



Bugis Ethnic Migration Strategy Increasing Sembako Kiosks Business in Kayu Putih Village, Kupang City

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Abstract

The number of ethnic Bugis in the city of Kupang is 6,652 people, most of whom live in traditional markets, namely the Inpres Naikoten I market, Oeba market, Oesapa market. Bugis ethnic migrants consider that there is still a lot of potential that has not been developed and has not been optimally managed by the indigenous people, such as in trade, fisheries and other businesses. Local cultural values that are interrelated in shaping the personality of the Bugis people which have an impact on their behavior such as Siri', Pesse', Getteng, Asitinajang, Lempu, Acca. Reso, effort, effort in achieving a goal. These local cultural values function as a dynamist for the success of Bugis entrepreneurs, spurring their enthusiasm to compete in conducting business activities that enable them to succeed. The dynamics of these seven values are as follows: for the Bugis, working hard (reso) is a way to maintain siri' (self-esteem). In working always determined (getteng) to finish the job. While working, always maintain the norms (lempu) and try to find alternatives to complete work intelligently and creatively (acca). After all the efforts (reso) done; just surrendered to God's destiny, but he is sure that God's destiny will not come without effort. After being successful in his business, he enjoys spending reasonably (asitinajang) and part of it is used to support relatives in need (pesse').

Keywords: *Siri & Pesse Culture; Bugis Ethnic Groceries Seller Strategy*

1. Introduction/Background

The number of ethnic Bugis in the city of Kupang is 6,652 people, most of whom live in traditional markets namely, Inpres Naikoten I market, Oeba market, Oesapa market. Bugis ethnic migrants consider that there is still a lot of potential that has not been developed and has not been optimally managed by the indigenous people, such as in trade, fisheries and other businesses. Source

:www.kupangkota.go.id, accessed on September 9, 2022, at 9.55 am), Kayu Putih Village is one of the villages where many Bugis ethnic people live and open a basic food kiosk business. Research results show that the Bugis ethnic group is very developed/successful. The success of the Bugis ethnic group in Kayu Putih sub-district is inseparable from the cultural values that they adhere to, which are rich in moral values, such as the siri culture. Siri cultural values according to the local cultural values of the Bugis ethnicity function as a dynamist for the success of Bugis ethnic entrepreneurs, to spur their enthusiasm to compete in carrying out business activities that enable them to succeed.¹ The dynamics of these seven values are as follows: 1) for the Bugis people work hard (reso), 2) is a way to maintain siri' (self-esteem), 3) in work they are always determined (getteng), 4) to finish the job as long as they work continuously maintaining norms (lempu), 5) trying to find alternatives to complete work intelligently and creatively (acca), 6) After all efforts (reso) have been made; just surrendered to God's destiny, but he is sure that God's destiny will not come without effort. After being successful in his business he enjoys spending reasonably (asitinajang),

2. Definition of Business Development Strategy

Business development is the task and process of analytical preparation of potential growth opportunities, support and monitoring of the implementation of business growth opportunities, but does not include the implementation strategy of business growth opportunities.

Business development is trade carried out by an organized group of people to earn profits by producing and selling goods or services to meet consumer needs.

Mahmud Mach Foedz's business development strategy is trade carried out by organized groups of people to make a profit by producing and selling goods or services to meet consumer needs.

According to Brown and Petrello strategy is an institution that produces goods and services needed by society. Business development is the task and process of analytical preparation of potential growth opportunities, support and monitoring of the implementation of business growth opportunities, but does not include decisions about strategy and implementation of business growth opportunities.²

So the level of business in business development has different levels, the level or levels are product, commercial or cooperative. While the elements in business development consist of two, namely:

1. Elements from within, namely: the intention of the entrepreneur to develop his business to be bigger: a) knowing the techniques of producing goods such as how many goods must be produced, what methods must be used to develop goods/products, b) make a budget that aims at how much income and product production.
2. External elements:
 - a. There is an intention from entrepreneurs to develop their business to become bigger
 - b. Knowledge of production techniques
 - c. Make a purposeful budget

2.2. Definition of Bugis Ethnicity

According to Liliweri (2005: 8), the word ethnic comes from the Greek word "ethnos" which refers to the notion of a nation or people. Often ethos is defined as any social group determined by race,

¹ Mattulada. 1995. Latoa Satu Lukisan Analitis terhadap Antropologi Politik Orang Bugis. Hasanuddin University Press. Ujung Pandang Mustara, A.R. 1991.

² Harrisfadillah.wordpress.com/2019/11/21/ business development http.www. adademia. edu on 11-21-2019 at 10.57 WITA

customs, language, values and cultural norms, etc. which in turn identify the existence of a minority or majority group in a society.

Adds that ethnic groups are known as a population, which: (1) are biologically able to reproduce and survive, (2) have the same cultural values and are aware of a sense of togetherness in a cultural form; (3) form their own communication and interaction network; (4) determine the characteristics of their own group that are accepted by other groups and can be distinguished from other population groups.³

Who wrote Ethnic of America, argues that ethnic groups are groups of people who have the same views and life practices on a set of values and norms. For example the similarity of religion, country of origin, ethnicity, language culture, all of which belong to a group called an ethnic group.

