

# Social Capital on the Sustainability of Micro Small and Medium Enterprises for College Students

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**Abstrak.** When many industries are stagnant, many people are laid off, and graduate students are unable to find employment, Micro, Small, and Medium Enterprises (MSMEs) are items that need to be taken into consideration. They are seen as economic saviors. The study examines social capital and how it affects Semarang college students' MSMEs sustainability. With a case study methodology, this research is qualitative. Qualitative information was gathered for the study through in-depth interviews, observations, and documentation. Purposive sampling was used to select informants. Eight college students with MSMEs from Semarang's four largest universities UNISSULA, UNNES, UNDIP, and UPGRIS serve as the data's primary sources. Information has been from college students managing MSMEs for at least two years. Through the steps of data reduction, data display, and conclusion and verification, data analysis included interactive analytical methodologies. The findings of this study suggest that MSMEs college students acquire capital through their social connections with other businesspeople, vendors, clients, families, parking attendants, locals, and other students. The approach for maintaining student MSMEs involves managing time between classes and MSMEs, capital, manufacturing, and marketing. The technique used by college students' MSMEs is to improve and grow their offline and online customer networks, collaborate with other traders in marketing activities, offer enticing bonuses to clients, and utilize school resources to help with financing issues.

**Keywords:** Social Capital, Sustainability of Micro Small and Medium Enterprises, College Students

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## INTRODUCTION

The informal sector of Micro, Small, and Medium Enterprises (MSMEs) has the resilience to the economic crisis that occurred (Luu & Ngo, 2019). Problems arose when the COVID-19 pandemic began to spread, one of the implementations of this policy was to close public facilities, including educational institutions. In response to this policy, the Semarang city government issued a policy to conduct lectures online. Preliminary observations show that many students choose to return to their hometowns and leave their boarding houses. For MSME students who take advantage of the existence of students as the main consumers, of course, this will have a major impact on turnover due to a drastic decrease in the number of consumers.

The strategy to maintain the business continuity of MSMEs is urgent so that the wheels of the economy keep turning. Maintaining business continuity requires capital, not only financial capital and labor capital, but social capital also has an important role (Mahfud et al., 2020). Social capital is capital that is not used up. Putnam explains social capital as part of

social life in the form of networks, norms, and trust (Spottswood & Wohn, 2020). These three factors encourage participants to act together more effectively to achieve common goals that are realized in the form of cooperation between community members. The use of social capital in business continuity relies on the utilization of social relations and cohesion. The potential for social capital if developed will provide convenience, both in obtaining economic benefits and social benefits.

The following are some research results that show the role of social capital in business continuity. In research on MSMEs in Semarang City, it shows the contribution of social capital to MSMEs after the relocation that relocation of MSMEs carried out by the city government makes MSMEs have to adapt socially and economically to new locations (Handoyo et al., 2020). The social capital owned by MSMEs is mainly trusted and social networks contribute to improving the welfare of traders. The synergistic relationship between MSMEs and several social organizations can guarantee the fulfillment of the minimum needs of MSMEs in carrying out economic activities so that in the long term it

will ensure the survival of traders. Further research on the role of social capital in the sustainability of woven crafts shows that woven crafts have high social capital (Lukiyanto & Wijayaningtyas, 2020). Strengthening farmers' social capital is accompanied by strengthening human resources through education because education is a means of interacting and developing positive norms. The sustainability of woven crafts is seen in the ability of farmers to carry out activities in marketing, capital, procurement of production facilities, and organizing and obtaining information and technology. The third study discusses the social capital of SMEs in utilizing public space. The results of this study indicate that the public space in Pasar Besar Malang is used by MSMEs as a place of buying and selling, social capital in the form of mutual trust and commitment to generate mutual benefits between MSMEs and parking area managers so that traders do not have to worry about being evictions by officers (Ismiyanti et al., 2021).

Based on the explanation above, it can be seen that social capital is needed in a business continuity strategy. This study will explain how MSME students in Semarang build social capital in running business activities. In addition, this study also aims to explain how social capital plays a role in the MSME business continuity strategy in dealing with difficult conditions due to the Covid-19 pandemic so that business continuity can be realized.

