

**ANALYSIS OF SOCIAL CHANGE IN RURAL COMMUNITIES DUE TO
THE INFLUENCE OF URBANIZATION AND GLOBALIZATION IN
INDONESIA**

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ABSTRACT

Urbanization and globalization have had a major influence in accelerating social change in society, including rural communities. These changes can have an impact on the values, culture, and social structure of rural communities. Therefore, this study aims to analyze social changes in rural communities due to the influence of urbanization and globalization in Indonesia. This study aims to analyze social changes in rural communities due to the influence of urbanization and globalization in Indonesia. This study uses a qualitative approach with data collection techniques through in-depth interviews, participatory observation, and documentation studies. Respondents taken in this study are from rural communities who have experienced the effects of urbanization and globalization in rural areas in Indonesia. The results of the study show that the influence of urbanization and globalization has accelerated social change in rural communities in Indonesia. Some of the social changes that have occurred include changes in values, culture, and patterns of behavior in rural communities. This can be seen from changes in lifestyle, consumption patterns, mindsets, and patterns of social interaction. This social change had an impact on a shift in the social structure of rural communities, where there was a shift from an agrarian society to an increasingly urbanized society.

Keywords: Social Transformation; Rural Communities; Urbanization; Globalization.



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INTRODUCTION

Indonesia as a developing country with the fourth largest population in the world is experiencing higher urbanization in Southeast Asia. Urbanization occurs when people from rural areas migrate to big cities to find work and economic progress (Hidayati, 2021). This led to significant social changes, especially in the rural communities that were left behind. (Hidayati, 2021)

Urbanization and globalization have a great influence on accelerating social change in society. Urbanization brings changes to the lifestyle and social habits of rural people who migrate to big cities (Taufik et al., 2019). They are exposed to the influence of urban lifestyles that are different from those in rural areas. In addition, globalization also affects social change in rural communities. The development of technology and social media facilitates access to information and culture from all over the world, thus influencing the views and values held by rural communities. (Taufik et al., 2019)

Social changes that occur in rural communities can have an impact on values, culture, and social structure. The values held by rural communities, such as solidarity, kinship, and mutual assistance, can be eroded due to urban influences and globalization. This can have an impact on patterns of social relations between individuals and between groups in rural communities. Local cultures and traditions held by rural communities can also be threatened with extinction due to such social changes. In addition, the social structure of rural communities has also changed due to urbanization and globalization (Widaty, 2020). The social structure in rural communities is usually based on a hierarchy of kinship and kinship. However, with urbanization and globalization, social structures can change to become more individualistic and more open to outside influences. (Widaty, 2020)

In the context of social changes in rural communities due to urbanization and globalization in Indonesia, an in-depth research is needed to understand more comprehensively the impact of these changes on rural communities. The aim is to identify problems that arise and provide policy recommendations that can be done to maintain and maintain the identity and local wisdom of rural communities amid ongoing urbanization and globalization. Therefore, this study aims to analyze social changes in rural communities due to the influence of urbanization and globalization in Indonesia. This research is expected to provide useful information to maintain and maintain the identity and local wisdom of rural communities in Indonesia.

Although there have been many studies discussing urbanization and globalization in Indonesia, there are still few studies that specifically discuss social changes in rural communities due to the influence of urbanization and globalization. This social change can have an impact on the identity and local wisdom of rural communities which are part of the cultural heritage of the Indonesian nation (Widianto & Lutfiana, 2021). Therefore, this study is expected to provide a clearer picture of social changes in rural communities due to the influence of urbanization and globalization in Indonesia. (Widianto & Lutfiana, 2021)

Urbanization and globalization have a major influence on accelerating social change in society in Indonesia (Budiarta, 2019). However, the study has not specifically addressed the social change in rural communities. Several previous studies have also discussed social changes in rural communities due to urbanization

and globalization in Indonesia. Similarly, research conducted by Setiawan, (2020) shows that urbanization and globalization have affected the lifestyle and values of rural communities in Sleman Regency, Yogyakarta. This can be seen from the decreasing participation of the community in mutual aid activities and the increasing individualism in daily life. (Budiarta, 2019)(Setiawan, 2020)

In addition, research conducted by Toiba, (2019) shows that urbanization and globalization also have an impact on the consumption patterns of rural communities. Rural communities tend to adopt urban consumption patterns that are more inclined to modern products and no longer consume traditional foods. (Toiba, 2019)

