

Influence Of the Existence Of Natural Resources On Cultural Capital, Human Capital, Social Capital And The Impact On Economy Of The Toraja Tribe Family Of South Sulawesi

Amos Sangka¹, Ujianto², Sigit Sardjono²

¹(Doctoral Student in Economics Universitas 17 Agustus 1945 Surabaya, Indonesia)

²(Lecturer on the Doctoral Program Universitas 17 Agustus 1945 Surabaya, Indonesia)

Corresponding Author: Amos Sangka

ABSTRACT: This research tries to know and analyze more deeply about the influence of Natural Resources on Culture Capital, Human Capital, Social Capital and Its Impact on Family Economy of Toraja Tribe of South Sulawesi. The population in this study were people living in Tana Toraja and Toraja Utara districts. Tests on the model in this study, structural equation model analysis (SEM), software assistance Warp PLS, on 162 respondents. A total of 81 respondents came from Tana Toraja Regency and 81 respondents came from North Toraja. The test results show the model (fit) seen from the value of APC, ARS, AVIF, and GoF, each of 0.248, 0.243, 1.288 and 0.375 are all within the expected value range so that the model is acceptable. The results showed that: Natural resource capital influences human capital, social capital, cultural capital and family economy. Human capital influences cultural capital, and has no significant effect on the family's economy. Social capital influences cultural capital and family economy. Cultural capital affects the family economy of the Toraja Tribe of South Sulawesi.

KEYWORDS: Customer relationship marketing (CRM), market orientation, corporate image, competitive advantage, marketing performance.

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I. INTRODUCTION

South Sulawesi Province is one of the provinces that plays an important role as the gateway to Eastern Indonesia. The role of South Sulawesi Province is very strategic in supporting eastern Indonesia or Sulawesi Island as a center for the production and processing of agricultural, plantation, fishery and nickel mining products. In addition, the Province of South Sulawesi has an international port that further enhances its strategic position.

Table 1: GRDP Growth Rate

	Year						
	2011	2012	2013	2014	2015	2016	2017
South Sulawesi	8.13	8.87	7.62	7.54	7.17	7.41	7.23
National	6.44	6.19	5.56	5.02	4.79	5.02	5.07
Tana Toraja	7.78	8.58	7.19	6.80	6.84	7.42	7.50

GRDP: Gross Regional Domestic Product

The economic performance of South Sulawesi in 2011-2017 tended to fluctuate, but still remained above the national average (Table 1). During this period the average growth rate of South Sulawesi was 7.71 percent, above the national average of 5.44 percent. The high economic growth of South Sulawesi is supported by the abundant use of natural resources in the region.

During the period of 2011-2017 per capita income in South Sulawesi Province tended to increase, but was still below the national per capita income. This shows the level of welfare of the population of South Sulawesi is relatively lower nationally. If in 2011 the ratio of GRDP of South Sulawesi Province and National GDP was 24.311 percent, then in 2017 the ratio increased to 48.21 percent (Table 2). If population growth between provinces is not very different, the average performance of South Sulawesi Province is better than other provinces in Indonesia.

Table 2: GRDP at Constant Prices 2010-2017 (In Million Rupiah)

	Tahun						
	2011	2012	2013	2014	2015	2016	2017
South Sulawesi	24.311	27.67	31.01	35.59	39.94	44.06	48.21
National	32.336	35.33	38.63	42.43	44.56	47.21	51.89

Source: Central Bureau of Statistics, 2018

Van den Berg H., (2005) states that economic development is a transformation process which in the course of time is marked by structural changes, namely changes in the basis of economic activity and in the framework of the economic structure of the community concerned. development in addition to concerning quantitative changes in production and income, also includes qualitative changes in the overall structure of society. Economic change is one of the transformations in the sense of structural changes, namely changes in the economic structure of society which includes changes in the balance of circumstances inherent in the basis of activities and forms of economic structure in society.

