

THE ROLE OF SOCIAL CAPITAL IN MARKETING PEANUTS IN PADAELO VILLAGE MALLAWA DISTRICT MAROS REGENCY

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ABSTRACT

This study aims to determine the role of social capital in peanut marketing in Padaelo Village, Mallawa District, Maros Regency. This study used snowball sampling and purposive sampling techniques to determine informants. Snowball sampling was used to expand the number of informants until the data obtained was deemed sufficiently saturated, while purposive sampling was used to select informants deemed knowledgeable and understanding of the research problem. Data collection techniques used included in-depth interviews, observation, questionnaires, and documentation.

The results showed that there are two peanut marketing channels: the first channel, where farmers sell peanuts to collectors, then to wholesalers, and then to consumers. The second channel, where farmers sell directly to wholesalers. Furthermore, social capital plays a crucial role in supporting peanut marketing. Elements of social capital, such as trust, networks, norms, and reciprocal relationships, can streamline the marketing process, strengthen cooperation between farmers and marketers, and improve access to market information. The trust established between farmers and traders fosters sustainable cooperative relationships, while social networks facilitate crop distribution. Furthermore, norms and reciprocal relationships contribute to increased solidarity and efficiency in marketing.

Keywords: Social Capital, Marketing, Peanuts, Farmers

INTRODUCTION

Social capital is a vital resource within a community that can support development success, particularly in the agricultural sector. It encompasses elements of trust, norms, and social networks that enable cooperation among individuals to achieve shared goals (Hasdiana, 2023). In rural community life, the presence of social capital is highly crucial as it strengthens social relationships and enhances efficiency in economic activities (Suparyana et al., 2021). Furthermore, social capital plays an essential role in supporting development by increasing the community's capacity to resolve collective issues and enhancing social and economic welfare (Subagyo, 2021).

In the agricultural sector, social capital plays a strategic role, particularly in the marketing of agricultural products. Strong trust and social networks enable farmers to build relationships with traders, obtain market information, and improve their bargaining position in the distribution process (Nurhadiyono, 2019). Marketing is a crucial factor in the success of farming, as high production volumes will not yield optimal profits without the support of an effective marketing system (Nasrudin, 2018).

Peanuts are an agricultural commodity with high economic value and relatively stable market demand (Qibtiyah & Mahmudi, 2021). In Padaelo Village, Mallawa District, Maros Regency, this commodity serves as the primary source of income for the community. However, in practice, peanut marketing still faces various obstacles, such as limited market access, price fluctuations, and dependency on middleman traders (Penerapan & Fifo, 2023). On the other hand, the community of Padaelo Village possesses fairly strong social capital, characterized by cooperative relationships, trust, and solidarity among farmers and market actors alike. This social capital has great potential to be utilized in improving marketing effectiveness and strengthening farmers' positions within the distribution chain (Agustina & Meitasari, 2023). Based on the background described above, this study was conducted to examine the role of social capital in peanut marketing in Padaelo Village, Mallawa District, Maros Regency.

MATERIALS AND METHODS

This research was conducted over a two-month period, from October to December 2025, located in Padaelo Village, Mallawa District, Maros Regency. The location was selected purposively, considering that the area is a peanut-producing region with marketing activities that involve social relationships between farmers and market actors, making it highly relevant to the research objectives.

Informants were selected using purposive sampling and snowball sampling techniques, meaning that the selection was carried out gradually and based on specific criteria to ensure the gathered data was relevant to the research focus (Sugiyono, 2018). The snowball sampling technique was executed by identifying an initial informant, which then expanded based on recommendations until data saturation was reached. Meanwhile, purposive sampling was applied because the selected informants were deemed to possess knowledge and experience aligned with the study (Sugiyono & Noeraini, 2019). The criteria for informants included farmers with more than 5 years of farming experience who managed a minimum land area of 0.2 ares, as well as traders involved in peanut marketing who could provide in-depth information.

The type of data used in this study is qualitative data, which consists of descriptions or information not expressed in numbers, but rather in words that describe the actual conditions in the field. This data encompasses information regarding the farmers' conditions, the peanut marketing process, and the role of social capital formed through trust, social networks, and norms in marketing activities. The data sources consisted of primary data obtained directly through observations and interviews with informants, and secondary data gathered from various sources such as books, journals, and documents relevant to the research (Siregar et al., 2022).

Data analysis in this study employed a qualitative approach conducted in stages and continuously from the data collection process until the completion of the research. The analysis stages included data collection, data reduction, data display, and conclusion drawing. Data reduction was performed by simplifying and focusing on data relevant to the research objectives, thereby facilitating the analysis process. Data display was presented in a descriptive narrative format so that the relationships between data could be clearly understood, while conclusion drawing was conducted to interpret the research results and answer the established research questions. This process aimed to obtain a comprehensive overview of the role of social capital in peanut marketing at the research site.