States that ethnicity is a social group or unit of human life that has a system of interaction, a system of norms that regulates this interaction, a continuity and a sense of identity that unites all its members and has its own leadership system.⁴

2.3. Groceries

Nine basic commodities or abbreviated basic necessities are nine types of basic needs of the community according to th.⁵

3. Research Methods

3.1. Approach and Type of Research

This study aims to explain and analyze the business development strategy for the Bugis ethnic food kiosk in Kayu Putih Village, Kupang City.

The consequence of the sociological approach, of course, requires a paradigmatic foundation that embodies social theories, where the paradigm according to George Ritzer (2011), is the fundamental view of scientists about what is the subject matter that should be learned from a branch of science. The paradigm used in this study is constructivism which is based on the assumption that social reality is essentially constructed by actors in social processes.

The approach used in this study is qualitative based on the consideration that through a qualitative approach, researchers can find out the business development strategy for Bugis ethnic food stalls in Kayu Putih Village, Kupang City.

3.2. Research Sites

Determining the research location is quite important to narrow the scope and sharpen the problem to be studied. Therefore, the location of this research is Kayu Putih Village, Kupang, East Nusa Tenggara. The placement of this location is based on the consideration that in Kayu Putih Village there are many strategic efforts to develop advanced and well-developed Bugis ethnic businesses.

³ Alo Liliweri. 2005. *Prasangka & konflik: komunikasi lintas budaya masyarakat multikultur*, LKiS,

⁴ Koentjaraningrat (1997) "Metode-Metode Penelitian Masyarakat. Edisi Ketiga". Jakarta: PT Gramedia Pustaka Utama.

⁵ Keputusan Menteri perindustrian dan Perdagangan Nomor 115/MPP/Kep/2/1998 tanggal 27 Pebruari 1998 (Kepmenrindag 115/1998

3.3. Research Focus

The research focus in this research is: (1) analyze the development strategy of the Bugis ethnic food stall business (2) analyze the obstacles faced by the Bugis ethnic group in running the basic food kiosk business.

4. Research Result

History of Kayu Putih Sub-district is one of the sub-districts which is part of the Oebufu, Kayu Putih and Tuak Daun Merah sub-districts. Along with the changing times and the rapid development of the population and the growing aspirations of the community, the Kupang City government issued the Kupang City Regional Regulation Number 4 of 2005 concerning the establishment of the Kayu Putih Village and the Tuak Daun Merah Village which were inaugurated by the Mayor of Kupang on April 25 2006, so that with a city regulation Kupang is meant, so Kayu Putih Sub-District has officially become an independent sub-district and is separate from Oebufu Sub-district which has been the main sub-district.

The area of the Kayu Putih sub-district is 1.69 km² with the following boundaries:

- To the east it is bordered by the Tuak Daun Merah village
- To the west it is bordered by Fatululi village
- To the north it is bordered by the Kelapa Lima village
- To the south it is bordered by the Oebufu village

Number of family heads in Kayu Putih sub-district conditions until June 2019 as many as 1,572 households, total Rt 30 and Rw. 8

4.1. The Process of Developing a Bugis Ethnic Groceries Business

Along the way KH. Ahmad Dahlan, JI.

The Bugis ethnicity in their daily life is very modest, their daily appearance is very simple at the beginning of starting a basic food kiosk business because they adhere to the Siri culture. Siri according to Tamar (2007), Bacotang (2016),⁶ Bacotang (2019)⁷ confirms that there are seven local cultural values that are interrelated in shaping the personality of the Bugis people which have an impact on their behavior such as Siri', Pesse', Getteng, Asitinajang, Lempu, Acca. Reso, effort, effort in achieving a goal. These local cultural values function as a dynamist for the success of Bugis entrepreneurs, spurring their enthusiasm to compete in conducting business activities that enable them to succeed. The dynamics of these seven values are as follows: for the Bugis, working hard (reso) is a way to maintain siri' (self-esteem). In working always determined (getteng) to finish the job. While working, always maintain the norms (lempu) and try to find alternatives to complete work intelligently and creatively (acca). After all the efforts (reso) done; just surrendered to God's destiny, but he is sure that God's destiny will not come without effort. After being successful in his business, he enjoys spending reasonably (asitinajang) and part of it is used to support relatives in need (pesse'). but he believes God's destiny will not come without effort. After being successful in his business, he enjoys spending reasonably (asitinajang) and part of it is

⁶ Bacotang, 2016, Migration And Economic Changes: Sociological Analysis on the Contributions of Bugis Ethnic for the Economy of Kupang, Mediterranean Journal of Social Sciences MCSER Publishing, Rome-Italy

⁷ Bacotang, 2019, Migration And Social Changes of Etnic Bugis in Kupang, Indonesia, Rusian Journal of Agricultural ang Social Ekonomi Sciences Issue 6(60) June 2019 Pages 234-2237 Publisher : Rusian Journal of Agricultural ang Social Ekonomi Sciences

used to support relatives in need (pesse'). but he believes God's destiny will not come without effort. After being successful in his business, he enjoys spending reasonably (asitinajang) and part of it is used to support relatives in need (pesse').