The quality of economic growth then affects the welfare of society. Agditya (2009) proved that economic growth has an effect on improving the quality of life of the people measured through the Human Development Index (HDI). I Komang, and Sudarsana, (2015) show that economic growth has an indirect effect on people's welfare through income disparities between regions and economic growth has a negative effect on people's welfare. Nekky's research (2008); Ni Wayan, and I Nyoman Mahaendra Y. (2016) prove that economic growth has a positive effect on the welfare of society both directly and indirectly through regional inequality, and regional inequality has a positive effect on people's welfare. Several other research results show that the economic growth of an area influences the increase of community welfare in the area is evidenced by the research of Ermatry Harijan (2015); Ayu (2011). Economic growth is usually followed by poverty reduction, an increase in the Human Development Index (HDI), as well as the expansion of employment (Wemerflet and Thurik R., 2004; Van den Berg H., 2005; Solow R.M., 2007; Simionescu Mihaela, 2016; Rini, 2012). It is known that the Toraja people living in Tana Toraja and North Toraja regencies, economic growth is still below the average growth rate of South Sulawesi Province. Local governments in the district must work hard to spur the development of several sectors or economic activities that are able to absorb a larger workforce. Thus unemployment can be reduced which is also expected to reduce poverty. The existence of unfavorable economic growth in Tana Toraja and North Toraja regencies, has an impact on the family economy which is still low in the Toraja tribe. This is the topic and what I want to explore in this study.

Some things that want to be studied in connection with the influence on economic growth in the Toraja tribe include the potential of human resources, the potential of natural resources, the influence of cultural customs, the influence of social conditions. Natural resource capital in this area has not been maximally utilized in accordance with existing natural conditions, where on dry land for plantations and settlements and in wet areas are used for agriculture / rice fields. Many natural conditions of the river should be able to function optimally for irrigation so as to increase agricultural production.

The work that becomes the expertise and preference of the Toraja tribe is raising livestock. The type of livestock that most Toraja tribes do is maintain buffaloes, pigs, chickens, ducks that are kept by most families in the countryside. The Toraja people are very happy to raise livestock because the livestock needs in this area are very high especially for traditional events, but the fact that livestock production in this area is always insufficient, so that many livestock are supplied from other districts or from provinces outside South Sulawesi. Another potential natural capital is the tourism sector. Natural conditions that support such as cold weather, hilly and have a beautiful view into tourism capital, but many access roads are damaged so the trip to the location and not smooth. Social capital is one of the things that needs to be understood in the Toraja tribe whether it affects the family economy. According to Pasande (2018); Ariana and Setiawan (2006) that the level of the Toraja tribe is still classified into several castes. This difference in caste affects both the implementation of adat and in marriage. It is very important that marriage occurs especially between Tana 'Bulaan (golden castes) and Tana' kua-kua (ordinary wood castes). Another thing that is more important to study is its culture. Toraja cultural capital is very unique which affects economic behavior. The belief in everything was initially influenced by the original belief in this area, namely the local religion (aluk todolo), because other religions only entered Tana Toraja after 1900. The relics and beliefs of the customs and cultural systems adopted by the community today are still largely due to influence hereditary, even though currently most have embraced Christianity and Islam. The method of life still uses habits that are carried out from generation to generation by the community.

Many things that become questions in the culture of the Toraja community are still adhered to and believed, as if they were a primary need and their own satisfaction for the family that carried out. For families who are able to carry out the funeral, will provide a lot of livestock as a sacrifice for slaughter certainly not too much of a problem, but on the contrary for families who are less fortunate, but on the other hand the general public competing to develop a farm business to be traded to families in need. In connection with the

phenomenon of the Toraja Tribe, especially with its cultural capital, the question arises that whether the implementation of adat and culture will have a significant effect on the poverty of society as a whole or as triggers for the development of the community economy.

Based on the description above, some of the things that will be explored in the study include exploring the potential and influence. Some things are focused, among others, on the influence of natural resources on: local culture, human capital and social capital which ultimately have an accumulated effect on the Toraja tribe's family economy. This is as the results of previous studies that culture, human capital and social capital generally influence the economy of society (Adler and Kwon, 2000; Bates, 2010; Baron, and Markman, 2003; Bhagavaluta et al., 2010; Fukuyama 2005; Guiso et al, 2006). Through the implementation of this research, it is expected that it will be known how to empower natural resources, the influence of local culture, the potential of human capital, and social capital of the community, so that it can be an opportunity to improve the economy of the Toraja tribe in South Sulawesi.

