

**SOCIAL INTERACTION SASIRANGAN TRADERS VILLAGE IN THE CITY OF
BANJARMASIN AS A LEARNING RESOURCES ON SOCIAL STUDIES**

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Abstract

“Kampung Sasirangan” predikat yang dilekatkan kepada Kelurahan Seberang Mesjid kota Banjarmasin karena dikembangkannya Usaha Kecil Menengah (UKM) yang bergerak di bidang industri kain sasirangan. Kain ini merupakan jenis batik khas Banjar. Interaksi sosial yang berlangsung selama proses produksi, distribusi dan konsumsi kain sasirangan di kampung ini menjadi perhatian untuk diteliti karena berfungsi strategis bagi pembelajaran Ilmu Pengetahuan Sosial (IPS), khususnya sebagai sumber belajar. Tujuan penelitian ini mendeskripsikan interaksi sosial yang berlangsung di Kampung Sasirangan terkait dengan aktivitasnya di sektor industri kain sasirangan sebagai sumber belajar IPS. Penelitian menggunakan pendekatan kualitatif. Pengumpulan data dari wawancara, observasi dan studi dokumen. Subyek penelitian adalah para pengrajin, pedagang, distributor, pembeli dan guru IPS. Teknik analisis data dilakukan dengan reduksi data, penyajian data dan penarikan kesimpulan. Pengujian keabsahan data dilakukan dengan perpanjangan pengamatan, meningkatkan ketekunan, *members check*, dan triangulasi. Hasil penelitian menunjukkan bahwa interaksi dari para pelaku usaha di Kampung Sasirangan terjadi antara pengrajin, pekerja, pedagang, pembeli dan pemerintah. Beberapa aspek interaksi sosial para pelaku yang dapat dijadikan sumber belajar pada materi IPS di antaranya materi tentang “kegiatan ekonomi”, “sifat dan bentuk interaksi sosial di masyarakat”, dan “fungsi dan peran lembaga ekonomi di dalam mengelola keragaman sosial budaya”, hingga tentang “kerjasama di bidang ekonomi”. Pemanfaatan Kampung Sasirangan sebagai sumber pembelajaran IPS sangat bermakna bagi peserta didik karena berpotensi penguatan jati diri bangsa.

Keywords: social interaction, production and distribution, Kampung Sasirangan, social studies learning resources.

PRELIMINARY

The industrial sector development Small and Medium Enterprises (SMEs) is a means of promoting economic growth in a region. According to (Gaffar, 1991) based tourism industry has become the leading sector for the economy of Indonesia. Reports ("Travel and Tourism Competitiveness Report 2017-Reports-World Economic Forum," nd), stated that "Indonesia is a country with excellent growth in most tourism". Meanwhile, the Indonesian economy report in 2015 stated that the Indonesian economy in 2016 to 2017 slightly improved in the global economy, which is about 5.2 to 5.6%. The proponent estimates these sectoral growth is

influenced by the manufacturing sector, then the transport and communications sector, as well as the construction sector. That's the third sector is a featured aspect of improving the economy.

Industry to address the societies in Indonesia can be started from the potential of every region, such as the identity of the area. Utilization of regional identity in the economic aspects have been carried out by a variety of areas, such as in Pekalongan have combined regional identity as part of the tour to support aspects of the economy, namely by developing Kampung Batik Pesindon, Kampung Batik Kauman, and Batik Museum (Moore, 2015: 101). Research (Juliprijanto, Sarfiah, & Priyono, 2017), reveals the business activities in the village Balesari has added to meet the needs of life in society. The shape of the business is the manufacture of woven bamboo. A similar study was also conducted (Adawiyah, 2013) for the local specialty foods business in Banyumas.

Opposite the village mosque in Banjarmasin are SMEs engaged in the business of fabric sasirangan. Motif fabric types sasirangan a unique fabric of society Banjar in South Kalimantan which has been passed on from generation to generation since the kingdom of Banjar (Century 16). Sasirangan fabric with a variety of styles, color and type of fabric, either as material for clothing and other purposes, commonly used by people from different layers. Sasirangan fabric has thus become the potential of SMEs.

Release Central Statistics Agency (BPS) 2016 (Central Bureau of Statistics Banjarmasin, nd), that the value of production of fabrics Sasirangan South Kalimantan reached Rp 11.934 billion. "Kampung Sasirangan" as Sasirangan fabric production centers have become a regional identity. The village thus also has economic value as a tourist attraction Banjarmasin.

