



# International Journal Pedagogy of Social Studies



Journal homepage: <http://ejournal.upi.edu/index.php/pips/index>

## Patterns of Social Interaction an Buying And Selling Dairy Products

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### ABSTRACT

Social interaction is very important and needed in establishing a relationship between individuals, but social interaction often does not work well in a social process that occurs in the community, this can be caused by the individualism of an individual. In this case, researchers are interested in examining the social interactions that occur between Sellers of Dairy Products, where this thesis research focuses on social interactions that occur between dairy farmers and sellers of dairy products (Sarwa Mukti Village Unit Cooperative), Jambudipa Village, Cisarua District, West Bandung Regency. This study aims (1) to describe the social behavior of sellers of dairy products in Jambudipa Village, Cisarua District, West Bandung Regency, and (2) to find out how the process of social interaction of dairy cattle sellers in building the economy of the people of Jambudipa Village, Cisarua District, West Bandung Regency. While the data obtained were through documentation studies, observations and interviews conducted with the participants. With the conduct of research on social interaction, in everyday life should be able to apply a good relationship between people in every activity, because each individual will certainly always need other individuals.

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### ARTICLE INFO

#### Article History:

Submitted/Received xxxxx 2024

First Revised xxxxx 2024

Accepted xxxxx 2024

First Available online xxxxx 2024

Publication Date xxxxx 2024

#### Keyword:

Dairy Farmer;

Social Interaction;

Village Unit Cooperative.

## 1. INTRODUCTION

In meeting the needs of daily life, every human being needs income or income in its fulfillment, one way to meet the needs of life is by making buying and selling or trading transactions. Economic or trade transactions, of course, we carry out a social interaction with sellers or buyers.

In general, the pattern of interaction in transactions between sellers and buyers is carried out with transactions between money and goods or services. However, in some circumstances the pattern can be different. This can be seen from various traditional transactions carried out such as in one of the regions in Indonesia, namely marosok transactions in livestock buying and selling transactions in the city of Payakumbuh, West Sumatra. This transaction in buying and selling livestock uses the marosok tradition, which begins when a buyer has chosen the livestock he likes. Then he will bargain the price of the cow with the seller. This bargaining is done by shaking hands covered with a sarong cloth or hat and towel. During the bargaining, the seller and buyer clasp each other, hold fingers, shake their hands left and right until the agreed price is reached (Regina, 2017).

Social interaction is a social relationship carried out by individuals in a society, in establishing social relations in society, of course, social capital is needed. According to (Margi, S., Sapriya., & Cecep, D), explained that there are three components of social capital that develop in society, namely social networks, norms that exist in people's lives (norms), trust (trust), bonding capital and and bridging capital is an extension of social capital and describes the various types of social networks that people use to build social capital.

Social interaction in buying and selling transactions, for example, is a study from Regina (2017) entitled Marosok Tradition in Cattle Buying and Selling Transactions at the Payakumbuh City Livestock Market, West Sumatra, this study describes how interactions in buying and selling transactions between sellers and buyers. The result of this study is to find out that social interaction in buying and selling transactions is still carried out to maintain the existing culture and traditions that have been going on for a long time, and secondly with an interaction in the field of buying and selling it is very important to have good social interaction skills between individuals with one another.

One area in West Bandung Regency, namely in Jambudipa Village, Cisarua District, has a lot of potential for dairy cattle products, because in this area some of the people make a living as dairy farmers. Jambudipa Village, West Bandung Regency, most of the people are areas with a livelihood as a dairy farmer and this makes the KUD (Village Unit Cooperative) which accommodates the community's dairy products. in this transaction, the community will save the results of dairy cattle to the KUD. Economic organizations or institutions, namely Village Unit Cooperatives (KUD), in this KUD accommodate the community in development.

