URBAN COMMUNITY STRATEGIES IN FACING GLOBALIZATION CAUSES OF SOCIAL CHANGE

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ABSTRACT

This journal discusses research on urban community strategies in facing social changes caused by globalization. Such as how to survive social and cultural changes as well as changes in people's lifestyles which may have an impact on changes in local values and characteristics. This research uses qualitative research methods with open interviews. The results of this research in the form of adaptation and adjustment to social change are strategies commonly used by urban communities to face globalization which causes social change, but accompanied by an agreement to protest changes that occur if they are not in accordance with local cultural values . Urban communities must choose what is good for their life in the city with the hope that their life is more decent compared to their life in their home region.

Keywords: *Society, Globalization, Strategy*

ABSTRAK

Jurnal ini membahas penelitian mengenai strategi masyarakat perkotaan dalam menghadapi perubahan sosial yang disebabkan oleh globalisasi. Seperti bagaimana cara bertahan dari perubahan sosial dan budaya serta perubahan gaya hidup masyarakat yang mungkin berdampak pada perubahan nilai dan karakteristik lokal. Penelitian ini menggunakan metode penelitian kualitatif dengan wawancara terbuka. Hasil dari penelitian ini berupa adaptasi dan penyesuaian diri terhadap perubahan sosial merupakan strategi yang biasa dilakukan oleh masyarakat urban untuk menghadapi globalisasi yang menyebabkan perubahan sosial, namun diiringi dengan kesepakatan untuk memprotes perubahan yang terjadi jika tidak sesuai dengan nilai budaya lokal. Masyarakat urban harus memilih apa yang baik untuk kehidupannya di kota dengan harapan kehidupannya lebih layak dibandingkan dengan kehidupan di daerah asalnya.

Kata Kunci: *Masyarakat, Globalisasi, Strategi*

1. INTRODUCTION

Society in a broad sense is a concept that encompasses the entire relationship of living together without being limited by environment, nation, etc (Bauwens et al, 2022; Hariram et al, 2023). In this definition, society includes all people who live together and have mutually influential relationships, not limited to a particular region, nation, or group (Alen et al, 2021; Leonardi, 2024). An example of society in a broad sense is Indonesian society as a broad and complex society, consisting of groups of people from various races, ethnicities or groups who influence each other (Purwani & Arvianti, 2020; Suryatni & Widana, 2023). In a broad sense, society also includes various efforts made by humans to improve the quality of their lives, which includes social, mental and spiritual aspects, as well as economic and physical aspects (Žižek et al, 2021; Abbas et al, 2024). In a broad sense, social welfare also includes various efforts made by humans to achieve a better quality of life, which includes things such as security, decency, and inner and outer peace (Picatoste, 2021).

In the history of society, several eras have passed, such as the rural era, where traditional rural communities had a simpler lifestyle and the majority worked in the agricultural sector (Liu et al, 2022). In the era of rural society, the relationship between the surrounding environment and the relationship with nature were very closely intertwined so that interactions often occurred (Kluger et al, 2020). After the rural era came the era of urban society, this era emerged driven by technological and industrial developments (Zhou et al, 2021). This causes people to start moving to urban areas. In this era they have a more complex and industry-based lifestyle (Dinis, 2021). They have broader relationships with other people and have the opportunity to participate in various activities (Mansourian, 2021). Along with the development of technology and information as well as the rapid developments that occurred in various fields, an era emerged called the era of globalization which brought society into a more open and connected era (Tiwari, 2022). They have wider access to information and technology, and have the opportunity to participate in various global activities (Fraillon et al, 2020). In terms of access to information and the development of technological innovation, the era of global society is transitioning into the era of digital society which is bringing society into a more computerized and connected era (Roblek et al, 2020). They have wider access to information and technology, and have the opportunity to participate in various digital activities (Sailer et al, 2021).

This research focuses on the era of globalization in which the era of globalization causes several negative impacts, such as the influence on culture and civilization that is not in accordance with local culture, there is a lot of damage to environmental sustainability caused by global economic activities such as transnational corporations moving their production fields to other countries. underdeveloped countries, resulting in severe environmental damage. The era of globalization also influences the values and character of a nation, where it is easy to carry out activities and there is an encouragement to think more advanced, but it can also have an impact on society which becomes consumerist and

individualistic. During the era of globalization, many changes have occurred. The more the times develop, the more rapid the development of humans who want to move towards the modern era and keep up with the times. One of the problems associated with the era of globalization is a sense of nationalism among society.