According to research conducted by Saputro, (2020), urbanization and globalization also have an impact on the social relations of rural communities in Gunungkencana District, Bogor. They found that urbanization and globalization have changed patterns of social relations between individuals and between groups in rural communities. This can be seen from the diminishing sense of solidarity and kinship in rural communities. (Saputro, 2020)

However, there are still shortcomings in these studies, namely that they have not focused specifically on social change in rural communities. Therefore, this research needs to be conducted to complement previous research and provide a clearer picture of social changes in rural communities due to the influence of urbanization and globalization in Indonesia. The novelty of this study is that it has a research focus that specifically discusses social changes in rural communities due to the influence of urbanization and globalization in Indonesia. This research is expected to contribute to efforts to maintain and maintain the identity and local wisdom of rural communities in Indonesia.

RESEARCH METHOD

The research method used in this study is a qualitative method with a case study approach (Yusanto, 2020). The qualitative method was chosen because this research requires in-depth and detailed data on social changes in rural communities due to the influence of urbanization and globalization. Meanwhile, the case study approach was chosen because this research will explore cases that occur in rural communities in Indonesia in more depth. (Yusanto, 2020)

Qualitative research methods are suitable for use in research Analysis of Social Change in Rural Communities Due to the Influence of Urbanization and Globalization in Indonesia because this study aims to understand in depth and detail the social changes that occur in rural communities due to the influence of urbanization and globalization.

Qualitative methods allow researchers to obtain more in-depth and detailed data on the views, perceptions, and experiences of rural communities regarding social changes occurring in their environment. This method also allows researchers to obtain richer and more comprehensive data on the social interaction patterns, values, and culture of rural communities.

In addition, qualitative methods are also more flexible and can adapt to existing situations and conditions in the field. In this study, qualitative methods

allow researchers to explore cases that occur in rural communities in more depth and detail.

By using qualitative methods, researchers can also provide a more complete and comprehensive picture of social changes in rural communities due to the influence of urbanization and globalization in Indonesia. This method allows researchers to collect in-depth data so that the results of the research can make a significant contribution to the development of science and can provide more appropriate recommendations for handling the problem of social change in rural communities.

Data in this study were collected through interview and observation techniques. Interview techniques are used to obtain data on the views, perceptions, and experiences of rural communities about social changes that occur in their environment. While observation techniques are used to observe the behavior, patterns of social interaction, and habits of rural people in the surrounding environment.

The sample in this study is rural communities exposed to the influence of urbanization and globalization. Samples are selected using purposive sampling techniques, namely sample selection based on certain criteria that are by the research objectives.

The collected data is then analyzed using qualitative descriptive analysis methods. This method is used to interpret data obtained from interviews and observations. The data is then presented in the form of narrative descriptions and accompanied by quotes from research participants to provide a more complete picture of social changes in rural communities due to the influence of urbanization and globalization in Indonesia.

RESULT AND DISCUSSION

The Influence of Urbanization and Globalization on Social Change in Rural Communities in Indonesia

The results show that urbanization and globalization have a major influence on social change in rural communities in Indonesia. These two factors influence the values, culture, and social structure of rural communities in Indonesia. This is in line with research conducted by (Mari, 2022) shows that urbanization in Indonesia affects social changes in rural communities, including changes in values, culture, and lifestyles. In addition, research conducted by (Ohy et al., 2020) shows that globalization also has an impact on social changes in rural communities in Indonesia, including changes in consumption patterns, technology use patterns, and work patterns.

Value change is one of the important aspects of social change in rural communities in Indonesia. According to research conducted (by Faslih & Umar, 2019), urbanization has an impact on changing the values of rural communities from traditional values to modern values. This can be seen from changes in lifestyles that are increasingly materialistic, such as the increasing desire to own consumer goods and join more modern social groups. Research conducted by (Saleh, 2020) also shows that urbanization affects value changes in rural communities in Indonesia, especially in terms of family and religious values.

In addition to value change, cultural change is also an important aspect of social change in rural communities in Indonesia. Research conducted by (Yanti, 2019) shows that urbanization has an impact on changing the culture of rural communities, including in terms of communication patterns, social interaction patterns, and thought patterns. In addition, research conducted by (Kurniawatik et al., 2021) shows that globalization affects cultural changes in rural communities, such as the adoption of western culture in terms of fashion and food consumption patterns.