The study of social interaction "Kampung Sasirangan" Banjarmasin has a strategic role in the development of social studies education curriculum in schools, which until now has not been optimal development. (Hutama, 2016) explains that the learning conditions of today's social studies indicate a disregard for local culture can actually serve to build the character of students.

Research related to Kampung Sasirangan as unique fabric industry center of Banjar people has been examined by (Artiningsih 2011) entitled "Relationship Values of Private Entrepreneurs, Business Strategy to Performance in Kampung Sasirangan Craftsmen". Research results stated that there was no difference in performance between groups of craftsmen sasirangan fabric with private entrepreneurs and craftsmen sasirangan fabric with conservative personal values. The research Prasetyo (2014) entitled "Efforts Craftsmen Sasirangan in Kampung Sasirangan Banjarmasin in Maintaining Continuity Industry" explains

that the factors that hinder the sustainability of the industry, namely raw materials that are expensive and difficult can, inadequate capital, limited manpower, limited technology, and marketing difficulties. Research Son (Son, 2011), entitled "Analysis of the Role of Industrial Fabrics Sasirangan to Banjarmasin and Strategy for Economic Development" shows that industrial activity Kampung Sasirangan has a role in the economy in Banjarmasin. This study is also a continuation of a previous research study by Jumriani (2018) on economic activity in Kampung Sasirangan.

Different from the above investigation, as this research is focused on the issue of social interaction and how the study results can be a source of learning in social studies learning in basic education schools Junior and Islamic.

RESEARCH METHODS

This study used a qualitative approach. The research location is the village Opposite the mosque (with the title "Village Sasirangan") of Banjarmasin in South Kalimantan. At this location, the course of household or industrial activities appears Small Medium Enterprises (SMEs) engaged in producing fabric sasirangan, including in terms of marketing. Social interactions that take place in the village of Sasirangan that studied until compliance is associated with learning materials on social studies.

The research subjects include Hj. Lailani (business owners "Irma Sasirangan"), Mila (workers in Irma Sasirangan), Rusdiana (workers in Kampung Sasirangan), Thaibah (workers in Irma Sasirangan), Susi (the owner of "Sacred Sasirangan"), Rini (Former Chairman of the Joint Business Group (KUBE) "Orchid" and "Paris", as well as community leaders in Kampung Sasirangan), Umi (buyers in Kampung Sasirangan), Seberang Mesjid village officials, Rashid (Kampung Sasirangan), Winda (Kampung Sasirangan). To find a social studies teacher understanding about the use of local knowledge, particularly the introduction of unique fabric sasirangan to learners then become the subject of research also was a social studies teacher at SMPN 27 and SMPN 35 Banjarmasin.

Data were collected through observation, interviews and documentation

This research data collection techniques are observation, interviews, documents and literature studies. Observations made at home Sasirangan fabric production, some shops selling places in Kampung Sasirangan, and an environment is a place Kampung Sasirangan activities of production, distribution/marketing becomes an arena for interaction social. Informant interviewed, among others, artisans, merchants, workers, buyer, community leaders, people around the village Sasirangan in London, as well as a social studies teacher

Data analysis techniques and validity of the data in the study follow Milles and Huberman (Sugiyono, 2013) starting from data reduction, data presentation, and verification or conclusion. The technique of data is done through an extension of the validity of the observation, the check members (members check), and triangulation.

RESULTS AND DISCUSSION

1. Forms of Social Interaction in Kampung Sasirangan in Maintaining Sasirangan Industrial Activity in Kampung Sasirangan

"Kampung Sasirangan" is one of the *home industry* Banjar ethnic unique fabrics, the fabric Sasirangan in Banjarmasin. Production and distribution activities in Kampung Sasirangan generate social interaction to sustain the fabric industry in Kampung Sasirangan Banjarmasin.