II. LITERATURE REVIEW

2.1 Natural Resource Capital

Natural resource capital is an asset in the form of a physical environment that provides resources for humans (Irawati, 2012). In the form of: water, solar energy, soil and flora and fauna both living above and below sea level (Yakin, 2004), SDA that cannot be exhausted, which can be replaced or renewed, and which cannot be replaced).

2.2 Human capital

Human capital is the existence of human resources owned by the region in the form of educational facilities, the number of workforce, and health facilities, which make humans as valuable capital or assets (Youndt MA and Snell SA, 2004; Unger et al., 2011; Nahapiet and Ghoshal, 2008; Moon, and Kym, 2006).

2.3 Social capital

Social capital is social capital is a series of processes of relations between people, parents, family or friends, supported by a network of norms and social beliefs that enable efficiency and effectiveness of coordination and cooperation (Cox, 2006; Sulastri, 2005; Mickey, and Goo, 2005; Miller and Alistair, 2011).

2.4 Cultural capital

Cultural capital is a person's social assets, be it education, lifestyle, knowledge that has social mobility in the stratification of society. Bourdieu (1973).

2.5 Family economy

The family economy is the condition of the family's economy, which is explained through the activities of meeting family needs (saving / storing some of the harvest and investment / buying livestock, land etc.). Economic growth is influenced by an increase in investment derived from the increasing amount of savings saved. (Schultz, 1961; Dwi and Yuni, 2014).

2.6 Theoretical Framework

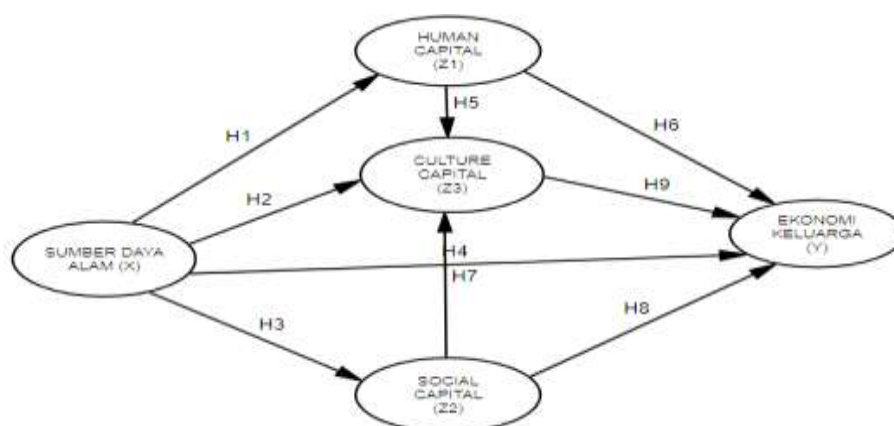


Figure 1. Conceptual Framework

The variables used were explained as Fig. 1 and each relationship of an independent variable with dependent variable represent hypothesis.

2.7 Research Hypotheses

The research hypothesis is as follows:

1. The natural resource capital has a significant effect on the human capital of the Toraja Tribe of South Sulawesi.
2. The natural resource capital has a significant effect on the cultural capital of the Toraja people of South Sulawesi.
3. The natural resource capital has a significant effect on the social capital of the Toraja Tribe of South Sulawesi.
4. The natural resource capital has a significant effect on the family economy of the Toraja Tribe of South Sulawesi.
5. Human capital has a significant influence on the family economy of the Toraja Tribe of South Sulawesi.
6. Human capital has a significant effect on the cultural capital of the Toraja people of South Sulawesi.
7. Social capital has a significant effect on the family economy of the Toraja Tribe of South Sulawesi.
8. Social capital has a significant effect on the cultural capital of the Toraja people of South Sulawesi.
9. Cultural capital has a significant effect on the family economy of the Toraja Tribe of South Sulawesi.

III. RESEARCH METHODE

3.1 Research Subjects

The study population was the Toraja tribe who lived in Tana Toraja and North Toraja Regencies. Testing of the model in this study, analysis of structural equation model (SEM), help of Warp PLS software, at 162 respondents. A total of 81 respondents came from Tana Toraja Regency and 81 respondents came from North Toraja. The sampling technique in this study is nonprobability sampling, with judgment sampling method.