Changes in social structure are also the impact of urbanization and globalization on rural communities in Indonesia. According to research conducted (Asniar, 2019), urbanization affects changing the social structure of rural communities in Indonesia, especially in terms of social interaction patterns and relationships between individuals. In this case, urbanization affects changes in social structure in rural communities in Indonesia, including in terms of patterns of relationships between families and work patterns. Another study conducted by (Mutia & Ginanjar, 2022) also found social changes in rural communities due to urbanization and globalization in Indonesia. They found that urbanization and globalization affect the lifestyles and values of rural communities. The easier access to information and technology from urban areas also makes rural communities more open to new cultures and values.

Thus, urbanization and globalization significantly impact social change in rural communities in Indonesia. These impacts include changes in the values, culture, and social structure of rural communities in Indonesia. Therefore, efforts are needed to overcome the negative impacts of social change resulting from urbanization and globalization.

However, research conducted by (Hidayat, 2020) found that urbanization and globalization do not always hurt rural communities in Indonesia. They found that there are rural communities that can adapt to the social changes taking place and can benefit from urbanization and globalization, such as increasing incomes through newly available job opportunities.

Shifting Values and Culture of Rural Communities Due to Urbanization and Globalization

The results show that urbanization and globalization introduce new values and cultures to rural communities. Old values and cultures that are passed down from generation to generation began to shift and were followed by other social changes such as the use of modern technology and consumptive lifestyles. This is in line with research conducted by (Nabal & Djaja, 2022) that urbanization and globalization have an impact on changing people's values and culture, where traditional values and cultures are slowly eroded by the adoption of modern values and culture. This happens because of the interaction and cultural exchange between rural communities with urban and foreign communities.

In addition, the use of modern technology is also one of the factors that influence social change in rural communities in Indonesia. According to research conducted by (Juditha, 2020) modern technology such as mobile phones and the internet has changed the way of life of rural communities in Indonesia. Rural communities are beginning to adopt more modern and consumptive lifestyles, such

as shopping online and accessing social media.

However, changes in values and culture are not always negative. According to research conducted by (Widianti, 2022) urbanization and globalization also bring positive values and culture to rural communities in Indonesia. New values and cultures such as gender equality and the environment began to be noticed and adopted by rural communities.

Overall, urbanization and globalization have a major impact on changing the values and culture of rural communities in Indonesia. These changes are not always negative, but they can also have a positive impact on rural communities. Therefore, efforts need to be made to optimize the positive impact and reduce the negative impact of urbanization and globalization on rural communities in Indonesia.

The Effect of Urbanization and Globalization on Changes in the Social Structure of Rural Communities in Social Interaction Patterns and Urban Economic Dependence

The results showed that urbanization and globalization also affect the social structure of rural communities, such as changes in social interaction patterns and economic dependence on cities. Rural communities began to depend on cities to meet their daily needs and social interaction patterns that were originally local became increasingly affected by global interaction patterns. This is supported by previous research which states that "the urbanization process results in changes in social interaction patterns, social structures, and community value systems (Angraini, 2022). In addition, the development of globalization also brings changes in the social structure of an increasingly open and global society.

This change is seen in the pattern of social interaction in rural communities, which was originally local in nature becoming increasingly influenced by global interaction patterns. This is by the results of (Manuputty & Sihasale, 2021) states that urbanization brings changes in the pattern of social interaction in rural communities which were originally based on local social groups, becoming more open and expanding outside the region.

In addition, urbanization and globalization also bring economic impacts to rural communities. Rural communities began to depend on the city to meet their daily needs, such as food, clothing, and shelter. This is in line with research conducted by (Anisyaturrobiah, 2021) which shows that urbanization has an impact on the economic dependence of rural communities on cities.

Overall, social changes in rural communities due to urbanization and globalization have brought changes in society's values, culture, and social structure. This shows how important it is to maintain local values and culture and develop economic capabilities in rural communities to be able to face social changes that occur.

Differences in Social Change in Rural Communities Living Near Cities and Far from Cities

The results showed that there were differences in social change between rural people living near cities and those living far from cities. Rural communities living near cities experience social changes faster due to the influence of urbanization and

globalization.

In this study, it was found that there are differences in social change between rural people who live near cities and those who live far from cities. Previous research conducted by (Hidayat, 2020) also showed similar results, that rural communities living near cities experience social change faster because they are more open to the influence of urbanization and globalization.

Another factor influencing differences in social change between the two groups of rural communities is access to information technology. According to research conducted by (Andaiyani et al., 2020) rural people who live near cities have easier access to information technology compared to those who live far from cities. This affects patterns of social interaction and access to global information, which can accelerate social change.

