers and buyers that result in socio-economic activities (Andayani et al., 2017). Based on an interview with Ayu (35 years old, 2022) who revealed that:

“Kegiatan sosial ekonomi di wisata kuliner Kawasan Mawarung Baimbai diantaranya berupa kegiatan jual-beli yang dimana kegiatan tersebut dapat membantu perekonomian masyarakat dikarenakan dengan adanya Kawasan Mawarung Baimbai masyarakat sekitar mempunyai peluang untuk mendapatkan penghasilan untuk kebutuhan sehari-hari, perannya sangat bagus untuk membantu perekonomian masyarakat, dengan begitu masyarakat mendapatkan lapangan pekerjaan, ada yang dulu nya tidak mempunyai pekerjaan, dengan adanya Kawasan Mawarung Baimbai, perekonomian masyarakat terbantu.”

Based on the interview, it can be seen that the culinary tourism of the Mawarung Baimbai Area also helps improve the economy of the community around the Jingah River in the form of job creation and facilities to trade or buy and sell activities. In addition, the running of buying and selling activities in the culinary tourism of the *Mawarung Baimbai* Area can also increase the daily income of traders even though sales there are only allowed to operate on Tuesdays and Saturdays starting at 15.00 WITA until completion. As explained earlier, the results of this interview show that there are aspects of livelihood and income in a community's economic activity.

The level of the economy that is said to be good can be seen from the analysis of household income (RT) whose amount of income is obtained by members of the household (RT) in the form of money as income from a job. The effect of people's living standards is influenced by the important role of high and low household income. The effect is more oriented towards welfare and health, besides that the income level of the community also determines the ability of people's purchasing power to primary and secondary needs such as education, housing, and so on. The following is an excerpt of an interview with Saidah (50 years old, 2022) which reveals that:

“Penghasilan perbulannya tergantung konsumen atau pembeli ramai dan tidak nya, yang biasanya ramai pada hari sabtu menjelang malam minggu yang mana banyak pengunjung datang, dengan kira-kira penghasilan perbulan 1juta”

Based on the interview, it can be seen that the income of traders in the culinary tourism of *Mawarung Baimbai* Area can increase if the number of visitors also increases. For example, you can have an income of up to Rp 1 million per month with crowded visitor conditions. As

revealed by one of the traders named Mrs. Saidah mentioned that income for one month can reach Rp.1,000.00, this was stated by Mrs. Saidah.

”sagan sebulannya dapat dihitung ni bila ramai berjualan bisa sampai sejuta an tu kurang lebih nya” ungkap beliau.

The operational hours of the Mawarung Baimbai area are starting at 16.00 WITA until 21.00 WITA.

As also revealed by Mrs. Saidah (50 years old) that the opening hours start from 4 pm to 9 pm, as contained in the interview excerpt as follows:

“ Acil ni membuka warung imbah sembahyang ashar an tu sudah be mulai meandak wadai” ni sampai jam 8 an imbah isya an hanyar besimpun sagan tutup” ungkap Ibu Saidah.

In general, visitors quite often visit Jingah River on Saturday before night because it is a weekend which is often used to gather together with relatives, couples, friends, and so on. This will certainly be used as well as possible by traders in the form of providing a variety of culinary that is more and more diverse in order to attract visitors to buy it.

CONCLUSION

Mawarung Baimbai *area* is one of the culinary tours located in Banjarmasin City on the banks of the Jingah River, or more precisely under the Banua Anyar Bridge. The traders there are all people in Sungai Jingah Village.

The economic activities of the Sungai Jingah Village community focus on their production and marketing activities. The economic activities of the community around the culinary tourism area of Mawarung Baimbai Sungai Jingah include carrying out their daily activities that lead to livelihoods. Economic activities that occur have the purpose of mutual mutual interests in order to benefit each other, including buying and selling activities between sellers and buyers which result in economic activities. The occurrence of economic activity is due to the desire to achieve prosperity and prosperity in life.

The form of activities that take place in the *Mawarung Baimbai Area*, Sungai Jingah Village, is part of contextual teaching and learning activities, as mentioned in the content of learning theory. Learning that can be said to be effective and successful is learning that uses references as well as learning resources from the student's own environment. Economic activities in the *Mawarung Baimbai Area*, Sungai Jingah Village, as a source of social studies learning materials, have two categories of science in the field of social studies, namely social sciences and humanities which are categorized and used in education.

For future researchers, it is expected to develop more detailed research on the socio-economic activities of the community in the *Mawarung Baimbai* Area, Sungai Jingah Village. This is because the study only examined the lives of people in Sungai Jingah Village, so researchers hope that future research can improve more detailed information on socio-economic activities of the community in Sungai Jingah Village as a source of social studies teaching materials so that many aspects can be used as learning resources in their research.

For educators, it is hoped that this research can be used as a learning reference according to the curriculum that has been adjusted to the learning needs of students, the existence of this research is expected to make educators choose more learning resources and increase contributions to the understanding of social science material.

For students, this research can help students have more knowledge about the topics studied and add to the learning experience by utilizing their environment.

For the government, it is hoped that through this research, the economic activities of the community in the *Mawarung Baimbai* Sungai Jingah area can be more transparent while helping the socio-economic growth of the community. In addition, it is better if the government takes action to strengthen the socio-economic sustainability of the community.

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