The social interaction that takes place in the village of Sasirangan Banjarmasin, in outline can be seen in Table 1 below:

Table 1. Social Interaction in Kampung Sasirangan

SOCIAL INTERACTION IN VILLAGE sasirangan				
Social Interaction in Phase Preparation			Social Interaction in Production Activities	Social interaction in Distribution Activity
Capital	Raw material	Labor		
Cooperation supply of capital through the formation of cooperatives	Cooperation between large capital craftsmen with small capital craftsmen	Cooperation between business owners and workers to prepare the ability of workers	Cooperation because of family ties	Cooperation traders and craftsmen (Individual and Group / KUBE)
Contradiction because there is an internal problem of the cooperative members			Cooperation between the owner and workers are characterized by their patron and client relationships	Competition due to differences in price-fixing
Cooperation with banks as providers of capital			Cooperation of the workers at every stage of production	Competition with Sasirangan printing products
Cooperation with the government as a provider of capital			Cooperation between the chairman and members of KUBE	
			Conflicts between the chairman and members of KUBE	Cooperation between traders in the distribution to meet the wishes of the buyer (consumer)

			Cooperation with governments to improve production quality	Cooperation to provide an opportunity for buyers to determine their own motives we want
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Source: Processed Data (2017)

Based on Table 1 shows that there is a social interaction that takes place between craftsmen, traders, buyers, KUBE, banks, and governments. Across the Village Mosque with the nickname "Village Sasirangan" indicates that the village was in the business community using an approach called *One Village One Production* (OVOP). According to (Sjaefuddin, 2013) that the business strength indicator with the OVOP approach is determined by several aspects. First, the power indicator businesses include uniqueness, potential human resources, cooperation, and the use of technology. Second, the power indicator that includes holdings of government support institutions, and access to capital. Third, the power indicator of public support that includes strong support of society and their patron-client.

a. Social interaction in Event Production Preparation

In the fabric industry Sasirangan not be separated from the stages of activity. Stages quite crucial is the pre-production stage as the preparatory phase in this case related to the availability of venture capital. In the village, there is a cooperative Opposite this mosque as "Pedal Baimbai" and "Spinach King" as a provider of capital for businesses. In addition, the bank and the government also participated to provide capital to businesses in the village.

Capital facilitated the provision of government characterized by the formation Business Group (KUBE). A fabric sasirangan business in the village (Rini) said that KUBE established since 2006 in which the funds of the Social Department of Banjarmasin. The initial stage of assistance in the form of tools and new material followed financial assistance. In 2008, aid in the form of funds to KUBE, comprising 50% for business and 50% for loans of members. Not all KUBE facilitated by the government in terms of capital can be up and running properly. Some even stop their activities. The cause is ineffective in the management of capital raised.

The availability of raw materials is another important factor that must be prepared prior to production. Aware of the differences in terms of capital between craftsmen then interact to work together in meeting the needs of the availability of materials required for the manufacture of cloth Sasirangan. Raudatul (businesses) to interact with others in order to obtain material (cloth) that he needed to be sasirangan fabric.

Each craftsman requires workers to work on various stages of manufacture of fabrics Sasirangan. Education workers are not a consideration in hiring. What is important is the willingness and ability to cooperate in completing the work assigned to him. Interaction has been taking place between workers and craftsmen. The interaction will continue from recruitment to become permanent workers. In this regard, (Kristiningtyas, 2012) explains that the relationship between the fellow members of economic activity, such as between owners and workers, sometimes used the principle of kinship, which is formed because they know each other and have similar interests.

b. Social Interaction in the Production Process

There are many people interacting in the activities sasirangan fabric industry in Seberang Mesjid village. Parties such as craftsmen or business owners, workers, and merchants. Family ties, besides other things, turn out to be the basis of the relationship between businesses that took place in Kampung Sasirangan. Susi and Hj. Lailani, for example, revealed that some shop owners in Kampung Sasirangan still no link kinship. For example, the store "Yaya Sasirangan" is the owner is the brother of the owner of the shop "Irma Sasirangan". Susi itself still exists owners of family ties "Irma Sasirangan". Then "Henri Sasirangan" is the sister Susi.

The relationship between owners and workers is based also by the agreement of both parties. For approximately the first quarter of workers are still in the learning process (exercise) and get guidance in making cloth sasirangan. Agreement in this regard is that if after the prescribed time was what produced the worker does not satisfy the business owner can prevent termination of employment. This policy should be implemented by business owners to maintain the product quality of the sasirangan fabric.

Social interaction between business owners and workers in Kampung Sasirangan also based on the principle of mutual benefit. On the one hand, business owners can run their business, on the other hand, the workers earn. Rusdiana and Sacred example, says that employees are given the wage per day, or the system daily. The amount of remuneration is not always the same between one and the other workers because it depends on how long he has been working in the business that sasirangan fabric. In addition to the pre-determined wage, sometimes workers are still getting cash incentives from the business owner. This usually happens at every feast or when there sasirangan fabric orders in large volumes.

