

SOCIAL NETWORKING OF INFORMAL WORKER (THE NETWORKING OF SCALPERS AT PURABAYA BUS STATION)

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ABSTRACT

Purabaya is one of the busiest bus station in Indonesia. This condition is then used by the informal workers which is a scalper. Scalper is one of several main problems that has not been resolved, although the station's team have implemented several eradication program. The scalper also form a network that was influential to their existence..

The conclusion of this research study is a description and analysis of the forms, functions and social network motifs that occur among the scalper in Purabaya Bus Station. The forms of social networks found among others in the form of social networks based on kinship. Social networks based on ethnic ties and social networks based on friendship. While the function of the existence of such networks is to perpetuate the economic activities of the scalpers as well as legalization of their activities. While the motifs that exist in the networks is the interests's motive.

Keyword : Scalper, Social Networking, Informal Networking, Bus Station.

INTRODUCTION

In Indonesia, scalper is considered as illegal job which has a negative image. Scalpers work as illegal alternative service provider or shortcut for someone. During its process, scalpers try to take advantage by selling the product twice from its normal price. Scalpers also offer service which is more expensive than its real cost. This job becomes a low-level job because scalpers do not have fixed income. Moreover, during their practice, they tend to trick and deceive their target. The way scalpers work is certainly varied depending on the type and field of work. There are some kinds of scalpers in Indonesia. There is "scalper for driving license" who panders to driving license with a certain price in order to make the consumers get the driving license without test or going through the procedure. Meanwhile, "scalper for tickets" is able to double tickets price by buying tickets as many as possible and then sells them. Ticket scalpers are often found in public places which have ticketing process as accessed requirement such as music concert, theater, art performances, and other similar events. We can also find ticket scalpers in the airport, railway station, and bus station because those three places are using tickets. Another kind of scalper is "station scalpers". They work in stations and make use of every facility as their operation field. They do not only work as ticket sellers but also as an intermediary for business owners around stations to obtain commission or additional money.

Station scalpers are identic to scalpers who look for their target forcefully. They often disturb their target in order to use their services. Therefore, among some kinds of scalpers, station scalper is the most dreaded one because they are openly claiming themselves as scalpers in public places. As explained before, scalpers' work practices in stations are often harming station service users. Scalpers look for target forcefully or even tail them in order to make them using their services. They consider the station as a territory which can be authorized and isolate place for their targets. Therefore, many scalpers assume that every target can be easily deceived.

In a social network study, there is much information related to the relationship between network and community, especially informal community. There are many varieties which form a community such as understanding each other, informing each other, and helping each other in carrying out or overcoming things. Then, a network can be formed from the intrapersonal relationship, the relationship between an

individual and institution, and the relationship between community and institution or media around which can be part which bounds network (Thohir, 2012). The social network can also be formed in society due to the assumption that human cannot relate to all humans. However, the relationship is limited to only certain people. Every people learn from their mistake to choose and expand their limited social relation compared to the available social relation. People tend to make ties in accordance with their needs. Thus, in the effort to enhance their economic situation, not all social relationships are used. The problem is that social network is often grouping members who are not aware of it.

Members of the social network do not always know each other. According to Ruddy Agusyanto (2007), not everyone fully acknowledges or knows someone or group because they indirectly get in touch. As the case that occurs at Purabaya Bus Station, they unconsciously gregarious without any formal structure and they also do not really know each other. In that scalper network, they may exchange information, remind each other, and help each other in doing and solving things. Therefore, from there will be job distribution informally. Based on some explanations above, the researcher was interested to see how the social network is formed at Purabaya Bus Station. They are so powerful and still exist even though there have been many scalpers eradication programs by the Ministry of Transportation and Purabaya Bus Station management since more than five years ago.

There will be consequences if scalpers are left to. They will feel free violating rules which bother bus station services users. They will also only think about how they can get lots of profits by destructing the convenience of bus station services users. Another consequence is that there will be more scalpers spread over several districts. The number of scalpers is increasing because that work is profitable, feared by the community and difficult to eradicate. This kind of issue can persuade other people to be part of scalpers to gain profit without formally working.