The findings show that: the Bugis ethnic group always tries to develop their business, each business is carried out with great patience and has succeeded in advancing the basic food business with high morale. This has been proven since HS opened a basic food stall on Jalan Printis Kemerdekan above STIKOM, the area is very busy with people visiting to buy their daily needs.

In line with the research results, business development theory explains that: Business development is trade carried out by an organized group of people to earn profits by producing and selling goods or services to meet consumer needs.⁸

According to plans are chosen to bring about a desired future, such as achieving goals or solutions to problems.⁹

Mahmud Mach Foedz's business development strategy is trade carried out by organized groups of people to make a profit by producing and selling goods or services to meet consumer needs.¹⁰

The results of the findings, the researcher can provide an illustration that the success of the Bugis ethnic group in the basic food stall business compared to other ethnic groups is closely related to seven local cultural values that are interrelated in shaping the personality of the Bugis ethnic group which has an impact on their behavior such as Siri', Pesse', Getteng, Asitinajang, Lempu , Acca. resort. The dynamics of these seven values are as follows: for the Bugis, working hard (reso) is a way to maintain siri' (self-esteem). In working always determined (getteng) to finish the job. While working, always maintain the norms (lempu) and try to find alternatives to complete work intelligently and creatively (acca). After all the efforts (reso) done; just surrendered to God's fate, but he believes God's destiny will not come without effort. After being successful in his business, he enjoys spending reasonably (asitinajang) and part of it is used to support relatives in need (pesse').

4.2. Constraints/Obstacles Faced by the Bugis Ethnic Group

Every Bugis ethnic overseas always upholds the Bugis principle, that is, where the earth is stepped on, the heavens are respected there, meaning that wherever the Bugis ethnicity is located, they always respect and respect the local population and are always able to adapt to their environment.

The findings are in line with the TOC theory, which is a theory in business management to achieve profits through identifying the constraints experienced by companies and then looking for solutions to overcome these obstacles.¹¹

The results of interviews with informants HS, AH, ASR, H.AM state that the problems/obstacles faced depend on each individual person, if we get along with them, they are very kind to us.

⁸ googleblight.com, accessed November 21, 2022 at 12.18 WITA

⁹ Carl Von Clausewith (carl Phillipp Gottfried) 1780-1831, rencana yang dipilih untuk membawa masa depan yang di inginkan, seperti mencapai tujuan atau soslusi untuk masalah

¹⁰ Mahmud Mach Foedz strategi pengembangan usaha adalah perdagangan yang dilakukan oleh kelompok orang yang terorganisir untuk mendapat laba dengan memproduksi dan menjual barang atau jasa untuk memenuhi kebutuhan konsumen (<http://www.adademia.edu> tanggal 21-11-2022 jam 10.57 WITA)

¹¹ Elihayu. M. Goldratt, 1984. <http://maxmanroe.com> dikutip tanggal 2 Maret 2019 jam 08.26 PM.

Conclusion

- a. The success of the Bugis ethnic group in the basic food stall business is due to the "Siri" culture for the Bugis ethnic group. "Siri" according to Tamar (2007), confirms that there are seven local cultural values that are interrelated in shaping the personality of the Bugis people which have an impact on their behavior such as Siri', Pesse', Getteng, Asitinajang, Lempu, Acca. Reso, effort, effort in achieving a goal. These local cultural values function as a dynamist for the success of Bugis entrepreneurs, spurring their enthusiasm to compete in conducting business activities that enable them to succeed. The dynamics of these seven values are as follows: for the Bugis, working hard (reso) is a way to maintain siri' (self-esteem). In working always determined (getteng) to finish the job. While working, always maintain the norms (lempu) and try to find alternatives to complete work intelligently and creatively (acca). After all the efforts (reso) done; just surrendered to God's destiny, but he is sure that God's destiny will not be without effort. After being successful in his business, he enjoys spending reasonably (asitinajang) and part of it is used to support relatives in need (pesse').
- b. The obstacle they face is only the problem of the location contract, the others are almost non-existent because of the existence of the Bugis ethnic culture which states that where the earth is stepped on, the sky is respected, meaning that the Bugis ethnicity is very good at adapting to wherever they are.

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Perda Kota Kupang Nomor 4 tahun 2005 tentang pembentukan kelurahan Kayu Putih dan Kelurahan Tuak Daun Merah yang telah diresmikan oleh Walikota Kupang pada tanggal 25 April 2006.

Keputusan Menteri perindustrian dan Perdagangan Nomor 115/MPP/Kep/2/1998 tanggal 27 Pebruari 1998 (Kepmenrindag 115/1998).

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