## **METHODS**

Field research was conducted at 4 major universities in Semarang that have business incubators, namely UNISSULA, UNNES, UNDIP, and UPGRIS. The period of research was carried out from September to October 2021. This study used qualitative research methods. Qualitative research emphasizes understanding (*verstehen*), reasoning, and situation definitions in certain contexts, as well as researching more about things related to everyday life (Ismiyanti & Handoyo, 2021). While the approach used is a case study. The use of case studies aims to investigate complex activities or processes that cannot be separated from the social context in which they occur (Cahyaningtyas et al., 2019).

The technique of determining informants in this study used purposive sampling (Ismiyanti, 2020). Sources of data came from student MSME informants who traded food or beverages

using motorbikes, carts, and tents for eight people. Informants have been trading in this micro-enterprise sector for at least two years as their main occupation. Primary data collection was carried out by recorded interviews, then recorded. In addition, data collection was also carried out by observation and documentation.

The data that has been collected was analyzed using interactive analysis techniques through three stages, namely data reduction, data presentation, and conclusion (Handoyo, 2012). At the data reduction stage, researchers will select the data that has been collected focused on social capital and business continuity strategies for student SMEs from the impact of the COVID-19 pandemic. In the second stage, the researcher will select the data that has been reduced and then present it in the form of a description of the data then analyzed using social capital theory. In the third stage, the researcher concludes from the data that has been presented and analyzed in the previous stage. Researchers carry out a verification process so that the data that has been obtained is tested for validity (Ismiyanti, 2018). For this reason, researchers carry out repetition activities aimed at stabilization, by tracing the data back, and looking at field notes again so that the research becomes more convincing.

## **RESULTS AND DISCUSSION**

The social capital of MSME students in Semarang is built on the relationships established between traders and other actors with mutual interests. Like the relationship between merchants. As expressed by traders of various cuisines, cooperative activities between traders are manifested in exchanging money when one trader does not have small denominations for change. Another thing revealed by macaroni traders and "batagor" traders, is the cooperation they do is the activity of helping each other keep the stalls between traders when left to carry out their activities, such as worshipping, having lunch, going to the restroom, or delivering customer orders. Merchants will entrust their stalls to other traders, and traders who are trusted to look after the stall will voluntarily help sell merchandise when customers come (Interview, 05 October 2021).

Merchant trust is also built in relationships with merchandise suppliers. An informant who is a food variety trader revealed that he fully trusts suppliers in terms of calculating the amount of merchandise supply so that traders do

not have to bother with recalculating supply items. The trader added that he just had to give the amount according to the amount given by the supplier. In addition, for traders who are employees of a boss/skipper, such trust can be seen from the activities of recording sales reports by traders which are then given to the skipper. This of course requires the value of honesty so that trust will increase (Interview with “batagor” traders, macaroni traders, and various food vendors, 05 October 2021).

The social network owned by MSMEs facilitates the exchange of information about job opportunities, seen from the recruitment process for MSMEs who are hired as employees to sell merchandise by a boss/ skipper. This was revealed by “batagor” and macaroni traders. This recruitment process is carried out through a third-person intermediary, namely family members or close friends who know and are trusted by both the boss and job seekers. The exchange of information in social networks owned by MSMEs also makes it easier for traders to get information about places to trade. Through the network owned by traders, they can communicate in setting prices for the same merchandise so that healthy competition occurs and does not kill market prices. Good relations between traders based on a strong sense of trust enable them to carry out these activities (Interview with “batagor” and macaroni traders, 05 October 2021).

Network strengthening with residents is carried out through participation in the RT and PKK networks. Participation in this network provides positive benefits for strengthening kinship ties and expanding friendships. Activities in the RT group carried out are cooperation in repairing road pavements, where these activities provide benefits for MSMEs because trading places become more comfortable to use. Meanwhile, PKK activities run regularly (Interview with HIK traders, 04 October 2021).

For some MSMEs, Semarang students, networking with families has an important factor for MSME productivity, namely as a provider of labor. The production and marketing process becomes more effective by dividing the work among family members, such as hiring a sibling for marketing activities. Families are also an initial source of capital in starting a business because their business does not require large capital so they prefer to use privately owned or family capital (Interview with various food vendors and fruit juice traders, 05 October 2021).

