

## Social Interaction In Culinary Business: A Case Study Of Food Vendors On Hercules Road, Ulin Cornerstone

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### ABSTRACT

*The social interaction in the food industry is the focus of this research, particularly at the food vendors on Hercules road in Ulin cornerstone. Observation is the study method employed, and a checklist is utilized to collect data. It is evident from observations that traders make eye contact, approach, smile, nod, and shake their heads, among other social interactions. In the culinary industry, ties between customers and suppliers are forged through social interaction. The observations reveal that trader 1, trader 2, and trader 3 have different social interaction tendencies. Traders 2 and 3 exhibit a wider variety of social interaction patterns compared to trader 1, who tends to be more optimistic and avoid confrontation. Additionally, there are distinctions between them in how they greet, enquire, converse, laugh, and negotiating with buyers.*

**Keywords:** Social interaction, culinary, social communication, social contact

### I. INTRODUCTION

Due to the provision of fundamental necessities like food and drink, the culinary industry is one of the most significant business sectors in society. In particular, for Small and Medium Enterprises (SMEs), culinary business players are crucial in supplying reasonably priced, high-quality food and beverages. Restaurants have the potential to be egalitarian public spaces where people of all income levels can freely mingle and enjoy reasonably priced food and beverages.

It caused of regardless from social class, can enjoy them since culinary companies typically offer reasonable prices. Additionally, as culinary establishments are often open for business during certain hours, patrons are free to mingle with both friends and strangers. Customer social connection is made possible by the existence of culinary companies. These social exchanges may be non-verbal or active (Dyah Kusumastuti & Surya Kusuma, 2022).

Passive social interaction is interaction that does not involve direct communication between two or more people. For example, Incremental customers who just sit on a bench while enjoying food and drinks. Active social interaction is interaction that involves direct communication between two or more people. For example, customers who talk to friends or stall owners. Culinary businesses can be an important public space, because they can be a place for people to interact (Adriana, 2019).

Social interaction is the most important thing for social activities in society. Social interaction is a relationship that affects each other between two or more people. This relationship involves the actions and reactions of each party involved. Social interaction can occur between individual to individual, individual to group, or group to group. The pattern of social interaction that occurs in the community will create communication that can make a relationship in the community (Adriansyah & Ananda, 2022).

Social interaction requires two conditions, namely social contact and social communication. Social contact is a physical or nonphysical encounter between two or more people. Social communication is the process of conveying messages from one party to another. Social

interaction is more than just a relationship between two parties involved. Social interaction also involves mutual influence between the parties involved (Sutarjo, 2014).

Social interaction is a relationship that occurs between two or more people, either directly or indirectly. However, under normal conditions it is usually done face to face. These relationships can take many forms, such as conversation, cooperation, competition, and conflict. Repeated social interactions will result in a fixed relationship.

This constant relationship ultimately allows the formation of social structures. Social structure is the order that governs social relations between individuals or groups in society. Social structures can be formed because social interactions produce social norms and values. Social norms and values are the rules that govern the behavior of individuals or groups in society (Ardiansyah et al., 2015).

Social interaction can be divided into two properties, namely associative and dissociative. Associative social interactions are those that lead to unity and cooperation, whereas dissociative social interactions are those that lead to division and conflict. Associative social interaction is one that leads to unity and cooperation. The interaction between sellers and buyers is classified as associative social interaction because it aims to achieve common goals and work together in completing trade transactions (Panggabean, 2017).

## II. RESEARCH METHODS

This research uses a qualitative approach. The data collection method was used through observation of 3 traders on Hercules street, Ulin Platform. The type of observation used is the recording of checklist observations. The method of recording observations using checklists is a form of systematic observation recording where observations are made by seeing and recording predetermined behavior of research subjects. The goal is to make certain decisions. In this method, the observed symptoms or behaviors will be marked with a checklist mark (✓) if the desired behavior appears. According to Anggito & Setiawan (2017), checklist recording is an efficient way to observe certain behaviors of research subjects (in Komalasari, 2022).

According to Tannady et al (2017), the checklist method is one of the data collection techniques in observation activities that already has a list of behavioral aspects to be observed and has been selected before. This makes it easier for observers to record observed behavior. In addition, according to Supratiknya (2012), a checklist is a list of specific traits or behaviors arranged in a logical order (Komalasari, 2022). The validity of the data can be tested through a process of examination and verification. The data analysis method used is quantitative descriptive, where the effort is to provide a picture or explanation of a phenomenon or event systematically in accordance with existing reality. Meanwhile, the indicators are divided into two, namely social contact and social communication. There are five indicators in social contact, including eye contact, approaching, smiling, nodding, and gnashing. On the other hand, there are six indicators in social communication, including greeting, asking, talking, laughing, negotiating, and transactions (Panggabean, 2017).

