ABSTRAK

This study tried to explain about the culture of exchange within social networks which was created and developed by galangan traders, i.e Lamongan migrant in Sidoarjo. To be able to explain this problem, researcher asked a few questions, e.g firstly, how was the knowledge of galangan traders, Lamongan migrant on the world trade in Sidoarjo district. Secondly, how was the form and function of social networks created and developed by the galangan traders in order to obtain, use and maintain resources such as: goods, capital, information and partners to overcome the existing limitation when they opened this business on the first time or developed and expanded it. Thirdly, how was cultural exchange content in the social network created and developed by galangan traders of Lamongan migrant. Based on this problems, researcher used ethnographic method, the qualitative approach which was emphasized on observation and interview as data collection strategies. The purpose of this study was used the services of informants, some galangan traders who knew the world's knowledge of building materials trade. Result of this study explained that the knowledge was mastered by the merchants of galangan, Lamongan migrant in Sidoarjo on the in - out of the galangan business operation and the knowledge on problem of construction, management, and development of galangan business was faced. Formation of social network was created and developed by galangan traders, Lamongan migrant in Sidoarjo through : kinship-based social network which was developed in the context of galangan business ownership and management, and social networks based on kinship and friendship which was developed through gathering and study-group activity. The function of this social network was to meet the demanded need of more complex living in urban areas. The function of social networks included: Firstly, as a mean to maintain the existence of business and to facilitate their access to resources which was existed in-between them. Secondly, to overcome the existing limitation when they first time opened a galangan building business as well as trade developed and expanded. Thirdly, as a mean to improve the socioeconomic life of a fellow relatives of the same origin villagers. While this cultural exchange in social networks of galangan traders served as a glue of social networks have been established, maintained and developed. In the exchange of cultural exchanges, there are number of resources which was material and non-material. The exchange of resources involved the exchange of status and success guarantee. Behind of all of these exchanges, there involved exchange of beliefs and solidarity values. The value exchange of trust and solidarity were values which was underlied each of the exchange which occured in various types of social networks that developed by merchants of galangan, Lamongan migrant in Sidoarjo. Key word: culture of exchange, social network, galangan traders, Lamongan migrant, Sidoarjo.