A well-established relationship will prevent conflicts and conflicts, not only between traders but also between residents, shop or house owners, and parking attendants. The rules governing the relationship between MSMEs and residents are in the form of awareness of traders to maintain cleanliness and order in trading places, participation in cooperation activities, and payment of user fees in the form of parking fees, or waste management fees. While the social norms that apply to fellow MSMEs are related to the location of the trade. For MSMEs who pay yard rental fees to shop or house owners, they have guaranteed location security and other facilities such as electricity, water, and restrooms. The informant, who is a juice trader, revealed that he did not have to pay for a yard rental because he knew and had good relations with the owner of the house/shop, so he just asked for permission (Interviews with “batagor” traders, fruit juice traders, and macaroni traders, 05 October 2021).

Other MSMEs that use roads, such as traveling merchants who use motorized vehicles or wheelbarrows, have an agreement that the place that is usually occupied by one MSME cannot be occupied by other traders. Sanctions are enforced in the form of a warning properly and have proven effective in their implementation (Interview with caramel banana trader, October 24, 2021).

**Table 1.** MSME Social Capital

Social Capital Indicators Forms of MSME Social Capital	Social Capital Indicators Forms of MSME Social Capital
Trust	1. Help out in maintaining the stall with other traders. 2. Make it easier to get goods from suppliers. 3. Facilitate the calculation of goods from suppliers. 4. Trust between skipper and traders in recording sales results. 5. Recruitment process through a trusted third-party trader and skipper.
Norm	1. Payment of parking fees, and money for waste management. 2. Awareness of

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Social network	<p>maintaining the cleanliness and tidiness of the trading place. 3. Agreement between traders in determining the place to trade. 4. Mutual respect and appreciation with residents to prevent conflicts and conflicts. 5. Do not drop the market price. 6. Participate in “gotongroyong” activities held by residents. 7. Appropriate time management between lectures and MSME management.</p> <p>1. Family as an initial source of capital. 2. The family is a provider of labor in trade and production activities. 3. Participation in RT and PKK social group activities. 4. Cooperation between traders facilitates marketing activities. 5. Facilitate the exchange of information flow. 6. Marketing online and offline to fellow students.</p>
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(Source: primary data processed, 2021)

The forms of MSME social capital in the table above are built through a continuous process. Social capital emerges as a result of interactions over a long period and continuously, this will create an emotional bond to unite to produce trust from long relationships (Handoyo, 2013; Lucassen et al., 2012). From several forms of social capital, trust, norms, and social networks that grow between MSMEs and other actors, it is seen that social capital is an important part of daily trading activities.

Trust can be seen in mutual assistance activities between traders, as well as activities carried out between MSMEs with suppliers and skippers. Trust is a form of willingness to take risks in social relationships based on the belief that the other party will do something as expected (García-Villaverde et al., 2018; Handoyo & Widyaningrum, 2015; Rodrigo-Alarcón et al., 2018; Troise et al., 2020). Aspects of MSME social capital which refers to trust to build networks are based on informal norms that apply to traders for them to obey together. Norms play a role in controlling and maintaining relationships between individuals in social life (Corrêa et al., 2021). Adherence to informal norms such as mutual respect, mutual respect, awareness of cleanliness, and agreements between traders reflect the value of togetherness so that they can give up personal interests for the sake of collective interests even though these rules are not written. Adherence to norms can reduce the risk of conflict between MSMEs and MSMEs with other parties.

The activity of looking after each other's stalls and exchanging change is a form of reciprocity in exchanging kindness between traders. This exchange pattern is not something that happens instantly in buying and selling activities, but a combination of short-term and long-term relationships in the spirit to help prioritize the interests of others (Lukiyanto & Wijayaningtyas, 2020).

MSMEs as the informal sector of micro-enterprises are very vulnerable to threats to the sustainability of their businesses, both external and internal factors. MSMEs are a business sector that is not protected by the government and are often considered a marginal group. So that the resilience of the MSME business is still a fighting force carried out by themselves, here the strengthening of social capital networks, norms, and trust among traders and other parties involved can have a major influence on the continuity of MSME business. The collaboration of the substance of social capital that is owned produces positive energy such as a sense of responsibility, caring, honesty, cooperation, inclusiveness, mutual trust, solidarity, transparency, a feeling of security and comfort, and a positive work ethic (Corrêa et al., 2021). Social capital built by MSMEs is an asset that can be utilized properly in a strategy to maintain business continuity.