## III. RESULTS AND DISCUSSION

Based on data obtained through observation with 3 subjects, there are 11 indicators having The 11 indicators are divided based on 2 main conditions for social interaction according to Soekanto (2012), namely social contact and social communication. Social contact has 5 indicators, namely eye contact, approaching, smiling, nodding, and shaking his head, while social communication has 6 indicators, namely greeting, asking, talking, laughing, negotiating, and transactions (Panggabean, 2017).

### A. Social Contacts

Name	Day to -	Eye contact	Approaching	Smile	Nod	Shaking your head
Trader 1	1	✓	✓	✓	X	X
	2	✓	✓	✓	X	X
	3	✓	✓	✓	✓	X
	4	✓	✓	✓	✓	X
	5	✓	✓	✓	X	X
Trader 2	1	✓	✓	X	X	X
	2	✓	✓	✓	✓	✓
	3	✓	✓	✓	✓	X
	4	✓	✓	✓	✓	✓
	5	✓	✓	✓	✓	X
Trader 3	1	✓	✓	✓	✓	X
	2	✓	✓	X	✓	X
	3	✓	✓	X	✓	X
	4	✓	✓	✓	✓	✓
	5	✓	✓	✓	✓	X

Table 1. Aspects of Social Contact

#### 1. Eye Contact

Observational data shows that merchant 1, merchant 2, and merchant 3 have the same interaction with buyers, namely by always making eye contact with buyers. Eye contact is one of the most important forms of nonverbal communication. Eye contact can signal that someone is listening by paying attention to the other person (Maisarah, 2013). In the context of this study, merchants make eye contact by paying attention to the buyer who is talking in order to focus on the menu ordered by the buyer.

#### 2. Approaching

In the table data above it is shown that merchant 1, merchant 2, and merchant 3 always approach the buyer when serving the buyer. This shows that the interaction is good for the relationship between sellers and buyers. With the approaching behavior of the seller to the buyer, there will be social contact between the seller and the buyer

because social contact does not need touch (Soekanto, 2013). With the approaching behavior of the merchant, the buyer will know and deliver his order.

### 3. Smile

Another interaction is smiling done by trader 1 in 5 meetings, trader 2 doing it in 4 meetings, while trader 3 smiling in 3 meetings only. A smile is the most common form of nonverbal communication used to show friendliness, joy, or approval (Hasanat, 2023). In the context of buying and selling interactions, smiles can be used for various purposes such as greeting customers, showing hospitality to customers and building good relationships with customers so that customers feel comfortable to shop. All three customers observed showed friendliness to customers by smiling at customers, but merchant 3 still lacked in smiling interactions.

### 4. Nod

Traders show different ways of interacting when it comes to nodding. Trader 1 only nodded in 2 meetings, trader 2 nodded in 4 meetings, while trader 3 in 5 meetings always nodded in every meeting. Nodding interaction is a form of nonverbal communication used to convey a variety of messages, including approval, understanding, or concern. Nodding can be interpreted as agreement that replaces the word "yes". Nodding can also be used to show that the merchant understands the customer's statement (Kustiawan et al., 2022). The merchants in this study nodded because the merchants gave little response so that buyers felt cared for and could also be interpreted as a sign that the merchant already understood the buyer's demand. The trader who did not nod stated that he understood only by saying the word "yes" without any nodding.

### 5. Shaking your head

Shaking is a form of physical interaction that can be interpreted as a sign of rejection, disapproval, or disappointment. (Sciences, 2016) Physical interaction occurs when two or more people come into contact using body language. For example, facial expressions, body position, body movements, and eye contact. (Juniarti, 2014)

Based on these observations, it can be analyzed that there are differences in social interaction patterns between trader 1, trader 2, and trader 3. Trader 1 never shakes his head against his buyer, while trader 2 and trader 3 shake their heads 2 times and 1 time, respectively.

From the analysis it can be concluded that trader 1 has a pattern of social interaction that tends to be positive and avoids conflict. Trader 1 may strive to always be friendly and pleasant to its buyers, so as not to want to show rejection or disapproval openly. Meanwhile, trader 2 and trader 3 have more diverse social interaction patterns. Trader 2 shakes his head 2 times, which means that he refuses or disagrees with his buyer's request 2 times. Trader 3 shakes his head 1 time, which means that he refuses or disagrees with his buyer's request 1 time.