The stages in the production process cause the formation of co-operation, mutual understanding and awareness among workers. As pointed Umar (workers), that there is no special worker to perform the processing step washing, staining and drying. Each worker

consciously will do what they can immediately do at each stage. (Abdulsyani, 2012) and (Soekanto, 2014) describes the relation to cooperation, that social contact is said to have occurred if there had been a conscious relationship together. Not only meet and face to face, but there are certain cues that come amid the ongoing meeting. When contact occurs causing the response or responses between one and the other, then there grew communication as an indication that there has been social interaction. According to this view, it can be said that the attitude of solidarity exists among the workers, who are indicated for their collective understanding that they do work in large numbers, thus requiring them to jointly complete each stage so what is the main purpose of going smoothly and achieved.

The interaction with the government is also taking place for the delivery of training seminars even, in this case as was done by the Department of Industry and Tourism Department of Banjarmasin City Government, Bank BNI and SKH Banjarmasin Post. According to M. Natsir and Adi local residents training and seminar themes related to marketing issues, waste disposal home industries, as well as on new motifs sasirangan.

c. Social interaction in the Distribution Process

In the industrial center's unique fabric called Kampung Banjar Sasirangan basically, there are two large groups of people, namely the group as a craftsman who produces fabrics sasirangan and other groups are traders. The artisans, in general, doing business in the production of their residence respectively. Not the least of their residence was located a bit away from the main road so less strategic if it is used also for displaying their products. Meanwhile, the population has a place to stay near the main road (strategic) use as stores to sell sasirangan fabric production from their neighbor's craftsmen. However, the distribution is not limited sasirangan fabric in their local environment only, but not a few outside traders who come directly to the artisans in Kampung Sasirangan. So that can be concluded from the explanation given by M. Natsir and Raudatul as businesses at the sites.

Masnita is a cloth merchant sasirangan commonly obtained from artisans in Kampung Sasirangan. Therefore, he used to interact with the artisans of craftsmen who are in that place. Turns Masnita, not just a trader because he often designs their own motives sasirangan and communicating it to the craftsmen with the purpose to be made motif on fabric sasirangan be bought.

Sasirangan product distribution activities in Kampung Sasirangan also tinged with the competition. Competition occurs between traders or between artisans in Kampung Sasirangan due to the difference in price-fixing to attract buyers.

2. Social Interaction in Kampung Sasirangan as a Learning Resource on Social Studies

Kampung Sasirangan with interactions in which both the production and distribution activities by businesses is the information useful as a source of social studies. Indeed socio-cultural approach is organizing the material that presents a real portrait of people's daily life, both social and cultural dimensions comprehensively into the classroom, in an open atmosphere, actual and factual (Hutama, 2016).

Below is a table on the use of social interaction of Kampung Sasirangan as a source of social studies that can be used by social studies teachers.

Table 1. Utilization of Social Interaction in Kampung Sasirangan into the Subject Matter on Social Studies

SOCIAL INTERACTION IN VILLAGE sasirangan					Subject Matter On Social Studies
Social Interaction In Preparation			Social Interaction In Production Activities	Social Interaction On Distribution Activity	
Capital	Raw material	Labor			
● Cooperation supply of capital through the formation of cooperatives ● Contradiction because there are issues internal members of the cooperative ● Cooperation with banks capital providers ● Cooperation with the government as a provider of capital	● Cooperation between large capital craftsmen with small capital craftsmen	● Cooperation between business owners and workers to prepare the ability of workers	● Cooperation because of family ties ● Cooperation between the owner and workers are characterized by their patron and client relationships ● Cooperation of the workers at every stage of production ● Cooperation between the chairman and members of KUBE ● Conflicts between the chairman and members of KUBE ● Cooperation with governments to improve production quality	● Cooperation merchants and artisans (individual and group / KUBE) ● Competition due to differences in price-fixing ● Competition with Sasirangan printing products ● Cooperation between traders in the distribution to meet the wishes of the buyer (consumer) ● Cooperation to provide an opportunity for buyers to determine their own motives want	Material Class VII
					● activity economy
					Material Class VIII
					● Nature and Form of Social Interaction in Society ● Function and Role of the Economic and Educational institutions in Managing Social and Cultural Diversity
					Material Class IX
● Cooperation in the Field of Economics					