Maintaining the business continuity of MSMEs in this study is a condition where there are adaptations and ways to maintain business and protect existing resources in meeting the business needs of traders. From the results of research conducted on MSME students in Semarang, MSMEs experienced a decline in turnover of up to 50% due to the drastic decline in the number of consumers. The existence of social restriction regulations affects the decline in people's purchasing power, especially low-income people (Al-Omouh et al., 2020).

The situation caused by the COVID-19 pandemic has forced MSMEs to make social and economic adaptations so that their business activities can continue to run for their daily living. Informants complained about the drastic reduction in the number of students due to the rules for online lectures. So that the previously busy trading location became quiet. Several informants claimed to have temporarily stopped trading activities at the beginning of the

pandemic. Some MSME students also had time to move their trading locations to their hometowns. The strategy to maintain the business continuity of MSMEs is carried out by taking actions that are born of rational thinking and based on the beliefs and values embedded in the social networks owned by traders. The strategy will run effectively if it is supported by parties who work synergistically. Several aspects that affect the continuity of the MSME business are marketing, production, and capital.

The first is a marketing continuity strategy. Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and sustaining offerings that have value for customers, clients, partners, and society at large (Luu & Ngo, 2019). The marketing continuity strategy carried out by MSMEs is to build profitable collaborations with fellow MSMEs. MSMEs sell close to other traders who have different merchandise, food sellers cooperate with sellers of various drinks, this is done to reduce competition and attract buyers. The expansion of the customer network is carried out by MSMEs in various ways, such as providing discounts and serving delivery messages via WhatsApp for customers whose mobility is limited due to the rule to stay at home.

The decrease in the number of students as the main consumers makes MSMEs have to look for new target markets. Strengthening good relations and expanding consumer networks is carried out with people who are around the trading location such as shop and photocopy workers, close neighbors, students who are still in the boarding house, and the fathers of the patrol group so that it attracts them to buy merchandise. Maintaining good relations with customers is done by being friendly, greeting each other, taking time to chat or gossiping, and just making small talk while offering merchandise. Maintaining customer trust is done by providing satisfaction with services and merchandise. Maintaining good relationships will build long-term relationships and customer loyalty.

The marketing time during the covid-19 pandemic for some MSMEs turned out to be longer until late at night. This is done so that the merchandise is sold out. Relationships with parking attendants need to be well established so that safety and comfort are maintained during trading and to avoid unwanted conflicts. Merchants and parking attendants already know each other. Withdrawal of parking levy of Rp

2000 is done every night. Awareness to comply with new rules in marketing activities during the COVID-19 pandemic such as wearing masks and providing hand washing facilities is based on the value of mutual care and mutual respect with other parties. Customers have more confidence in traders who wear masks. Health protocols in trading activities for MSMEs are known to them through counseling conducted by the local government. Social interaction in marketing activities causes a reciprocal relationship in kindness and cooperation in overcoming problems.

The continuity of production is closely related to the raw materials and labor used for the production process. Networks and trust between traders and raw material suppliers make it easier for traders to get raw materials even in a pandemic situation, such as the relationship between caramel banana traders and banana traders. The results of research on UMKM students in Semarang showed three types of production, namely independent production, joint production in a group, and production by suppliers.

The strategy carried out by MSMEs in dealing with the impact of the COVID-19 pandemic is carried out by reducing the amount of production so that there are no losses from unsold merchandise. Reducing merchandise from suppliers is carried out by traders who do not produce their merchandise.

The relationship between traders and suppliers requires cooperation by agreeing on the amount of supply of goods so that there is no loss for both parties if the goods are not sold out. Some suppliers are neighbors themselves, neighborly relationships and getting to know each other well will make it easier to cooperate and compromise. In this case, the relationship between traders and suppliers needs to be based on a sense of mutual understanding so that good cooperation occurs in overcoming problems for the benefit of both parties.

MSMEs with independent production are carried out by families as production workers. The role of the family in maintaining business continuity seen from the role of the family as a supplier of labor is considered more effective because traders are less able to pay workers (Deller et al., 2018). Meanwhile for MSMEs who are members of business groups, the division of tasks between employees in carrying out the production process requires cooperation and a sense of responsibility to be more effective

and efficient. Bonds in groups help keep the production process running, although the steps that need to be taken to overcome the impact of the COVID-19 pandemic are to reduce the amount of production. Reducing the amount of production is considered a natural thing considering the current situation, for MSMEs the most important thing is that the trade process continues so that income does not stop. Reducing the amount of production is a rational choice resulting from consideration and mutual agreement. Production is reduced by up to 50% due to adjusting to the number of customers. The social network of production in both the family and business groups is driven by family ties, with a trust basis based on a common identity and purpose.

