

Analysis of Caring Economics in Society at Samarinda

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ABSTRACT

A caring attitude makes people able to help each other. If a caring attitude is used properly, humans will become more respectful to each other. Caring economics gives rise to a new outlook on economics that can build good qualities such as generosity, honesty, cooperation and mutual help. The aim of this research is to determine caring economics in the community in Samarinda. The subjects of this research are people who trade in the ijabah market and kedondong market. This type of research uses descriptive with a qualitative approach. The data collection techniques used were observation and interviews. The data analysis techniques used include data reduction, data presentation and conclusions/verification. The research results show that traders in the Ijabah market and Kedondong market have implemented a caring economic attitude such as having a rational attitude in trading, being honest, generous, and contributing to each other with fellow traders out of a sense of humanity.

Keyword: caring economic, society, traders

INTRODUCTION

Humans basically cannot live alone and need other people, but as homo economicus humans also want to get the maximum benefit with the smallest sacrifice. In the view of ordinary people, homo economicus is understood as a person who deifies material things and is oriented towards personal gain. This is in contrast to what happens in social life where they have a selfish attitude, but there are also those who refer to human figures who are rational in making choices and have a sense of caring for others. Having a feeling of responsibility for the difficulties faced by other people and being encouraged to help them is one of the values of social care. The value of caring is based on general human experience (Masduqi, 2020).

The value of caring includes all actions taken by a person to make the world a good place to live for present and future generations, including concern for our own well-being and health, concern for the people around us, and concern for the natural and human-made world. A caring attitude allows humans to help and assist each other. If a caring attitude is used well, people will respect each other more. People who care are what keep society running in good and bad conditions in everyday life.

Osch (2013) caring economics has several meanings which refer to a set of values, attitudes and practices that build social relationships with others. Without caring, social disintegration, neglect or abandonment can occur which results in the loss of social life. Caring shows a person's ability to empathize with others. The concept of caring embedded in caring

economics can play a big role in the economy of society as individuals, and will have an impact on the economic growth of a country..

Basically, caring economics has a goal that can influence a person's life both physically (socially) and socially (empathy and sympathy). The thing that needs to be emphasized about someone being both *homo socius* and *homo economicus* is that they must be able to act out these two things in a balanced way to fulfill their needs for their welfare. Remembering that basically humans will always need each other from birth to death. Witjaksono (2016) said that caring in the economic concept is rooted in altruism, namely voluntary actions carried out by a person or group of people to help others without compensation.

Caring economics takes a more holistic approach to human behavior and seeks to understand its most basic and comprehensive values. Caring people rank first in interdependent relationships between people, are socially connected, influenced by others, and involved in relationships with others. Caring economics requires mutual trust between the people involved to create new views on economics that can build good qualities such as cooperation and mutual help. However, little has been done to build these good qualities in social life.

Based on initial observations and interviews with 5 traders in the ijabah market and kedondong market in Samarinda City, it is known that many people in the market help each other both in the form of energy and in the form of funding. Traders have honesty in selling their merchandise where they have the same merchandise but do not seek profit for themselves by giving prices far from market prices. Collaboration between traders by working together to clean the selling area has also become a concern for whether the community has a sense of concern for protecting and caring for the environment for mutual comfort while still paying attention to the economic side.

METHOD

This research uses a qualitative descriptive method which aims to understand the phenomena experienced by research subjects holistically in the form of words and language, in a special natural context, and by utilizing various natural methods. The data collection techniques used were observation and interviews. The data analysis techniques used include data reduction, data presentation and conclusions/verification.

RESULT AND DISCUSSION

Result

Analysis caring economic

a. Rational (Rational)

Rational action relates to the conscious deliberation and choice that the action expresses. The meaning of rational here is reasonable. Traders in the ijabah market have a

rational attitude to achieve profits in trading by selling goods that are easily sold on the market so they can get more profits

b. Generosity

Generosity is a symbol of someone's open heart. A generous attitude can be taught from an early age through various actions including habits, behavior, advice, words and so on. This activity fosters empathy in a person and trains them to care about the social environment, especially towards people in need. The forms of generosity carried out by traders at the ijabah market and kedondong market vary, from helping to look after fellow traders' stalls, to buying each other's merchandise to support each other.

c. Honesty (Honesty)