RESULTS AND DISCUSSION

a. Peanut Marketing Channels in Padaelo Village

A marketing channel is a network of interconnected parties involved in distributing a product from producers to end consumers, ensuring that the product is available and easily accessible in the market (Nurhayati et al., 2020). In peanut marketing, farmers generally sell their harvest through middleman traders, who then pass it on to wholesalers until it reaches the consumers. However, some farmers also sell directly to wholesalers if they possess adequate market access and production volumes (Arifin, 2023).

The structure of the marketing channel used affects the total costs incurred; the longer the marketing channel, the higher the resulting costs, which ultimately impacts the selling price at the consumer level, leading traders to tend to suppress prices at the farmer level (Nasrudin, 2018). Based on the interview results, peanut marketing in Padaelo Village is conducted through several alternative channels before reaching the end consumers.

1. Marketing Channel I

In marketing channel I, farmers sell their peanuts to middleman traders who act as the initial intermediaries in the marketing process. The middleman traders then resell the peanuts to wholesalers, who subsequently distribute the product to end consumers, either in the form of unshelled or shelled peanuts depending on market demand. This pattern indicates that middleman traders play a vital role as a link between farmers and wholesalers within the distribution chain. This indicates that the magnitude of fixed costs has no correlation with fluctuations in harvest yields; whether there is an increase in revenue or a decline in production quantity, the burden of these costs remains unchanged, as detailed in the following table.

Marketing Channel 1



Figure 1 Peanut Marketing Channels in Padaelo Village

Based on the informants' statements, most farmers choose to sell their peanuts to middleman traders who come to their houses because they are already well-acquainted. However, farmers typically sell only a portion of their harvest, particularly when they need quick cash. This action occurs because farmers require immediate funds and do not yet have the accessibility to connect directly with wholesalers. This aligns with a study by Nuswantara (2020), which explains that the peanut marketing channel through middleman traders who distribute products directly to consumers is a simpler marketing channel, thereby enhancing distribution fluency and marketing efficiency.

2. Marketing Channel II

In marketing channel II, farmers sell their peanut harvest directly to wholesalers, who then distribute the peanuts until they reach the consumers. Through this marketing channel, wholesalers function as intermediaries between farmers and consumers. Peanuts are collected by wholesalers from the farmers and then resold until they reach the hands of the consumers.

Marketing Channel II



Figure 2 Peanut Marketing Channels in Padaelo Village

The In marketing channel II, the distribution flow of agricultural products starts from the farmers, goes directly to the wholesalers, and finally reaches the consumers. This pathway demonstrates that there are no other intermediaries between farmers and wholesalers, making the distribution process shorter. This condition typically occurs among farmers who already possess good access to market information and the ability to establish direct cooperation with wholesalers. Consequently, the harvest can be marketed more efficiently, potentially yielding higher profits for the farmers.

Farmers choose marketing channel II because they can obtain a higher selling price and accelerate the sales process, making the returns more profitable. This aligns with a study by Rosadi et al. (2024), which states that wholesalers play a crucial role in marketing channels and secure greater returns. Therefore, marketing channels involving wholesalers can provide higher profitability in the peanut distribution process. The selection of this channel allows farmers to receive relatively better prices due to the shorter distribution flow. Furthermore, the established relationships with wholesalers provide market certainty and ease in the transaction process.

b. The Role of Social Capital in Peanut Marketing in Padaelo Village

Total Social capital is a network of relationships that connects individuals with their surrounding community, formed through continuous interactions that give rise to long-term relationships characterized by trust, networks, norms, and reciprocity (Emanuel, 2020). In this study, social capital is understood as a social resource utilized to support peanut marketing through the creation of cooperation, mutual trust, and

mutually beneficial relationships among marketing actors. Based on the research findings in Padaelo Village, Mallawa District, Maros Regency, it is evident that the elements of social capital—such as trust, networks, norms, and reciprocity—have been applied in daily marketing activities and play a role in smoothing distribution, strengthening cooperation, and improving access to market information.



Figure 3 Social Capital in Peanut Marketing

1. Trust

Trust is a primary element in building relationships between individuals, particularly in cooperative efforts, and serves as a vital component of social capital in achieving shared goals. It plays a crucial role in maintaining harmonious relationships, as interpersonal connections cannot function effectively without it (Porda et al., 2022). In the context of peanut farmers, trust influences cooperation in marketing harvests and the sustainability of economic relationships aimed at improving farmers' welfare. According to a study by Saifuddin (2024), trust in farming business is an essential asset that fosters cooperation and mutual support among farmers to achieve common objectives.