Continuity of capital includes everything about the use, how to run, and sources of capital. The aspect of capital (finance) is a supporting and supporting factor for success in entrepreneurship in this case informal traders, capital can be used for business processing operations, such as production costs, promotions, marketing, and so on (Sahasranamam & Nandakumar, 2020). MSME is a business sector that requires little capital. MSMEs usually start their business with capital that comes from the family or the boss of the business owner. So far, the method used by MSMEs in managing capital is by recording income and expenses to keep the circulation of capital smooth. The decline in income during the COVID-19 pandemic affected the smoothness of capital. Blocked capital will affect the production process of merchandise. For MSMEs who participate with the skipper, capital is not a personal obstacle for them, the risk of capital is very small even though during the covid-19 pandemic because the skipper provides capital and trading facilities, workers only have to sell merchandise.

In contrast to MSMEs that produce their merchandise, a lack of capital will have an impact on the continuity of their business. The capital strategy used is by utilizing an inclusive network, namely with the government. The government provides assistance in the form of Cash Social Assistance (BST) of Rp 600 thousand for three months for residents affected by the pandemic and special assistance for MSMEs of Rp 2.4 million for business actors affected by the pandemic who register their businesses. This assistance is used by MSMEs to overcome capital problems and is used by them

to buy raw materials for the continuity of the production process. Only one of eight MSME informants from Semarang students registered their business to get MSME assistance, this was because the procedure was considered more complicated and because each family head could only register for one type of assistance. The network within the RT group provides an opportunity for them to receive information flows about government assistance. Utilizing an inclusive network with the government is a capital continuity strategy for MSMEs to help them overcome the impact of the COVID-19 pandemic.

In the typology of social capital, the results of this study indicate that bonding social capital owned by MSMEs is stronger than bridging social capital. Binding social capital is social capital in the form of inward-oriented and exclusive ideas, relationships, and attention (Cai et al., 2021). Binding social capital is based on kinship, neighborhood, kinship, and close friendships. Most MSMEs have relationships with families who play a role in providing labor, production processes, initial sources of capital, assisting in the marketing process, to providing access to information regarding the availability of employment opportunities. The relationship between MSMEs is established based on the value of familiarity so that there is a strong bond of friendship, this relationship plays an important role in the smooth running of marketing activities, mutual assistance, and cooperation in overcoming problems in trade.

The bridging type of social capital refers to the relationship between individuals who have power or access to the business through secondary groups (Gerke et al., 2021). Participation in RT and PKK groups becomes a bridging/bridge for access and information with the city government. PKK becomes access to the city government related to waste management and the collection of user fees, while RT is access to the government regarding the provision and registration of Cash Social Assistance (BST). Activities in these two groups have been paralyzed due to the COVID-19 pandemic, so the network with this group does not reflect its ability to help MSMEs in realizing business continuity.

## CONCLUSION

The results of this study indicate that social capital owned by MSME students in Semarang can increase productivity, effectiveness, and

efficiency in carrying out trading activities. MSMEs build social capital through social networks formed with other traders, families, suppliers, residents, customers, parking attendants, participation in RT and PKK groups, fellow students, and promotions through social media. Social capital provides many advantages for MSMEs in trading activities through cooperation, mutual assistance, cooperation, division of tasks in production activities, facilitating the flow of information, and making it easier to get goods from suppliers.

Social capital has a positive contribution to MSMEs in business continuity strategies to deal with the effects of the COVID-19 pandemic. The MSME strategy in maintaining business continuity is related to the continuity of marketing, production, and capital. The strategy taken by MSMEs is to strengthen and expand customer networks, cooperate with other traders in marketing activities, increase marketing time, reduce the number of products and goods from suppliers, and take advantage of assistance from the government to help with capital problems. Synergistic cooperation in the network can encourage the continued operation of MSME economic activities. Time management between MSME management and lectures is also very important for MSME students in Semarang.

MSMEs need to make proactive efforts to increase bridging social capital so that MSME networks and ties become wider and stronger. This can be seen from the absence of an association that houses them. With strong social bridging capital, it will be easier to achieve goals, accommodate aspirations, and fight for common interests, so a social safety net will be created for business continuity in a crisis.

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