A person who acts according to what he should do based on his words and actions will have sincere feelings and can be trusted by other people. A trader will not be able to get loyal customers if they cheat. Therefore, honesty is very important to apply in life, including in trading. The views of traders at the ijabah market and kedondong market, if there are traders who sell goods at cheaper prices, do not make them bad-mouth other traders, in fact, for them, they already have arrangements for every good fortune so that no one feels like they are being competed with by this.

d. Cooperation

Every human being will definitely collaborate in various aspects of life, because as social creatures humans are supposed to help each other and work together to achieve common interests. The willingness to collaborate with others is carried out by traders at the ijabah market and kedondong market in the form of maintaining the cleanliness of the environment of each stall/stall. Apart from collaborating in cleanliness, traders also give a little of their fortune to charity and other activities which will later be given to people in need.

Discussion

Every human being definitely wants to get a lot of profit from trading. With the profits obtained, traders can return to selling goods of better quality. According to Soemarso (2010) profit is the difference between income and expenses related to business activities. Profits are obtained by selling goods at a higher price than the purchase or production price. Having a feeling of responsibility for the difficulties faced by other people and being encouraged to help them is one of the values of social care. The value of caring is based on general human experience (Masduqi, 2020). Providing help to others is a form of empathy from someone. Usually when giving help it will be based on voluntary feelings without expecting anything in return. A voluntary action is something a person consciously chooses to do without being influenced or coerced by others.

Helping behavior is a natural human trait that can be applied to all living creatures on this earth. Helping does not look at what ethnicity, religion or even social status a person comes from. According to Putra and Rustika (2015) helping someone is a very easy thing, but there are some people who find it difficult to do so. Willing to give or help, in this case it relates to the relationship between the trader and the buyer. Honesty is an attitude of stating the truth and not violating facts, not committing fraud or doing something that violates applicable rules (Baron, 2005). Being honest in trading by providing prices in accordance with market regulations means that the trader has stated the truth and has not cheated the buyer. Collaboration is a joint activity between two or more people to achieve the same goal. According to Isnani (2014) cooperation is the number of individuals in an interaction who work or work together to achieve a goal. Goals are targets that will be achieved and are important. This means that someone who collaborates has responsibility for himself and others because there is a goal to be achieved together.

From the explanation above, it can be seen that traders in the ijabah market and kedondong market have implemented a rational attitude in trading by selling goods that are most often sought after by buyers so that they can get more profits by not forgetting the quality of the goods to be sold, practicing generosity to fellow traders and buyers. When there are buyers who experience difficulties in the market, traders are happy to help them voluntarily so that a closer feeling of concern arises between fellow humans regardless of ethnicity, race, religion and social status. Traders in the ijabah market and kedondong market also have an honest attitude, one of which is being honest in providing prices to buyers, not raising prices high just to achieve personal and selfish gain. This honesty is what makes buyers trust the quality of the seller and will become loyal customers when buying something on the market.

Traders at the ijabah market and kedondong market, apart from caring about other people, also care about the surrounding environment, namely by being responsible for cleaning the environment where they sell. Every time they finish trading, they will clean up vegetable scraps, fish waste and other rubbish that can trigger eye and air pollution so that tomorrow when they start trading again the environment will be clean and beautiful. The rubbish is piled up at each disposal point and will later be transported by cleaning staff. Apart from that, the cooperative behavior carried out by traders at the ijabah market and kedondong market is to contribute to each other in charity activities, cleanliness and security contributions. Charity activities carried out include collecting money for natural disaster donations, which is a form of support and empathy for other people.

CONCLUSION

The application of caring economics to the community in Samarinda is as follows:

1. Traders in the ijabah market and kedondong market have a rational attitude in trading. Like selling goods that are easy to sell is so that the goods sold can run out quickly so you can get more profit.
2. Traders at the ijabah market and kedondong market show generous behavior by providing voluntary assistance to fellow traders because of a feeling of mutual understanding, feeling what other people feel, and the close bond of brotherhood between fellow traders.
3. Traders in the ijabah market and kedondong market have an honest nature in trading. They price according to market prices because they don't want to cheat, lie and disappoint buyers.
4. Traders at the ijabah market and kedondong market contribute to each other out of a sense of humanity. They have empathy for other people so that the activities they carry out can lighten the burden on others.

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