In the context of globalization, research conducted by (Subhan, 2022) shows that people living near cities are more open to global cultural influences, such as food and clothing fashion. This is in contrast to rural communities living far from cities, which tend to retain local culture more.

In the overall results of this study, it can be concluded that geographical location and access to information technology affect differences in social change between rural communities in Indonesia who live near cities and far from cities. In addition, there are differences in the influence of urbanization and globalization on the values, culture, and social structure of rural communities living in the two groups.

Challenges and Opportunities for Rural Communities in Facing Social Change Due to Urbanization and Globalization

The results show that there are challenges and opportunities for rural communities in facing social changes due to urbanization and globalization. These challenges include the loss of old values and cultures that are passed down from generation to generation, while the opportunity is access to new information and technology that can open up new opportunities for rural communities.

Social change due to urbanization and globalization provides challenges and opportunities for rural communities in Indonesia. According to research conducted by (Saputra et al., 2022) loss of old values and cultures passed down from generation to generation is one of the challenges faced by rural communities. Rural communities tend to experience doubts about maintaining traditional values and culture due to the influence of new values and cultures introduced by urbanization and globalization. This is to the findings of research conducted by (Fauzan, 2021) which states that urbanization and globalization introduce new values and cultures to rural communities in Indonesia.

However, research conducted by (Ilhami, 2019) shows that there are opportunities for rural communities in facing social changes due to urbanization and globalization. One of the opportunities is access to information and new technology that can open up new opportunities for rural communities. Rural communities can take advantage of new technologies and information to improve the quality of life and develop the economic potential that exists in their regions.

In addition, research conducted by (Idayu et al., 2021) shows that rural

communities also have advantages in facing social change. Rural communities tend to have stronger solidarity and are more dependent on close social relations. This allows rural communities to more easily adapt to social changes that occur.

In the context of differences in social change between rural communities living near cities and those living far from cities, research conducted by (Qomariya et al., 2021) shows that rural communities living near cities experience social changes faster due to the influence of urbanization and globalization. This is because rural people living near cities are more easily exposed to the influence of cities and new cultural values introduced by urbanization and globalization.

Overall, social changes due to urbanization and globalization provide challenges and opportunities for rural communities in Indonesia. Rural communities need to maintain traditional values and cultures that are essential for their survival while adopting new values and cultures that can open up new opportunities for them. This requires collaboration between rural communities, governments, and related parties to create appropriate solutions to deal with social changes that occur.

Analyzing the presentation of the results and discussion, it is known that urbanization and globalization have a major influence in accelerating social change in rural communities in Indonesia. These changes can have an impact on the values, culture, and social structure of the community. These changes lead to a shift from traditional values to more materialistic modern values, as well as changes in culture and social structure related to relationships between individuals, families, and societies. In addition, factors such as education and technology also play a role in accelerating social change in rural communities.

Because the impact of urbanization and globalization on rural communities in Indonesia is very significant, appropriate efforts are needed to overcome the negative impacts of social change. These efforts can be done through approaches that respect the cultural values that exist in rural communities and increase the accessibility of education and technology that can help rural communities to improve their quality of life.

Thus, this study provides a clearer picture of social changes that occur in rural communities in Indonesia due to the influence of urbanization and globalization. This research is expected to contribute to the development of knowledge about social change in rural communities and to provide a better understanding of formulating appropriate policies for the development and progress of rural communities in Indonesia.

CONCLUSION

Based on the results of research and discussions that have been conducted, it can be concluded that urbanization and globalization have a significant impact on social changes in rural communities in Indonesia. These changes include values, culture, and social structure. Rural communities affected by urbanization and globalization tend to experience a shift in values from traditional to more modern, such as pursuing materialistic success and ignoring spiritual values. The influence of globalization also affects the culture of rural communities, such as language use, diet, and lifestyle. In terms of social structure, urbanization, and globalization result in changes in the pattern of relationships between individuals, families, and communities in villages. Families that initially had a patrilineal structure tend to turn into neolocal structures, where couples settle in new places and establish social relationships with different neighbors.

Education and technology also play an important role in accelerating social change in rural communities. More accessible education and increasingly advanced technology provide better accessibility for rural communities to connect with the outside world. Thus, urbanization and globalization significantly impact social change in rural communities in Indonesia. Therefore, special attention and strategies are needed in overcoming the negative impacts of this social change. One of them is by strengthening cultural values that exist in rural communities and increasing the accessibility of education and technology that can help in improving the quality of life of rural communities.

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