RESEARCH METHODS

This study was a descriptive research which employed a concept analysis and social network theory. The result of this study was in the form of description and analysis on the forms and functions of social network among scalpers at Purabaya Bungurasih Bus Station. The method used in this study was analytical descriptive. Thus, the obtained data in the field and literature review were analyzed using concepts explained before in this study. In this study, there were two processes conducted. They were the description process and analysis process. Primary data and secondary data were obtained from field study and literature review. The data were described narratively at the beginning of this study. This description was done to give an illustration of the recent situation at Purabaya Bus Station including informant's experiences related to social network operation. That description then was analyzed to get generalization and abstraction from the daily activities those really happen there.

DISCUSSION

The Implication of Social Network Concept

Social relation is an individual relation which can be seen as a network. The social network can be considered as a number of points connected by lines/ these points are a person, role, position, status, group, neighbor, organization, citizen, nation or country et cetera. Meanwhile, the lines represent interpersonal, meeting, kinship, exchange, superordinate - subordinate, inter-urbanization, military alliances, and other relations (Suparlan, 1982: 37).

There are two concepts of social network:

1. Social network as a Metaphoric concept: network as a series of relations in a social system.
2. Social network as an Analytical concept: a network is not seen as an only special network but also as characteristics of the existing relations which can interpret social behavior of people involved in that relation

In analyzing the social network of scalpers at Purabaya, the researcher used those two concepts. The metaphoric concept was used as the foundation to find a series of the existing network in scalpers' community at Purabaya Bus Station. Meanwhile, to clarify the mapping and analysis of the concept, the researcher used the social network as an Analytical concept because an Analytical concept has a more thorough analysis. In addition, to see network characteristics, social network as an analytical concept also look at how the existing relations on micro context, actors of the scalpers' community, as well as macro context, internal and external relations of that community. Meanwhile, social network as a metaphoric concept only focuses on the series of relations in the social system.

In the metaphoric explanation related to scalpers' community at Purabaya Bus Station, it was stated that the relations among the existing community were analyzed into three groups. They are scalper J's group, scalper BM's group, and scalper B's group. Scalper J's group was dominant because they were tough and feared by others. Therefore, this group was called as 'red ax' scalpers. Meanwhile, scalper BM's group was defined as the more experienced scalpers and scalper B's group was defined as organized scalpers. Actually, those three groups had ties seen from their profession and characteristics.

J's group or red ax group get in touch with other scalpers using their power or authority. From the data obtained in this study, it can be interpreted that this group tends to rule over the other scalpers in order to make their existence seen by other scalpers. This group also rules over the most crowded point in the bus station, bus stop. Therefore, it was clear enough that they had ruled that place.

The relation between J's group and other groups was considered weak because their dominance relation has the potential of becoming an ordinate - subordinate relation. Even though this group has the power and domination, this group still needs the existence of the other groups to survive. Based on power analysis of external ties, scalpers at Purabaya survive by being cooperative and maintaining a good relationship with officers. That made the image of J's group looks as good as the others scalpers even though the majority of good scalpers were not from them.

Meanwhile, members of scalper BM's group was well known as professional and experienced scalpers. This group had good relation with scalper B because they had similar characteristics. All informants had a good impression on these two groups. Thereby, both of them were really different from J's group. B's group was also well known as the more organized scalpers' group. They would let go of the passages if they did not want their services. B's group was a cooperative group which strengthens their ties not only among themselves but also with other external media. Thus, it influenced the existence of scalpers.

A connection of this relation is formed if every element influencing that community is exist in a connection as explained as follows:

1. Actor: The first connection component is an actor. Actors refer to scalpers at Purabaya bus station. They are the smallest part but also the most important part in the concerned scalper social community. Actors are the core component which drives the activity and organize network flow. If J's group actors have a conflict with B's group actors, their position has the possibility to be changed. Thus, actor component is the most important one in this network.
2. Group: Actors who are in contact will form a scalpers group. Based on the analysis of the social relation category, scalpers groups at Purabaya were formed based on kinship, closeness, and experience. Kinship refers to brotherly or hometown ties while closeness refers to brotherly ties and friendship. It means that people who are close do not always come from the same region or siblings. Therefore, it is important to know how a group can be formed. A group is one important part of a network. It is a part which is able to describe the relations among networks. In a network connection, a group does not necessarily exist.