Based on the above, there is one previous study related to dairy farming business in the Sarwa Mukti KUD development area. However, in previous studies there was no specific study that examined the interaction patterns of dairy cattle sellers. Therefore, researchers will examine according to the description of previous research by examining the pattern of interaction between dairy sellers and cooperatives that accommodate

the dairy cattle. Therefore, researchers chose this research in Jambudipa Village regarding the interaction pattern of sellers of dairy cattle. This study wants to describe the pattern of interaction like what is done by sellers of dairy products regarding transactions between sellers and buyers of dairy products, which is to support the community's economy.

Research on the Interaction Pattern of Dairy Cattle Sellers has urgency in Social Sciences, namely a social interaction is something that is associated and exists in a learning in social studies education, especially in relation to economic learning and can be implemented or definitely carried out in community life. Social Sciences which includes social interaction or social relations are very important for social life to be able to establish a good relationship between individuals with one another. In this study, researchers examined how the pattern of interaction between Dairy Farmers and Sellers of Dairy Products (KUD) Sarwa Mukti, Jambudipa Village, Cisarua District, West Bandung Regency. Which is that social interaction in establishing social relations between communities is very necessary and needed in fulfilling the lives of every individual in society.

Based on the research background described above, the main formulation of the problem in this study is how to analyze the social interaction of dairy cattle sellers in improving the economy in the community. For this reason, researchers formulate several problem formulations. As for the points of problem formulation, as follows.

1. What is the social behavior of sellers of dairy products in Jambudipa Village, West Bandung Regency?
2. What is the interaction process of sellers of dairy cattle in building the economy of the people of Jambudipa Village, West Bandung Regency?

## 2. METHOD

In conducting this study, researchers used a qualitative approach. Qualitative approaches are methods for exploring and understanding meanings that some individuals or groups of people ascribe to social or humanitarian problems. This qualitative research process involves important efforts, such as asking questions and procedures, collecting specific data from participants, analyzing data inductively ranging from specific themes to general themes and interpreting the meaning of the data (Creswell, 2016).

The purpose of qualitative research includes information about the main phenomenon (central phenomenon) explored in research, research participants and research locations. The purpose of qualitative research can also state the chosen research design (Creswell, 2016). One of the characteristics of qualitative research includes: qualitative research appears in a natural setting where qualitative researchers tend to collect field data in locations where researchers experience issues or problems to be studied and qualitative researchers collect their own data through documentation, behavioral observation, or interviews with participants, qualitative researchers usually choose to collect data from various sources, such as interviews, observations, documentation and audiovisual information rather than relying on only one source (Creswell, 2016). Therefore, during this research process, researchers will communicate

more with the community in Jambudipa Village, Cisarua District, West Bandung Regency regarding social interaction in improving the economy in the village. Furthermore, in this study, researchers will more descriptively reveal the results of the findings in the field.

The focus of research here is as a guideline for research directions in an effort to find and collect information that will be used as a research guideline, as well as a research guideline in discussing and analyzing research results, so that this research gets the desired results. The focus of research in this study is to find out what kind of interaction patterns occur in sellers of dairy cattle products with dairy farmers, so that it can improve the economy between the two parties. The focus of this research is the interaction between the two parties, namely the interaction of dairy farmers with sellers of dairy products, which also focuses on Sarwa Mukti KUD which is an organization that manages dairy cattle products from dairy farmers, so that it can develop the economy of dairy farmers. The research method used in accordance with the problem studied about the pattern of social interaction of sellers of dairy cattle in Jambudipa Village is a descriptive method with a qualitative approach. Method is basically a way used to achieve something. According to Sugiyono, the descriptive method is a method used to describe or analyze a research result but is not used to make broader conclusions. In this study, researchers want to examine deeply the pattern of social interaction in improving the economy in the Jambudipa Village community.

### **3. RESULTS AND DISCUSSION**

This section will explain the findings of research that has been conducted by researchers regarding the pattern of social interaction of sellers of dairy cattle products which in this study describes the pattern of interaction between the dairy farmer community and the organization that accommodates dairy cattle products, namely the Sarwa Mukti Village Unit Cooperative (KUD). This research was conducted by looking for information about the interaction patterns carried out by dairy farmers which support the economy. The findings of this study will be described by researchers related to the level of knowledge, cooperation, interaction patterns of dairy farmers with cooperatives that accommodate the results of dairy cattle.