3.2 Research Measurement

This study uses a questionnaire instrument with a Likert scale of 1 to 5. 1 means that it is very dissatisfied, and 5 means very satisfied. Natural resource variables are measured by 3 indicators, namely: Cannot be depleted, can be replaced / updated, and cannot be replaced. The human capital variable is measured by 3 indicators, namely: Education, Labor Force, and Health Facilities (Margaretha, dan Arief, 2006; Mincer, 1974). Social capital variables are measured by 4 indicators, namely: Social Group / Institutional, Trust / Trust and Solidarity, Collective action, and Information and communication (Burt, 2007). Cultural capital variables are measured by 3 indicators, namely: family education, social background, and character / personal behavior (Bourdieu, 1973). The family economy variable is measured by 2 indicators (Budhi, 2013) namely: Savings / Savings (saving part of harvest), and Investment / Ownership (buying livestock, land, etc.).

IV. RESULT AND DISCUSSIONS

4.1 Characteristics of Respondents

Respondents were male sex 59.9% as many as 97 people while women consisted of 40.1% as many as 65 respondents. The number of respondents included in the age group of 20-35 years was 20.4% (33 respondents) of the total respondents, the age group of 35-50 years was 49.4% (80 respondents), and the age group > 50 years was 30.2% (49 respondents). Broadly speaking, it can be seen that the majority of respondents are groups of farmer workers, namely 62 respondents (38.3%). The second largest group of respondents was private employees, as many as 46 respondents (28.4%). The third largest group is the merchant group, which is 21 respondents (13.0%) of the total respondents. Most of the respondents were those who were married as many as 142 respondents (87.7%). This shows that the respondents taken as samples are groups of respondents who have a family, so the respondent has been very understanding of the questions contained in the questionnaire, and can answer them according to his perception of the question.

4.2 Results Testing Instrument

The results of testing the validity showed significant for all indicators or the item in question, which means that the indicators or items of questions for each of the variables included in the questionnaire have been eligible validity. From the results of Pearson product moment correlation, it is known that all of the question items on the questionnaire correlated significantly to the error rate of 5% (** <0.05), so we can say all of the item in question is valid and can be processed further.

Reliability test results with test Cronbach alpha (α) in this study indicate that all variables of the study are reliable, since the entire value of the alpha coefficient of each variable larger study of standardized (0.6), so that each item question on measurement instruments can be used. The value of the corrected item total correlation of the entire item in question is greater than 0.3.

4.3 Evaluation of Measure of Fit Measurement Model (Outer model)

On the outer model measurement, according to the description on the analysis technique, the following will be presented a discussion about Measure of Fit in the research variable measurement model. Measure of Fit on variables with a reflective indicator model based on the estimated loading and its significance. Table 3., the following presents the output data from Warp PLS to do measurement of fit from the measurement model.

Table 3: Measurement of Fit Measurement Model (Summary)

Variable	Loding		
	Estimate	SE	Sign.
SD_Alam (X)	AVE =0,850, AVE,s = 0,850, Alpha = 0.807		
Cannot run out (X.1)	0.876	0.066	<0.001
Cannot be replaced (X.2)	0.876	0.065	<0.001
Cannot be replaced (X.3)	0.757	0.065	<0.001
Average Estimate	0.836		
H_Capit (Z1)	AVE =0,731, AVE,s = 0,731, Alpha = 0.633		
Education (Z1.1)	0,841	0,066	<0.001
Work Force (Z1.2)	0,792	0,065	<0.001
Health Facilities (Z1.3)	0,716	0,072	<0.001
Average Estimate	0.783		
S_Capit (Z2)	AVE =0,705, AVE,s = 0,705, Alpha = 0.645		
Social / Institutional Group (Z2.1)	0.629	0,072	<0.001
Trust and Solidarity (Z2.2)	0.697	0,067	<0.001
Colective action (Z2.3)	0.761	0,066	<0.001
Information and communication (Z3.4)	0.749	0,067	<0.001
Average Estimate	0.709		
C_Capit (Z3)	AVE =0,744, AVE,s = 0,744, Alpha = 0.617		
Family education (Z3.1)	0.710	0,067	<0.001
Social background(Z3.2)	0.895	0,066	<0.001
Character/Self-interest (Z3.3)	0.873	0,069	<0.001
Average Estimate	0.826		
Savings / Savings (Y1)			
Investment / Ownership (Y2)			
Ek_Kel (Y)	AVE =0,769, AVE,s = 0,769, Alpha = 0.609		
Savings (Y1)	0.955	0,067	<0.001
Investment / Ownership (Y2)	0.760	0,067	<0.001
Average Estimate	0.857.5		