The society that is discussed in this research is urban society, where urban society itself was created due to the movement of rural residents to urban areas which occurred for certain reasons such as better job opportunities, more adequate infrastructure, which leads to the formation of a heterogeneous society. and dynamic. Urban society has more diverse life characteristics and the need for expression, such as space to interact, communicate and participate in various social and cultural activities.

Humans in carrying out their lives must have ways or strategies to survive and adapt for the sake of survival. The aim of this research is to determine the methods used by urban communities in dealing with social changes caused by globalization and how these strategies influence the lives of urban communities. One example of social change that has occurred is the change in traditional death ceremonies: A study at the University of North Sumatra found social changes in the death ceremonies of the Toba Batak ethnic group in Medan City. These changes include the use of modern materials and the replacement of traditional rituals with rituals that are more modern and appropriate to local culture. (Saefudin et al, 2023).

2. RESEARCH METHODE

This research uses a qualitative method, where qualitative methods are defined as research methods that describe phenomena based on the viewpoints of sources, with the aim of finding various facts and creating an effective understanding of a phenomenon in a particular context.

This research method prioritizes description and interpretation of definitional data, qualitative research methods do not use data related to statistics (Maxwell, 2021). The qualitative method aims to provide a detailed explanation of phenomena that occur in society by focusing on direct interaction through in-depth communication between the researcher and the phenomenon to be discussed. Qualitative itself has characteristics such as this method being very close to data collection carried out through various methods such as interviews, observation and document analysis. Research using qualitative methods tends to take a long time compared to quantitative research methods due to limitations such as taking a long time, being subjective and not representative. Qualitative research has several types such as ethnography, case studies, document studies, natural observations, and phenomenology. (Renjith et, 2021)

In this research, the researcher chose the type of qualitative ethnographic research and case study because this research is closely related to the analysis of culture and community behavior and this research focuses on a specific case, namely the strategies of urban communities in facing globalization which causes social change. Case study is a research method that aims to study and investigate an event or phenomenon regarding an individual, organization, or system. The definition of a case study according to (Yin, 1996)

is a process of seeking empirical knowledge to investigate and research various phenomena in real life contexts. Meanwhile, the aim of a case study is to reveal the unique characteristics of a problem, understanding the uniqueness of a case in a real life context. Case studies emphasize the importance of studying phenomena in real life contexts, using qualitative and quantitative data, and revealing the unique characteristics of a problem.

This research was carried out in the Medan area which has the potential to have urban communities such as in the Jalan Puri area where the people there were the informants found by the researchers. The interview itself is a process of asking questions, either directly or indirectly, structured or not, about the problem to be researched (Gunawan, 2013). The interview that the researcher conducted this time aims to find out in detail and directly about how urban communities survive and adapt to face globalization which causes social change. Do they mostly have the same method or do they have their own ways of dealing with the problems they are experiencing? The sources the researchers got were Mr Adi, Mrs Rahma and brother Heru Gunawan. This research also carried out observations, where observations were observations made directly in the field to find out the conditions that occurred in the field in real time. Through observation techniques, researchers can find out and learn directly about the behavior and meaning of the objects being studied directly. The data source that the researchers took was primary data which is data obtained directly from the community on Jalan Puri through an interview and observation process. The data analysis techniques used are data reduction, data presentation and drawing conclusions.

3. RESULT AND ANALYSIS

According to the 1945 Constitution, society is citizens consisting of people or civil legal entities who are related to decisions and actions (Patarai, 2021). Society is also the object of government and the realization of law in Indonesia and is the legal unity of the Indonesian State (Suharto, 2020). Through several definitions of society and explanations of the era lived in by the society above, the researcher draws the conclusion that a good society is a society that is able to adapt, adapt, has a broad mindset and a lot of knowledge about how society lives and is a good citizen. thus creating harmony and comfort in living with each other.

Whatever type of society, whatever form of society, the ability to adapt, thinking intelligently about how to overcome eras that continue to change with the development of technology and information must become a natural knowledge and ability to ensure survival in accordance with the pressures and incentives of a changing environment. Emil Durkheim said that an objective reality of individuals who are members constitutes a good society (Giddens, 2023). He also added that a stable and integrated structure and having effective regulations in regulating relationships between individuals are part of the characteristics of a good society (He et al, 2022).