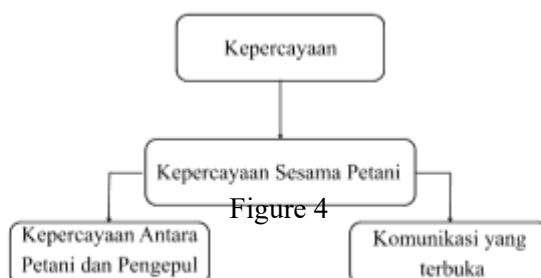


Figure 4. Forms of Trust in Peanut Marketing

In the context of marketing channels I and II, trust becomes the primary factor that facilitates farmers in determining their choice of marketing channel. In channel I, farmers tend to sell to middleman traders due to long-standing relationships, whereas in channel II, farmers with a broader scope of trust can sell directly to wholesalers. The interview results indicate that although farmers did not fully trust the traders initially, this trust grew stronger over time due to the traders' consistency in fulfilling agreements. This condition leads farmers to prefer familiar parties, as they are considered more practical and provide certainty in transactions. This aligns with a study by Novrialdi (2021), which states that trust, as a component of social capital, plays an important role in smoothing the marketing of agricultural products through the strengthening of cooperation and distribution.

The established trust and cooperation are also capable of reducing the risk of uncertainty in marketing and providing a sense of security for farmers when selling their harvest. Sustained relationships help maintain smooth distribution and support the stability of the farmers' economic activities. Furthermore, trust based on personal and kinship relationships serves as the foundation for strengthening social interactions and increasing mutual benefits. This is reinforced by a study by Cahyono (2014), which states that trust formed within social relationships is able to strengthen cooperation and enhance the sustainability of community economic activities.

2. Social Networks

Social networks are an element of social capital that functions to build trust and strengthen cooperation through interaction and communication between individuals within a community. Close networks enable the effective exchange of information, experiences, and social support, thereby encouraging members to help one another in achieving shared goals. Furthermore, participation in social networks can expand access to resources, strengthen solidarity, and enhance a sense of mutual responsibility among community members (Utami, 2020).

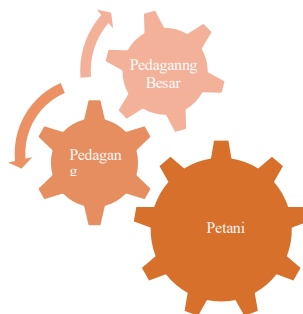


Figure 5

Figure 5. Peanut Farmers' Networks in Padaelo Village

Based on Figure 5, it can be explained that the social networks among peanut farmers in Padaelo Village, Mallawa District, Maros Regency, are formed through relationships between farmers and middleman traders, relationships between farmers and wholesalers, as well as relationships among traders within the distribution chain. Furthermore, the social networks among farmers also serve as a means to exchange information regarding prices and market conditions. Farmers generally communicate with several traders prior to the harvest period to obtain more accurate price information and determine the right timing for their sales. This relationship indicates that traders' activities are not merely based on economic transactions alone, but also on sustainably built social relations.

The existence of social networks provides advantages for farmers as it can reduce the risk of price uncertainty and expand distribution channels. Intensive communication and relationships grounded in trust help farmers secure market certainty and increase harvest sales. Additionally, the ease of the transaction process allows farmers to sell their products more quickly and reduces uncertainty. This encourages farmers to choose marketing channel II because the offered price is higher; the close relationships between farmers and traders also accelerate information delivery regarding prices and market demand. Meanwhile, in marketing channel I, the sales flow proceeds from farmers to middleman traders, which is then passed on to wholesalers at a relatively more stable price, though not as high as in marketing channel II. This aligns with a study by Arifin & Rosyadi (2024), which states that social capital in the form of networks plays a crucial role in supporting farmers' activities, expanding market access, and strengthening cooperation among agricultural business actors.

3. Norms

Norms are a system born from the understanding of life values and expectations believed in and practiced by a community group. Norms can originate from various aspects, such as religious, cultural, or daily life values, which are then formulated into rules that govern order in social, national, and state life (Lestari et al., 2018). Norms refer to the extent to which individuals believe that through interaction and cooperation between farmers and traders, they can build mutually beneficial relationships that impact individual behavior in sharing knowledge and information (Kurniati, 2022). In Padaelo Village, Mallawa District, Maros Regency, there are no written rules in the implementation of peanut farming; instead, unwritten norms apply and are mutually understood by the farmers.