The Form of Scalpers Community Relation at Purabaya Bus Station

Every community has a related form in which community is formed for a certain objective. The existence of that objective will lead to the formation of their relationship whether they will compete or cooperate in achieving that objective. Knowing the form of relationship is important as the basis for identifying motives and community formation. Soekanto (2000) argued that there is some relation form in every community. They are:

1. Co-operation
2. Competition
3. Conflict
4. Accommodation in scalper's community in the bus station.

The existing relation in scalpers' group is cooperation even though it does not close the possibility of the existence of competition in it. However, this competition does not have a strong potential to cause conflict due to the solidarity of that group. However, the relation among communities seen from the relationship among scalpers J, B, and BM can be interpreted that their relationship was more into non-

cooperative or competition. This competition has the potential of causing conflicts if the competition getting tougher and allude to one another. However, the relationship between B and BM was a competition which had the potential of having cooperation by considering their good performance and transparency between groups.

Type of actors in scalpers' community at Purabaya Bus Station

In a community network of scalpers at Purabaya Bus Station, the actors tend to be Polymorphic and Homophile types. They are polymorphic because in every scalper group there is always a leader or opinion leader in which they have to handle some issues. Thus, it is clear that the existence of that group will not long last. In fact, that group currently still exists. Something which is handled by the leader or opinion leader can be seen as their responsibility toward their subordinate. Then, there will be a group initiative to help the citizen in doing community service. Besides, if there is scalper who got a problem with an officer, the leader will help him as guardian. They are homophile because there is a tendency to get information by interacting with a similar character, scalpers, even though they also interact with other people such as business owners and citizen. However, their interaction in obtaining information among scalpers is the most dominant because they often meet and interact with them.

Scalpers community at Purabaya Bus Station Reviewed from Network Theories

In scalper's community at Purabaya Bus Station, the orientation was normative orientation because there is a dependency among them. It can be seen from their social relationships in whom they help each other and cooperate together. They help each other because they are in the same circle or environment which has a norm and rule. The norm was form internal and external of their community. Internal norm is the norm which has existed since long before such as income distribution. There is a system for income distribution by looking for groups of passengers. The scalpers' leader will be in charge of the distribution. If there is no leader among them, the distribution will be handled by a senior scalper. This interdependency happens due to their willingness to survive and gaining income. Therefore, there is an income distribution system because not all actors in every community will get passenger or service users every day. Thus, sometimes they owe themselves to their friends. This was also due to the tough competition and small area. Place allocation was done by that community. Thus, that community was forced to cooperate to obtain income which leads to dependence among actors. Meanwhile, the external norm is the norm made by people outside their community. Considering that scalpers work illegally in that field, they should face some regulations. Those external regulations made them looking for solution and protection together so that they can survive. Some ways were taken such as cooperating with a travel agent, conducting community service with the citizen, and being cooperative with bus station officers. In taking those decisions, there were cooperation and discussion in order to show their existence in a better way.

The Formation of Social Network Based on Social Network Analysis Framework

The most basic network is sentiment or emotional social network in scalpers' community issues at Purabaya Bus Station. They were inside that group because they had siblings or friends in it. Thus, a social network at Purabaya Bus Station had sentiment or emotional tendency. However, when that social network was in the context of their economy, that network becomes interested network where the relationship was formed based on interest. This can be seen from their similar economy because they had one same interest, work.

Internal community relation of the social network of scalpers at Purabaya Bus Station has connection social network which is the horizontal social network. The social network was horizontal because the members or actors of that scalper's group had a similar economy, exchange sources, in which their social relation forms cooperative relation. Meanwhile, not all groups relate horizontally because there is one group which tends to be dominant and tends to have a vertical relation.

Vertically, the relationship among scalpers in a network was dominated by two bases, friendship, and cooperation. In vertical social networks, people involved in networks do not have proportional social status or economy status (Haryono, 1999: 30-31). Vertical relations related to different social status demonstrated by domination among groups. Meanwhile, in the case of elation in relation to economic status can be seen through the relationship between a group of scalpers and business owners, citizen, as well as security officers.

