THE INFLUENCE OF CULTURE ON COMMUNITY BEHAVIOR

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Abstract

This research is structured so that readers can broaden their knowledge of "**cultural influences on community behavior**" and also to fulfill some of the ISBD assignments. The author realizes that there are still many shortcomings in this paper, both in terms of material and presentation techniques, given the author's lack of knowledge and experience. Therefore, constructive criticism and suggestions are highly expected. Thank you. and in this study to determine the effectiveness of group discussion methods and to determine students' abilities when talking about groups in front of the class. Speaking skills are the most important capital in communicating in a language that must be mastered by students but the problems that exist in the field are not all students have good speaking skills. good.

Keywords : Culture, Community Behavior

Introduction

Culture is a determinant of a person's desires and behavior, especially in decision-making behavior and buying behavior. In the development of the history of consumption culture, the consumption society was first born in England in the 18th century when mass production technology occurred. Technology caused by the development of the industrial revolution allows companies to produce standardized goods in large quantities at relatively low prices. At the same time a cultural revolution emerged, in which society gradually changed from an agrarian society to an urbanized society, because by moving to urban areas their culture changed so that new values and new patterns of life developed due to different jobs. Not only rich people but also ordinary people also feel the need to buy products that can satisfy new cultural needs, such as the emergence of increasingly prominent status differences among urban communities. The description of the birth of the consumption society mentioned above shows the importance of culture in understanding consumer behavior. Important cultural aspects can be identified so that they can be used as a basis for understanding how this can affect consumers and of course can be used in developing more effective marketing strategies.

Culture Theory

In general, culture is often interpreted as the work of humans born of creativity, taste and intention. There are four cultural theories and approaches, namely:

1. Seeing culture as a noun: In the sense that through cultural products we define and manage that culture. The theory of cultural products is also important because all cultural products on earth are products of collective human culture. Cultural identity can be seen from this approach.

2. Seeing culture as a verb: This approach was put forward by Pleh Van Peursen. This approach is also important to understand, because it will be able to explain to us how cultural processes occur in our lives. The cultural products that we understand through the first approach above also imply the existence of human cultural processes which Van Peursen calls three terminal cultural processes. Mystical life where myth reigns supreme, or the power of myth drives the direction of the culture of a society, followed by the presence of ontological life and finally functional life which these days dominates our cultural life.

3. Seeing culture as an adjective: This is to distinguish between cultured and non-cultured life, to distinguish between cultured human life and other creatures such as animals and objects that do not have cultural potential. In viewing culture as an adjective, the elements of values become very important. Culture is constructed as a configuration of values or as a complex of values which then operates at various levels of life. The configuration of values owned by different cultural communities then gives birth to different cultural constructions in that cultural community.
4. Seeing culture as a adjective: Certain cultural conditions determine the face of culture.

Research Methodology

This type of research is literary in nature, including the type of library research. Library research is research in which data collection is carried out by collecting data from various literature or research whose research objects are explored through various library information (scientific journals, books, encyclopedias, newspapers, magazines and documents). In this library research, data sources which are written materials consist of primary data sources and secondary data sources. Primary data sources are data obtained directly from research subjects as a source of information sought (Azwar, 2009). Secondary data sources are data sources that cannot provide direct information to data collectors. The secondary data sources are data obtained through other parties, not directly obtained by researchers from their research subjects. Secondary data from this study were taken from various sources such as scientific journals, books, articles, and others.

Result & Discussion

Definition of culture

Many definitions of culture are explained by experts, including: Culture is defined as a complex of symbols and man-made goods (artifacts) created by certain communities and passed down from one generation to another as determinants and regulators. behavior of its members (Setiadi, 2003). Culture is a set of behavior patterns that are socially transmitted symbolically through language and other ways to members of a particular society (Wallendorf & Reilly, Mowen, 1995). Culture (culture) as a meaning that is shared by (most) people in a social group (Peter & Olson, 2000). Culture is that complex whole that includes knowledge, belief, art, morals, law, custom, and any other capabilities and habits acquired by man as a member of society (Loudan & Della Bitta, 1993) Culture refers to a set of values, ideas, artifacts and other meaningful symbols that help individuals communicate, make interpretations, and evaluate as members of society (Angel, Blackwell & Miniard, 1994). Several definitions of culture have been presented but broadly speaking according to Engel, Blacwell & Miniard (1994) culture can be divided into macro culture (macroculture) which refers to a set of values and symbols that apply to the whole society, and micro culture (microculture/subculture) which refers to on a more limited set of values and symbols of a group, such as a particular religious group, ethnicity, or subdivision of a whole.