Research findings reveal that the relationships between farmers and peanut traders in Padaelo Village, Mallawa District, Maros Regency, do not rely on written rules but rather on mutual agreements and individual awareness. These social norms are evident in the habit of mutually maintaining commitments, such as returning borrowed items and selling harvests to traders who have provided capital assistance. In marketing activities, norms play a vital role in maintaining smooth relationships between farmers and traders. In marketing channel I, farmers tend to sell their harvests to middleman traders due to

a sense of responsibility and trust, whereas in marketing channel II, the norms emphasize trust in maintaining relationships with wholesalers, preserving harvest quality, and maximizing profitability. This difference in norms indicates that farmers' choices of marketing channels are not only influenced by economic factors but also by established social relations, leading many farmers to maintain the same marketing channel due to trust and commitment with the traders. Social norms in the relationship between farmers and peanut traders play an important role in maintaining the stability of the marketing system. The existence of norms fosters orderly and sustainable interactions, as they are grounded in trust and shared responsibility. Nevertheless, the established norms can also influence farmers' decisions in choosing marketing channels, particularly due to strong social ties with specific traders. Therefore, social norms function not only as behavioral guidelines but also as a foundation for building sustainable cooperation and supporting smooth peanut marketing activities. This aligns with a study by Budiarta et al. (2021), which states that unwritten norms and a high level of trust among farming community members are components of social capital that play a crucial role in regulating behavior and supporting smooth marketing.

4. Reciprocity

Reciprocity is an action carried out by individuals or groups, grounded in a spirit of mutual assistance without expecting direct rewards (Wringin & Asembagus, 2020). In the context of social capital, reciprocity is a primary element that strengthens social interaction due to the tendency of individuals or groups to exchange kindness without expecting immediate returns; thus, groups with a strong level of reciprocity will generate high social capital (Nashar et al., 2023). Furthermore, reciprocity also reinforces the sustainability of social networks and encourages the effective exchange of information and support (Ahmaliun et al., 2025).

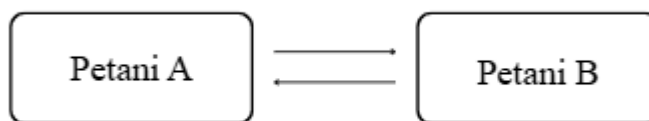


Figure 6 Reciprocity Among Peanut Farmers in Padaelo Village

Based on Figure 6, it can be understood that farmers in Padaelo Village, Mallawa District, Maros Regency, still maintain strong reciprocity as a component of social capital. This is evident from the habit of mutually assisting in agricultural activities, such as mutual cooperation (*gotong royong*) during the peanut harvest and the exchange of information regarding market prices. Communication among farmers also helps maintain price stability and accelerates harvest sales to prevent losses. This cooperation demonstrates solidarity and trust, so that when a farmer experiences difficulties, other farmers are willing to help by providing either labor or information.

Reciprocity in peanut marketing in Padaelo Village plays an important role in determining the choice of marketing channels used by farmers. In channel I, reciprocity is more visible in the form of social closeness and the habit of mutual support among farmers, whereas in channel II, the relationship is more oriented toward trust in transactions and the smooth distribution of the harvest. Therefore, reciprocity not only strengthens togetherness but also plays a role in determining the marketing strategies chosen by farmers. This is similar to a study by Nurul et al. (2022), which states that reciprocity between farmers and traders continues to take place, particularly through mutual assistance in terms of both labor and capital. This facilitates farmers in running their seaweed farming business so that operations can be carried out smoothly.

CONCLUSIONS

The peanut marketing channels in Padaelo Village consist of several stages: from farmers to middleman traders, then to wholesalers, and finally reaching the consumers. Each actor within the marketing channel plays an interconnected role in facilitating the distribution of peanut yields. Farmers, acting as producers, sell their harvest to middleman traders, who then distribute the products in larger quantities to wholesalers, and in the final stage, the products are sold to consumers.

Social capital plays an important role in supporting the smooth marketing of peanuts in Padaelo Village, Mallawa District, Maros Regency. Elements of social capital, such as trust, social networks, norms, and reciprocity, serve as the foundation for establishing harmonious cooperation between farmers and middleman traders, as well as among farmers themselves. The established trust facilitates the transaction process because it is conducted based on mutual agreements and trust without complicated procedures. Social networks formed through farmers' groups and kinship ties help farmers obtain price information and market access. Social norms, including honesty, responsibility, and a culture of mutual assistance, maintain the stability of cooperative relationships, while reciprocity strengthens solidarity from production to marketing activities. Consequently, social capital becomes a vital driver in enhancing marketing efficiency and sustaining the local agricultural economy.

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