The focus of this research is the interaction between the two parties, namely the interaction of dairy farmers with sellers of dairy products, which also focuses on Sarwa Mukti KUD which is an organization that manages dairy products from dairy farmers, so that it can develop the economy of dairy farmers. In Jambudipa Village, the average livelihood is as a dairy farmer, and many farmers join Sarwa Mukti KUD. Therefore, researchers conducted research and interviews with 4 dairy farmers in Jambudipa Village. The economic level in Jambudipa Village, which is mostly dairy farmers, is at the middle to upper economic level, because the average dairy farmer has more than 2 dairy cows. In developing the results of dairy cattle, in an effort to improve the economy of the community, the dairy farmers in Jambudipa Village joined the Sarwa Mukti KUD for the management of their livestock, which in the Sarwa Mukti KUD is an organization that manages dairy cattle products from farmers.

By joining the Sarwa Mukti KUD, the dairy farmers have collaborated, it shows that social interaction is very important. The results of an interaction in the form of cooperation between dairy farmers and sellers of dairy products (KUD Sarwa Mukti)

showed good results from the cooperation. This is evidenced by the continued formation of good cooperation, the community of dairy farmers who still survive to cooperate and join the Sarwa Mukti KUD, and the results obtained from this cooperation are economic improvements for farmers in maintaining their daily economic needs.

In every effort, of course, it will not be separated from an obstacle. One of the obstacles is experienced by dairy farmers in developing their business in producing livestock products (dairy cow's milk). The obstacles experienced by dairy farmers in developing the economy are, in the yield of the cattle itself (cow's milk). Sometimes dairy farmers find it difficult to produce more and quality milk. Because, in an effort to produce a lot of cow's milk and quality depends on the food given to cows. Because in the dry season or summer, usually grass for cow feed is more difficult to obtain. Therefore, it will affect the milk produced by cows. Therefore, if the quality of cow's milk produced is not good, then the economic income obtained will be reduced.

However, of course, every time there is an obstacle, there will be a solution to prevent these obstacles from continuing to cause bad effects. From the obstacles felt by dairy farmers due to the difficulty of getting good grass during the dry season, which has an impact on the cow's milk produced, then usually dairy farmers will order good dairy feed from other parties who provide special cow feed. The cow feed provided is usually feed from dried rice straw. And feed from rice straw will usually help when cattle farmers have difficulty getting grass.

The implementation of this research was started by researchers by conducting a preliminary study on August 13, 2021. Preliminary studies are carried out by means of literature studies and observations. Where researchers conduct research to collect information about the location and participants of the study to be studied, whether according to what title has not. Apart from the observations where researchers saw firsthand the activities in Sarwa Mukti KUD, Jambudipa Village, Cisarua District, West Bandung Regency. Researchers also conducted a documentation study, where from the results of the documentation study researchers got information that the Sarwa Mukti KUD developed dairy cattle into several dairy products whose marketing was quite extensive. Based on these preliminary studies, the researcher decided that it was appropriate for the researcher to be examined.

Apart from the observations where researchers saw firsthand that the Sarwa Mukti Village Unit Cooperative (KUD) and dairy farmers in Jambudipa Village, Cisarua District, carried out an interaction in the form of cooperation. Researchers also conducted a documentation study where from the results of the documentation study researchers obtained information that the Sarwa Mukti Village Unit Cooperative (KUD) developed the results of cooperation with dairy farmers, namely the results of milk that was processed and developed to increase income and economic income for both parties. Based on the body of the predecessor study, the researcher decided that it was in accordance with what would be examined by the researcher.

Information or data that researchers get and become a research finding is data sourced from predetermined research participants. In this study, there were 4 participants, including 1 person from the chairman of the Sarwa Mukti Village Unit Cooperative (KUD), and 3 people from the dairy farming community in Jambudipa Village, Cisarua District, West Bandung Regency. As for the participatory information

discussed by this researcher, it aims to find out the existing sources or informants and the identity of the information, so as to illustrate the suitability of choosing the right informant in research. As for qualitative research, the conclusions in a research data obtained cannot be estimated, therefore it is very important to know about who was interviewed and when the interview was conducted. In addition, the conclusions obtained from participants were different even though the interviews were conducted at the same time.