## **B. Social Communication**

Name	Day to -	Greet	Ask	Talk	Laugh	Negotiation	Transaction
Trader 1	1	✓	✓	✓	✓	✓	✓
	2	✓	✓	✓	X	X	✓
	3	✓	✓	✓	✓	X	✓
	4	✓	✓	✓	✓	X	✓
	5	X	✓	✓	X	X	✓
Trader 2	1	X	✓	✓	X	X	✓
	2	✓	✓	✓	✓	X	✓
	3	X	✓	X	X	X	✓
	4	✓	✓	✓	✓	X	✓
	5	X	✓	✓	X	X	✓
Trader 3	1	✓	✓	✓	✓	X	✓
	2	X	✓	X	X	X	✓
	3	X	✓	X	X	X	✓
	4	✓	✓	✓	✓	X	✓
	5	✓	✓	✓	✓	X	✓

Table 2. Aspects of Social Communication

### 1. Greet

A greeting system is the way people communicate to greet, call, or mention another person. A greeting system can be a word, phrase, or expression used to indicate the relationship between the speaker and the interlocutor. People greet each other because they have interests and dependence on each other. In buying and selling, buyers and sellers also greet each other. Buyers and sellers have dependence on each other to meet daily needs. Therefore, buyers and sellers will greet each other to transact and build a good relationship.

Buyers and sellers will respect and appreciate each other. The buyer will be polite to the seller, and the seller will be friendly to the buyer. This will make the interaction between buyers and sellers more pleasant and rewarding (Azis & Ernawati, 2012).

From the observations, it can be analyzed that there are differences in social interaction patterns between trader 1, trader 2, and trader 3. Trader 1 greets its buyers 4 times, merchant 2 2 times, and merchant 3 3 times. Based on this, it can be

concluded that trader 1 has a more positive and open social interaction pattern than trader 2 and trader 3.

The difference in social interaction patterns between trader 1, trader 2, and trader 3 from the shaking and greeting indicators can be caused by several factors, including:

- a. Different personalities and cultural backgrounds of traders can influence their patterns of social interaction. Traders who have a positive personality and avoid conflict, tend to have a more closed pattern of social interaction and avoid open rejection (Nugroho et al., 2020).
- b. Buyer attitudes can also affect patterns of social interaction between merchants and buyers. Buyers who are polite and friendly, tend to be greeted with a pattern of positive social interaction from merchants. Meanwhile, buyers who are rude or disrespectful, tend to be greeted with more negative patterns of social interaction from merchants.
- c. Social situations can also affect the pattern of social interaction between merchants and buyers. For example, if the market situation is crowded and buyers are many, traders tend to have a shorter and more direct pattern of social interaction. Meanwhile, if the market situation is quiet and buyers are few, traders tend to have a longer and friendlier pattern of social interaction. (Bloom & Reenen, 2013)

## 2. Ask

Asking is the process of asking questions to get answers from the person being asked. Asking plays an important role in buying and selling activities, the proposed *bertaya* process is the interaction of a trader with buyers. The question asked can be what the buyer wants in doing his needs.

From the observations, it can be analyzed that trader 1, trader 2, and trader 3 have the same pattern of social interaction, which is always asking their buyers. Questions asked by traders can be questions about buyer needs, prices of goods, or other matters related to buying and selling transactions.

The questions asked by traders have several functions, including:

- a. To find out the needs of buyers, by asking questions, merchants can find out the needs of buyers and adjust the goods they sell.
- b. To create a good relationship with the buyer, the merchant who asks the buyer can show that he cares about the buyer's needs and wants to provide the best service.
- c. To increase sales, by asking questions, merchants can encourage buyers to buy the goods it offers.

Based on these functions, it can be concluded that merchant 1, merchant 2, and merchant 3 have a positive social interaction pattern and aim to increase buyer satisfaction.

## 3. Talk

Based on observations, it can be analyzed that for 5 consecutive days traders 1, 2 and 3 always have social interaction in the form of chatting or talking with buyers and also their colleagues. Humans communicate not only by producing the sounds of language. The use of language as a means of communication shows that the ability to speak reflects a person's ability to communicate. The thinking style manifests through the fluency of speech sounds and responses to other people's speech.

In the context of communication theory, speaking is not just a response to a

received speech act, but has a broader communication purpose. Humans can achieve a variety of goals, including influencing, convincing, conveying information, expressing thoughts, and more, which is reflected through various communication events (Azeharie, 2015). Talking or talking is included in verbal communication. Humans involved in market activities, including sellers and buyers, use verbal communication to convey their messages, both through words and writing. Speaking and writing are common forms of verbal communication that are often used in activities such as buying and selling transactions. On the other hand, reading and listening are used to access information. Two-way communication helps them get information more comprehensively (Agus Setyonegoro, 2013).