4.4 Evaluation of Measure of Fit Structural Model (Inner Model)

The examination of the goodness of fit model in the SEM WarpPLS analysis was measured by looking at the value of average path coefficients (APC), average R-squared (ARS) and average adjusted R-squared (AARS). Where the significance coefficient is less than or equal to 0.05. APC, ARS, and AARS measure the average path coefficient values, R-square and Adjust R-square are generated in the model (Ghozali, 2006). From Table 4. It can be seen that the APC value is 0.284, the ARS value is 0.243, the AARS value is 0.232 with a significance 0.000 which means the model is fit. From the values obtained, then the model can be interpreted as good enough to explain the phenomenon studied. For average block variance inflation factor (AVIF) and Average full collinearity VIF (AFVIF) is a model fit measure used to test the collinearity problem in the WarpPLS model. Ideally the recommended value for both sizes must be ≤ 3.3 . It also shows that the AVIF value on the 1,288 model and the AFVIF value is 1,583, and this value is smaller than 3,3, which means there is no problem of collinierity in the research model.

Table 4: Fit Structural Model

Model Fit	Index	Information
Average path coefficient (APC)	0.284	p-value = 0,001
Average R-squared (ARS)	0.243	p-value < 0,001
Average adjusted R-squared (AARS)	0.232	p-value < 0,001
Average block VIF (AVIF)	1.288	ideally $\leq 3,3$
Average full collinearity VIF (AFVIF)	1.583	ideally $\leq 3,3$
Tenenhaus GoF (GoF)=0.355	0.375	large $\geq 0,36$
Sympson's paradox ratio (SPR)	1.000	acceptable if ≥ 0.7
R-squared contribution ratio (RSCR)	1.000	acceptable if ≥ 0.9
Statistical suppression ratio (SSR)	0.778	acceptable if ≥ 0.7
Nonlinear bivariate causality direction ratio (NLBCDR)	0.778	acceptable if ≥ 0.7

4.5 Hypothesis Testing

Hypothesis testing is based on the measures of fit in the structural model, which is based on the significance value of the parameter estimation. The value of this path coefficient if it is returned to the empirical model of the research that will appear to be like Figure 2.

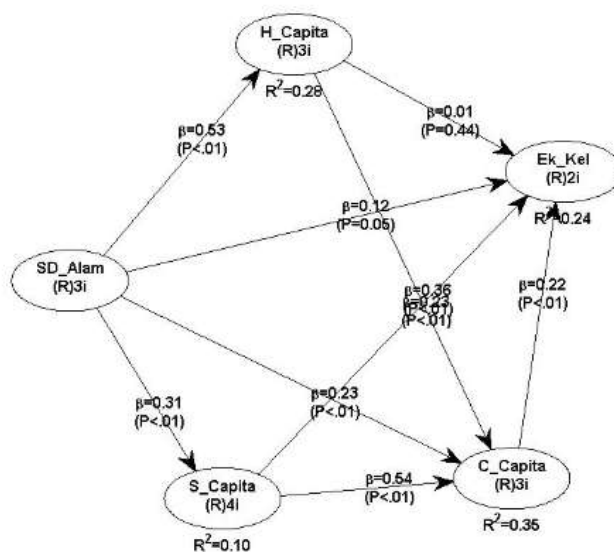


Figure 2: Pathway Coefficient of Structural Model Research

Based on the regression results in Table 5, it is known that out of the 9 proposed hypotheses, there is one rejected hypothesis, H6 while the other hypothesis is accepted.