Based on research on the Interaction Pattern of Dairy Cattle Sellers, it can be defined that social interaction is a relationship between two or more individuals, where the behavior of one individual influences, changes or improves the behavior of other individuals or vice versa. According to [Soekanto \(1999\)](#), social interaction is the key to all social life. With that, researchers can conclude that the interaction that occurs between dairy farmers and sellers of dairy cattle is very important in order to carry out the needs of daily life in the economic field.

The data collection carried out by the author in this study is an observation that is strengthened by the results of interviews, with the aim of obtaining data and information about the pattern of interaction between the dairy farmer community and the organization that accommodates dairy cattle products, namely the Sarwa Mukti Village Unit Cooperative (KUD), a case study in the community of Jambudipa Village, Cisarua District, West Bandung Regency. Apart from observations and interviews, researchers also document the process of conducting research in the field, both in observation and interviews.

Observation was carried out on the community of dairy farmers in Jambudipa Village, Cisarua District, West Bandung Regency, in this case researchers observed daily activities in raising dairy cattle, as well as observing social activities in the Sarwa Mukti KUD environment. The data processing technique used is to analyze the data obtained from the results of interviews that have been conducted and then reduced by the researcher, then after data reduction, the researcher will present the data or conclude the data.

The data presented is made in the form of bullet points based on interview questions. After that, the researcher describes the results of the data and concludes the data, so that it can be known whether the results of the data studied can answer a problem statement or not. According to the observation, there is a good social interaction process between the Sarwa Mukti dairy cattle seller (KUD) and the dairy farming community in Jambudipa Village, Cisarua District, West Bandung Regency. The following data obtained from the results of interviews are analyzed and interpreted in strengthening the results of observations as follows:

### **3.1 Social Behavior of Sarwa Mukti Dairy Cattle Sellers (KUD) with the Dairy Farmer Community**

Social behavior according to [Hurlock \(2003, p. 261\)](#) is the ability to be a social person. Social behavior is also a common behavior exhibited by individuals in the life of society, which is basically in response to what is considered acceptable or unacceptable by a group of people. Social interaction is the key to social life, therefore without social interaction there would be no life together and interconnected. Because social interaction is a social process that can form dynamic relationships. In an interaction that

occurs in the community, there is also a social behavior carried out by certain communities. The findings of the study showed that the Sarwa Mukti Village Unit Cooperative (KUD) and the dairy farming community had a good social behavior in adjusting to the conditions needed. The social interaction of Sarwa Mukti dairy cattle sellers (KUD) with the dairy farming community goes well with each other. In the social process that is carried out also runs well as it should. In everyday life, the interaction runs as usual, carrying out activities to deposit livestock products (milk) to sellers of livestock products. The pattern or process of interaction carried out by Sarwa Mukti KUD with the community of dairy farmers is to carry out associative interactions in the form of cooperation and openness.

### **3.2.1 The process and pattern of social interaction between KUD and dairy farmers are associative in nature that have a pattern of cooperation**

Associative interactions are social interactions that lead to unity and are important for the progress of society. In this process, community members are in a state that has the same work pattern. An example is the cooperation carried out by the Sarwa Mukti Village Unit Cooperative (KUD) with cattle farmers, where the cooperation is formed to achieve a common goal, namely in achieving mutual economic improvement. The process of social interaction occurs usually because of an interest – the interests of a person or group. One common interest is carried out jointly or in cooperation. Cooperation is a very basic form of social interaction and is the main process of interaction. This form of cooperation can be found in all human groups. The existence of social interaction between KUD and dairy farmers is a good cooperation in the social process. This form of cooperation develops when people can be mobilized to achieve common goals that have benefits for all parties involved in cooperation.