#### 4. Laugh

Based on observations, it can be analyzed that for 5 consecutive days traders 1, 2 and 3 there are differences in social communication, namely laughter. In trader 1 counted 3 laughs, namely on the first, third and fourth days. In trader 2 counted 2 times laughing on the second and fourth day only., and for trader 3 counted 3 times laughing on the first, fourth and fifth days.

Recent research on laughter shows that laughing with others can trigger the release of endorphins in the brain, chemical compounds (hormones) that reduce the sensation of pain and increase the sense of pleasure. This process creates a feeling of well-being through opioid receptors. Endorphins, which have recently also been known to have an immune function. The expression of the human soul, laughter, expresses the emotional aspect through facial expressions and voice. In a physiological context, laughter can be divided into two components, namely movement and sound production. Laughter is considered a healthy act that provides additional oxygen to cells and tissues (Muhammad et al., 2022).

Research conducted by Lee Berk, an immunologist from Loma Linda University in California, United States, shows that laughter has the ability to reduce levels of two hormones in the body, namely epinephrine and cortisol. These two hormones can hinder the healing process both physically and mentally. The findings were published in the journal *Geriatrics and Gerontology International*. The results showed that laughter therapy can overcome various psychological disorders and improve health in individuals. Laughter is considered a wonderful remedy because it is able to reduce medical expenses by strengthening the immune system, which has a key role in preventing various types of diseases (Richard Oliver (in Zeithml. 2021).

#### 5. Negotiation

Based on the observations, it can be analyzed that for 5 consecutive days traders 2 and 3 did not negotiate with buyers, but in trader 1 there was one time negotiating on the first day and on the next day there were no negotiations again. Negotiation is a social process that occurs when a person or party cannot achieve its goals without cooperating with the other party (Krisdianto & Nikin, 2017). If in the world of trade negotiations are usually called bargaining, in this realm bargaining is under negotiation Bargaining is part of an economic action that cannot be separated from communication itself (Subhani et al., 2021).

At Merchant 1, there is a negotiation on the first day with customers in the form of payment processing. The buyer offers his desire to buy a portion of the food he sells but at half price and pay half the next price the next day, and the offer from the customer is approved by the merchant. Negotiations are very rare to find in food traders who have non-negotiable price provisions so that the 3 traders are rarely found.

#### 6. Transaction

Based on the results of observations, it can be analyzed that for 5 consecutive days 1,2 and 3 traders always make transactions with buyers. A transaction is an economic or financial event involving at least two parties (a person with someone or several other people) who exchange with each other, involve themselves in lending and borrowing business associations and others on a consensual basis or on the basis of a prevailing legal / sharia provision. The definition of a transaction according to the Big Indonesian Dictionary (KBBI) is a sale and purchase agreement in trade between buyers and sellers (Robinson, 2014).

A number of customers were seen making repeated purchases at the three merchants, indicating high customer loyalty. This can come from the high level of customer satisfaction with the taste of food that always prioritizes quality and friendly service or the success of merchants in establishing long-term relationships is the main factor in the many transactions that sellers make with buyers every day.

#### IV. CONCLUSION

Based on research conducted on social interaction in culinary business, especially in culinary merchants on Jalan Hercules, Landasan Ulin, it can be concluded that social interaction plays a very important role in building relationships between sellers and buyers. Through observation methods with checklists as a data collection tool, observations show that culinary traders use various forms of social interaction such as eye contact, approaching, smiling, nodding, and shaking their heads. This shows that social interaction is key in creating a good relationship between merchants and buyers in the culinary business. In addition, the observation results also show differences in social interaction patterns between trader one, trader two, and trader three. Trader one tends to have more positive patterns of social interaction and avoids conflict, while trader two and trader three show more diverse patterns of social interaction. These differences can be influenced by factors such as personality, cultural background, buyer attitudes, and social situations.

In addition, culinary merchants are also involved in negotiations with customers, such as offering payment at half price today and half price tomorrow. They also engage in transactions with customers for 5 consecutive days, which shows the high level of customer loyalty. This can be due to customer satisfaction with the quality of food and friendly service. Thus, this study provides a deeper understanding of the importance of social interaction in culinary ventures, as well as how factors such as non-verbal communication, negotiation, and customer satisfaction play an important role in building a good relationship between culinary merchants and buyers.

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