Table 5: Path Coefficients Structural Model

No	Path	Estimate	P-Value	Information	Decision
1.	SD_Alam → H_Capita	0.528	0.000	Signifikan	accepted
2.	SD_Alam (X) → S_Capita	0.315	0.000	Signifikan	accepted
3.	SD_Alam (X) → C_Capita	0.323	0.000	Signifikan	accepted
4.	SD_Alam (X) → Ek_Kel	0.125	0.046	Signifikan	accepted
5.	H_Capita → C_Capita	0.225	0.002	Signifikan	accepted
6.	H_Capita → Ek_Kel	0.013	0.436	notsig.	rejected
7.	S_Capita → C_Capita	0.536	0.000	Signifikan	accepted
8.	S_Capita → Ek_Kel	0.364	0.000	Signifikan	accepted
9.	C_Capita → Ek_Kel	0.215	0.002	Signifikan	accepted

V. CONCLUSION

The results of this study can be an alternative model or method of managing natural resources, cultural capital, human capital, social capital and family economy of the Toraja Tribe in South Sulawesi. Based on the results of the analysis and testing of research hypotheses that have been done previously, the conclusions of this study can be drawn as follows:

1. Capital Natural resources affect human capital in the Toraja tribe of South Sulawesi. This shows that the existence of management and utilization of existing natural resources such as agriculture and mining, will absorb a lot of labor so that it can increase human capital in the Toraja Tribe of South Sulawesi.
2. Natural resource capital influences the social capital of the Toraja Tribe of South Sulawesi. This shows that in the utilization of natural resources and agricultural management, it can be done together and work together alternately by the community so as to increase the sense of solidarity into social capital for the families of the Toraja Tribe of South Sulawesi.
3. Natural resource capital influences the cultural capital of the Toraja people of South Sulawesi. This shows that with natural resources whose nature consists of stretches of agricultural land and rock mountains become cultural capital that is utilized by the Toraja tribe, especially the mountains of rocks and large stones used by the community as a place for making stone caves that are used for family tombs for generations. Results from nature such as agricultural products and bamboo toraja are used for various events, especially the fulfillment of material for traditional and cultural needs, thus affecting cultural capital in the Toraja tribe of South Sulawesi.
4. Natural resource capital affects the family economy of the Toraja Tribe of South Sulawesi. This shows that with the management of natural resources that can increase labor, it will increase the family economy of the Toraja Tribe of South Sulawesi.
5. Human capital affects the cultural capital of the Toraja people of South Sulawesi. This shows that with rising human capital through

improving education and health services, cultural management can be managed professionally so that the positive side is more developed. 6. Human capital has no significant effect on the family economy of the Toraja Tribe of South Sulawesi. This shows that the current level of education is still low in the Toraja Tribe, so the work that is mostly done is farming and cattle breeding which are carried out conventionally. Trade and business work is carried out by many migrant communities. It is a challenge for the Government to raise public education so that it can raise the family economy of the Toraja Tribe of South Sulawesi. 7. Social capital influences the cultural capital of the Toraja tribe of South Sulawesi. This shows that many social activities are carried out jointly and mutual cooperation so that the implementation of customs and culture is much easier and cheaper. 8. Social capital affects the family economy of the Toraja Tribe of South Sulawesi. This shows that with the nature of solidarity and mutual cooperation in carrying out family events so that the production costs are reduced but the results are fixed so that it is expected, it can increase the economic family of the Toraja tribe of South Sulawesi. 9. Cultural capital affects the family economy of the Toraja Tribe of South Sulawesi. This shows that with the implementation of custom and culture where in its implementation requires a lot of building materials, livestock, clothing, art and other equipment, it will open new jobs which have an impact on increasing the number of activities in the community such as raising livestock, opening salons, tailors, carpenters, etc., thus affecting the family's economic growth in society in general.

VI. FURTHER RESEARCH DIRECTIONS

The findings obtained in this study can be input and consideration for developing the following research so that the development of science, especially economics in terms of the problems of family economic growth, and community welfare will develop in accordance with the times.

Other researchers are advised to examine further the factors that influence natural resources, human capital, social capital, cultural capital, and family economy in Tana Toraja and North Toraja Regencies of South Sulawesi Province. Given the many factors that affect the family's economy, which are not only related to the variables discussed in this study.

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