Source: Processed Data (2017)

1) Utilization of Kampung Sasirangan in Social Studies in Class VII on Economic Activity Material

Economic activity is a matter in social studies at the junior level that can be associated with Village Sasirangan as a source of social studies. It is an appropriate view (National Council For Social Studies (NCSS), 1994) that for the material economic activity there are three important subjects taught to students, which is about the activities of production, distribution and consumption. NCSS concept explains that human wants exceed the available natural resources raises the question of what to produce, how to regulate the activities of production, aspects of what it takes to streamline the activities of production (land, labor, capital and management). Along with this NCSS view the various themes that can be raised on a social studies lesson related to the concept and economic issues,

Moreover with the description of economic activity in Kampung Sasirangan, not just provide knowledge of economic activities to students, but also inculcate attitudes and skills required in carrying out an economic activity. As noted (Sumaatmadja, 2007) that the educational goals of social studies are about to make students as good citizens have the ability in the aspects of knowledge, skills and social awareness. Therefore, in the teaching process, social studies not only emphasizes learning that is limited to cognitive aspects, but also the affective and psychomotor aspects. Similarly, the opinion (Al Muchtar, 2000) that incorporate social and cultural problems that grow and develop in an environment of learners as study materials in learning,

1) Utilization of Kampung Sasirangan in Social Studies in Class VIII at Creative Personality and Social Interaction Forms in the Community

Material on "the nature and form of social interaction in the community" is an material on social studies at the junior high school level that can be extracted from economic activities in Kampung Sasirangan. On the material properties and forms of social interaction in the community, the material that is taught humans will always need the help of others because then people will always interact with other human beings. In this matter also explained that the nature of social interaction that humans do not always is associative, but can also be disassociative. In addition, this material is also taught about the forms of social interaction in public life. Their interaction that takes place in the village of Sasirangan either during the preparation, production and distribution,

Linking social interaction that takes place on the economic activity in Kampung Sasirangan to the subject matter on social studies in JHS not only will expand the knowledge of their students but also have meaning for students that human life is inseparable from the nature and form of interactions.

2) Material Function and Role of Economic Institutions in Managing Social and Cultural Diversity

Material "function of economic institutions in managing the social and cultural diversity" is a social studies material class VIII that can be associated with Village Sasirangan. In this matter consists of learning about the function and role of economic institutions in the use of social and cultural diversity, which is to develop economic activities. Various interactions that occur in Kampung Sasirangan the form of cooperation, conflicts and competition certainly is a part that can be taught in the matter of economic institutions' function in managing the social and cultural diversity. The presentation of this case into the material IPS can give meaning to students that when an economic institution wants to carry out its role to manage the social and cultural diversity, it must pay attention to the interactions that take place in the economic activity. In this context (Al Muchtar,

1) Utilization of Kampung Sasirangan in Social Studies in Class IX in the Material Cooperation in the Field of Economics

Cooperation in the economic field is the subject matter for students of class IX, social studies can be attributed to the social interaction that takes place in the village of Sasirangan. This material is taught about the cooperation that took place on economic activity both on the production side as well as on the side of marketing activities. The economic activities in Kampung Sasirangan clearly reflect the occurrence of activity in the form of their cooperation. It has been explained earlier that in terms of the production process to yield Sasirangan fabric could get into the hands of buyers, has been through collaborations between the parties, ranging from the interaction between artisans, among traders, between the workers up with the government. It can be used as an illustration for learners of cooperation that took place in Kampung Sasirangan,

CONCLUSION

Based on the results of research and discussion, we can conclude several things: First, continuity of production and distribution of various products in Kampung Sasirangan Sasirangan cloth, not out of the interactions of industrial businesses in it. Interaction built an effort to maintain industrial activity in Kampung Sasirangan as cultural assets. Relationships several parties, marked by social interaction between them both in the preparation phase, the production activities as well as the distribution activities.

Second, there are some aspects of social interaction actors industrial enterprises in Kampung Sasirangan which can be used as a source of learning on the material IPS include

material on "economic activity", "nature and form of social interaction in the community", and "the function and role of economic institutions in managing social diversity culture ", until about the " economic cooperation ". Kampung Sasirangan utilization as a source of social studies learning has meaning for learners who are potentially on the strengthening of national identity in an era of global competition.

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