

# **The Role of Social Capital in Creative Economic Efforts weaving bunch in Namangkewa Village District Kewapante, Sikka Regency**

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## **Abstract**

Social capital is defined as the overall resources both actual and potential related to the ownership of a network of institutional relationships that remain based on mutual know and acknowledge each other. When a person becomes a member of a group he will gain support from collectively owned capital. The amount of social capital that a member of a group has depends on how far the quantity and quality of the network of relationships it establishes. The purpose of the research is to find out the Role of Social Capital in The Creative Economy Of bunch Weaving in Namangkewa Village, Kewapante Subdistrict. This research was conducted in Namangkewa Village, in the group of women weaving bunch Suka Maju. september 2020. Sampling using Purposive Sampling technique, which is sampling based on specific objectives or considerations. The informants in this study are the chairman of bunch weaving group and buch weaving weavers. bunch Weaving Craftsmen. The analytical method used in this study is Interactive and Qualitative method. The tool used to retrieve the author's tie weaving data uses questionnaires, observations and interviews. Data is processed using qualitative techniques, to investigate, discover, describe, and explain the qualities or privileges of social influences that cannot be explained, measured or described through quantitative approaches. Les résultats de cette étude montrent que 1) the trust of the weavers tends to color the attitudes and behaviors of the craftsmen in the continuity of marketing. 2) mutually beneficial norms color the business continuity of the weaver. 3) the value of obedience in the form of submission to receive fortune also contributes to the continuity of marketing. 4) network contained in these activities there are many benefits that are expanding the relationship friendship in terms of relationships or business relationships. These actions then tend to color his business both in capital, production and marketing.