There is a process of social interaction that runs well from the common goals to be achieved between the two parties, both for Sarwa Mukti KUD and dairy farmers is a harmonious and well-running social relationship. In this case, an associative interaction process arises, in the form of cooperation and mutual help between others. Where there is a form of cooperation carried out between the two parties, as well as in social and economic activities of the community. It's like saving and borrowing, saving milk, and it has benefits for each other. In social life and social interaction, the conditions for occurrence are by making social contact and communication. Social contact is an attempt to contact other human beings. Of course, in interacting requires a social contact. Likewise, the interaction that occurs between the Sarwa Mukti Village Unit Cooperative (KUD) and also the dairy farming community in Jambudipa Village, Cisarua District, West Bandung Regency, interacts with good social contacts or has good relationships, and good cooperation with dairy farmers.

### **3.2.2 Social Interaction between KUD and Dairy Farmers is Open**

In the activity of interaction that occurs between KUD and dairy farmers runs well because of the good interaction process between the two parties. Based on the results of observations and interviews with administrators of the KUD with dairy farmers, it can be seen from the attitude of the KUD open to the dairy farming community. In this case, it can be seen from the results of an interview with one of the respondents from the

KUD management. In relation to the dairy farming community, it is very good, because KUD here is open to farmers, and helps farmers if there are obstacles in the milk produced. The KUD system in having a joint business, namely cooperation, farmers produce cow's milk, then deposit it to the KUD, and the system saves milk, where when it has accumulated a lot, the KUD will provide the results of money obtained from depositing milk from dairy farmers. With this openness, the cooperation carried out between the two parties can run well and but have a good relationship and interaction so that it can benefit each other between the two parties. Because a cooperation will arise when a certain person or group realizes that they have the same interests and at the same time has enough knowledge and self-control to fulfill those interests. Being aware of common interests is important in working together that is useful.

### **3.2 The importance of social interaction in improving the economy between Village Unit Cooperatives (KUD) and dairy farmers**

A social interaction or relationship between communities is very important, because in essence humans cannot live and run alone. In meeting daily needs, of course, we need income in fulfilling them. And as human beings we don't stand alone to do things and certainly we need others to complement each other. Therefore, a social interaction in the community is very important and certainly beneficial to each other. In everyday life, it cannot be separated from a social and economic interaction in fulfilling the needs of life. In everyday life, it is inseparable from the existence of a market or economy. Because in sales or to meet the needs of life, an interaction is needed because in the market it can be interpreted as a meeting place for sellers and buyers who have social interaction by making trade transactions for goods or services, the economic system emphasizes and maximizes one's wealth and can meet the satisfaction and meet the needs of life for individual interests (Waluyo, 2017).

Having a good social behavior in the community, it will create a good interaction or relationship as well. Based on the results of the researcher's interviews with participants, it is known that the two parties, namely the Sarwa Mukti Village Unit Cooperative (KUD) organization with dairy farmers in the Jambudipa Village community, Cisarua District, interact with each other and work well together as an interaction should run well in order to benefit each other and achieve common goals. Therefore, the interaction between Sarwa Mukti KUD and dairy farmers is very important, where Sarwa Mukti KUD which accommodates milk products from the community is very important and is needed to accommodate the work (milk products) of farmers. Likewise, KUD also requires milk obtained from farmers to be processed and sold back to PT. Ultra Jaya and also to other business partners or business partners. In this partnership, it has a great influence and results on the economy between sellers of dairy products and dairy farmers.

The relationship between the KUD organization and dairy farmers can function well in the community, because this KUD is a forum that has the authority and regulates dairy farmers so that they can establish relationships with existing regulations. Dairy farmers who interact or have relationships with KUD as sellers of dairy products become permanent members of Sarwa Mukti KUD and certainly carry out good cooperation for mutual interests in improving the economy between the two parties. According to the

participants who have been interviewed, namely participants from the management of the Sarwa Mukti Village Unit Cooperative (KUD), said that currently the members of breeders who are members of the Sarwa Mukti Village Unit Cooperative (KUD), Jambudipa Village, Cisarua District, West Bandung Regency, are members of 151 farmers. Where actually the more members of the farmers who join, the income and income managed by the Sarwa Mukti Village Unit Cooperative (KUD) will increase and increase.