Basically, the relationship among scalpers is a multi-standard relation. It can be indicated by the total social network. The total social network is a multi-standard networking which includes individual network and various context or field of life in society. This network is different compared to a partial

social network which focuses on individual network limited to certain aspects of life such as political network, religious network, kinship network, friendship network, and so on. The total social network is known as multi-standard because, in a network, there are not only internal ties of the group but also external. In case of scalpers at Purabaya Bus Station, their network was categorized as a total social network formed by some partial social network. It was called a total social network because it connects more than one network context such as kinship, friendship, ethnic relation, cooperation, and interest. That network or contexts were parts of the network which were related to each other and formed a total network. Every element of the network had the effect on either internal or external group of scalpers. Therefore, they became one and formed the total performance network.

Separately, the functions of the network for scalpers at Purabaya Bus Station were categorized into 3 parts. They are:

1. Informative function: a network serves as information media containing opportunities to make the activities run well inside the network by cooperating or exchanging information. Scalpers at Purabaya Bus Station also cooperate in any activity. They implement *nutul* system in attracting passengers. For example, scalpers who implement *nutul* system cooperate to get one passenger and the result will be divided.

2. Catalyst function: access function which generally cannot be formed by the central group inside a network. They often access media around them to continue their objectives. At Purabaya scalpers community, the social network also had access function in which the framework of the network as described above. The only network which does not exist is scalpers among groups and between groups and others supporting mouth. This supportive media has access function to utilize resources around and inside a bus station in order to survive. They also relatively close to media, business owners, citizen, and security officers. Scalpers frequently approach the citizen by conducting community service. They also approach security officers and cooperate with business owners. The relation with the security officer is important because their job is to guard the bus station. Meanwhile, business owners are important access to continue their purpose as scalpers because business owners are the major tickets supplier and as an information medium for scalpers about bus and other transportation departure schedule. From here, they got the chance to continue their economy.

3. Coordination Function: in a network, coordination is important especially if that network is crowded. Coordination will help each part of the network to perform their job. This was also the issue for scalpers at Purabaya in which there was role division in every group. This role division was not conducted formally, but it influenced their activities. There was a leader whose role was to distribute the income and to be responsible to his group. There was also a someone whose role as a financial controller who determined the final commission result. There were also other roles such as passengers' seekers and ticketing or scalpers whose role as ticket buyer and seller. With that kind of coordination, it is normal if there is coordination function inside this network because their network was categorized as crowded network and if there one part of the network does not work properly, it will influence many things. Therefore coordination function is important in this network

CONCLUSION

From this study, it can be concluded that at first, generally, the formation of the social network at Purabaya Bus Station scalpers' community can be shown through its form, basis, and motive. The form of social network in that community was divided into the vertical and horizontal network. The vertical network was a network which connects every unit in that network through a reciprocal relationship. This relationship was shown in the smallest (micro) until the biggest (macro) aspects of the network. The micro aspect, vertical relation describes the reciprocal relationship between actors and their group leader. Actors, in this case, were members of scalpers. Meanwhile, the group leader was the leader of each scalper's group or scalper's foreman. Second, the relationship established was cooperative and take and give relationship or relationship which has reciprocal benefit. Third, horizontally, the relationship among actors can be seen through their cooperation in their group. It was seen that they had certain systems to achieve their cooperation. Forth, their network motive was motive of interests in which activities within that network scope were activities with the exchange of interests. Every part and media

in that network had the same motive which was achieving their interests. Fifth, the basis of their relationship which formed a network in this study was kinship, friendship, and ethnic basis. Those bases were how can people became actors and formed a scalper's network. Sixth, a social network in scalper's community at Purabaya Bus Station had the function to survive scalpers' economy as well as the legalization of their informal activities. Meanwhile, they had three main functions. They are informative, catalyst, and coordination functions. The informative function was that the formation of scalpers' network could be an information medium for scalpers to do their economic activities. Catalyst function was when the network was used as an access outside scalpers group to make them easier in doing their activities. Meanwhile, coordination function was where this motive stressed cooperation and coordination among groups especially as a strategy to survive their economic activities.

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