This research uses interviews, where the respondents are residents in locations that have the potential to have a lot of urban communities there, namely the people of the Amiliun area and Jalan Puri. The researcher asked about what strategies or methods the

interviewee used to survive and face globalization which causes social change. With Mr. Adi as the first resource person, he said:

"In living my daily life, I put myself in a position where I can blend in and learn about developments or new things that are emerging at the moment. For example, I asked my friend who already knew about renewable technology to teach me how to use it."

Through Mr. Adi's statement, we can see that in everything we need is learning, how do we ensure that we don't miss out on information from various fields, be it technology, innovation and others, so that we can adapt and follow the changes that occur with important points? We also have to know what is good and bad about these changes.

After that, the next resource person was Mrs. Rahma, who was a housewife who was not originally from Medan, but Mrs. Rahma was a high cliff person who had migrated to Medan with her husband who had found a job position in Medan. Rahma's mother said:

"As a mother and also a wife to my husband, who is just a housewife, I often look for information that has recently appeared, such as about how to care for children properly, how to behave towards my husband according to religious teachings, and also about some things happened near my neighborhood. This helps me to provide input to my husband and also to myself about how I will live my life with my husband so that we do not end up in a situation that is not beneficial for our lives."

Through Mrs. Rahma's statement, researchers can understand that the role of a woman, mother or wife in strategies to overcome the influence of globalization in social change is very important. Because the most basic knowledge that humans absorb is the knowledge from parents to their children. This greatly influences how a family is able to survive in every change that occurs.

In this research, researchers have looked for sources from young people, housewives and also fathers as heads of the household. After the researchers obtained data from Mr. Adi and Mrs. Rahma, the researchers also obtained data from a young man named Heru Gunawan. Brother Heru Gunawan said the strategy for dealing with globalization which causes social change is as follows:

"As a young person, I have a deeper pattern of thinking about technology and information. In my opinion, the simplest way is that we as young people must strengthen digital literacy, build social awareness from an early age, which helps us deal with various types of negative information on various digital platforms . . And we must take the role of agents of change who care about society and continue to make improvements to ourselves. That way we can help our parents in filtering good and bad information from the social changes that occur as a result of globalization."

Through the questions asked by Brother Heru Gunawan, the role of young people in terms of change is a role that has a big influence on how the information circulating can be filtered and selected so that local values and characteristics are not lost in the swallowing of social changes that are occurring. Young people as people who have access to information and technological knowledge above that of older people, are expected to be able to develop a pattern of thinking that protects and cares for society so that the negative things that occur as a result of this change can be minimized and the impact is hoped for. Much of what is needed to face these changes comes from the minds of young people

Urban communities in facing globalization depend on how they respond to the social changes that occur. Experts such as Nurdinah Muhammad emphasize the importance of resistance from urban and traditional communities in facing social changes caused by globalization. They argue that social change must be balanced with local cultural values to avoid losing identity and deeper values. Other experts such as Aldy Ryandha emphasize that urban communities must be able to follow trends and keep pace with changing living habits. They have to choose which ones are good to apply to their lives in the city, and not all urban influences can be applied directly to their lives.

Everyone has the desire and hope to live in comfort so that through this hope, the individuals concerned always try to adapt and adjust themselves to changes that have a direct impact on their standard of living. As Abraham Maslow said with his goal-setting theory, goals can provide a source of motivation for individuals. Goals determine what to do and how much effort to expend. Thus, individuals have the drive to achieve their goals through the efforts they make. Furthermore, reinforcement theory states that behavior is a function of its consequences. That is, individuals perform actions because of expected consequences, such as praise or rewards, which can increase their motivation.

4. CONCLUSION

Urban communities face globalization in various ways, depending on how they respond to the social changes that occur. Here are some researchers' views:

1. Resistance of Urban Communities and Traditional Communities:
   - Rejection of something is certainly commonplace, in social change it certainly does not always produce an output that is perfect and has no defects at all. This is where the role of community resistance to change plays, because without the local values contained in it, it would be the same as wanting to eliminate our own characteristics and images.
2. Following Trends and Balancing Life Habits:
   - that urban society must be able to follow trends and keep pace with changing living habits. They have to choose which ones are good to apply to their lives in the city, and not all urban influences can be applied directly to their lives.

Urban communities face globalization by following trends, balancing living habits, adapting to the latest information and technology and facing resistance to social changes that can eliminate local cultural values. They have to choose what is good to apply to their life in the city with the hope that their life in the city will be better than their life in their home area.

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