The results of dairy milk from these farmers, accommodated by Sarwa Mukti KUD, some are processed into food and beverages by the KUD management itself, and some of the milk is also sent to PT. Ultra Jaya and KUD business partner Sarwa Mukti. It can be seen in this case, of course, in having a good relationship of cooperation and interaction and social processes, the opportunity to improve the economy is very large. Because more milk is obtained by farmers and then deposited to the manager of the Sarwa Mukti Village Unit Cooperative (KUD), and also the more members who join, the milk yield will be more and income increases, because for now the need and demand for milk is always increasing, therefore, the milk needed from farmers is also increasing.

Therefore, a collaboration carried out and implemented by the manager of the Sarwa Mukti Village Unit Cooperative (KUD), Jambudipa Village, Cisarua District, West Bandung Regency, which has a good relationship and cooperation with dairy farmers, Jambudipa Village, Cisarua District, West Bandung Regency runs well with interaction patterns in the form of associative social interactions, where associative social interactions are social relationships or processes social that goes well in society. The occurrence or establishment of associative interaction is a form of interaction, which is a collaboration carried out by the Sarwa Mukti Village Unit Cooperative (KUD), Jambudipa Village, Cisarua District, West Bandung Regency with the dairy farming community. This good cooperation is established for mutual interests and to achieve a common goal as well. With that, the interaction that occurs will benefit each other, especially in improving the economy of one another, namely benefiting the Sarwa Mukti Village Unit Cooperative (KUD), Jambudipa Village, Cisarua District, West Bandung Regency, and also the pera cattle farming community in Jambudipa Village, Cisarua District, West Bandung Regency.

#### **4. CONCLUSION**

Based on all the results of the research stages that have been studied previously, researchers can conclude, among others, as follows:

Interaction is a relationship or social process that occurs in every community environment. Because interaction is the basis of humans in dealing with each other. As a society, of course, you must know how important an interaction is that is established and the flow is well established. The social behavior of dairy farmers with sellers of dairy cattle in Jambudipa Village, has a well-established social behavior by carrying out a social interaction in an effort to increase common interests. Likewise with the Sarwa Mukti Village Unit Cooperative (KUD), Jambudipa Village, Cisarua District, West Bandung Regency, which knows the importance of interaction. With that, the party from the Sarwa Mukti Village Unit Cooperative (KUD), Jambudipa Village, Cisarua District, West Bandung Regency collaborated with cattle farmers in Jambudipa Village, Cisarua District, West Bandung Regency.

Social interaction between Sarwa Mukti dairy cattle sellers (KUD) and the dairy farming community which is associative social interaction. In this social interaction, there is a close relationship between the two parties. Especially in activities that support this economy. The two have a good relationship for the sake of mutual interest. In this good interaction and cooperation activity, both Sarwa Mukti KUD and dairy farmers are able to improve the economy well to support daily life. Where KUD benefits from good milk results from dairy farmers, where the results can be processed into dairy food / drinks and also partners with PT. Ultra Jaya, which will certainly increase income and improve the economy as well as dairy farmers who also benefit from the provision of quality dairy cow food that can also produce good milk at high prices.

The management of Sarwa Mukti KUD has knowledge about the importance of social interaction, which also supports the sustainability of the company and cooperation to be well established. And the interaction between the two sides is also very good and attaches importance to each other. Furthermore, KUD is also an organization that establishes relationships with dairy farmers who are able to provide the best to farmers in order to produce quality livestock products, which is to improve the common economy.

Social interaction activities with a pattern of cooperation between dairy farmers and the Sarwa Mukti Village Unit Cooperative (KUD), can be used as a source of learning given to students, by showing that not only the material presented, but the activities that occur between sellers of dairy cattle are examples in daily life of social interaction activities with cooperation that can also improve the economy of the community.

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