Culture can equip a person with a sense of identity and behavior that is acceptable in society, especially when it can be seen from the attitudes and behavior that are influenced by culture. Such as: clothing, appearance, communication, language, food and eating habits, relationships, beliefs, and so on which often includes all the things that consumers do without consciously choosing because their cultural values, customs and rituals have integrated into their daily habits. -day. For example, the cultural components in American society have various values, namely: achievement & success, activity, efficiency & practicality, progress, material comfort, individualism, freedom, humanitarianism, youthfulness, fitness and health and external conformity.

Problems in analyzing culture

A set of behavior patterns that are socially transmitted symbolically through language and other ways to members of a particular society (Wallendorf & Reilly, Mowen, 1995). Culture (culture) as a meaning that is shared by (most) people in a social group (Peter & Olson, 2000). Culture is that complex whole that includes knowledge, belief, art, morals, law, custom, and any other capabilities and habits acquired by man as a member of society (Loudan & Della Bitta, 1993) Culture refers to a set of values, ideas, artifacts and other meaningful symbols that help individuals communicate, make interpretations, and evaluate as members of society (Angel, Blackwell & Miniard, 1994). Several definitions of culture have been presented, but broadly speaking according to Engel, Blacwell & Miniard (1994) culture can be divided into macro-culture (macroculture) which refers to the set of values and symbols that apply to the whole society, and micro-culture (microculture/subculture) which marketers must consider several important issues when analyzing culture, namely: (1) The meaning of culture can be analyzed in several different stages, such as analyzing at the macro level of society or the country as a whole or the culture of the values shared by a particular group of people on a micro basis, such as seen from certain segments of society, for example a group of people in a social class or reference group, or within the family circle (2) The

concept of common or shared meaning is essential to understanding culture. The meaning of culture (cultural meaning) is if some or several people in a social group have the same basic meaning. (eg, what does 'elder/elderly' mean? what does 'safe environment' mean? what does 'polite speech' mean? etc). (3) Cultural meaning is created by people through their social interactions. The development of cultural meaning can be seen at the level of a smaller group, for example, how is the fashion that is called "trend" among students until the end of this year? (4) What accessories do they often use? Meanwhile, in the macro environment, meaning is influenced by cultural institutions such as government, religious organizations, education, and also companies, all of which can be involved in the construction of cultural meaning. (5) The meaning of culture continues to move (dynamic) and can experience rapid changes, for example, people's behavior is dramatic due to the emergence of the Blackberry type cellphone, which is considered capable of performing functions more than just a cellphone but capable of chatting, Facebook, email, etc. (6) Social groups differ in the degree of freedom to choose certain cultural meanings, such as in America and Europe people have more opportunities to create personal identities and use them, while others in China, India and Saudi Arabia may have more limited freedom of choice certain cultural meaning.

Content of a culture

The main content of culture is often used as an approach by marketers in analyzing culture to make marketing breakthroughs. Marketers usually focus on the dominant values in a society. The content of a culture (content of culture) is the beliefs, attitudes, goals, and values held by the majority of people in an environment that concerns aspects of the social environment (various religions and beliefs, various political parties, etc.) and physical (products, equipment, buildings and structures, etc.) in a particular society. The goal in cultural analysis is to understand the content of meaning from the point of view of the consumers who create and use it. For example, the flag hoisting has a response to a sense of patriotism and fighting spirit, a 50% discount is to have an excited "attraction" response, queuing for more than 30 minutes for some Americans is frustrating and angry, but in Indonesian society it is a normal thing, so there is a slogan "cultivate queuing with pictures of ducks lined up neatly. Like the meaning of shaking hands when greeting, it is a symbol of welcome and friendship by most of the world's people, although there are some who do it by bowing or kissing.

Differences in cultural meaning can even be observed from the shopping environment, whether it is discount stores that consumers can choose for themselves or special stores that are equipped with full personal service from sales assistants and luxurious shopping facilities. Finally, the marketing strategy also has a meaning that is shared, such as people's reactions to advertisements. The American public is accustomed to expressing advertisements in a direct and open manner, and some people in other countries consider it too 'vulgar' or emotional. Or the promotion of discounts and cheap sales, in some communities this can be considered positive but other sections of society can be different and in fact often get a negative reaction because there is an assumption that the goods being discounted are definitely not of high quality and are leftover goods, clearance of warehouses or goods that don't sell well.

Measuring culture content

Marketers can use various procedures to measure cultural content, namely through cultural content analysis, ethnographic research and value measurement. The approach commonly used is consumer research through interviews, surveys, telephone calls and even focus groups). Analysis of cultural content can be carried out by observing material objects in social groups, for example comics circulating among children often contain friendship values, religious values, even this can be observed over a certain period of time, such as changes in the role of working women. in the last decades so that advertising can be touched by their existence. Ethnographic research, which involves observing detailed characteristics originating from anthropology to see emotional responses, knowledge, and behavior in everyday life in certain environmental communities. For example, how do people behave in traditional Javanese markets? What is the culture of bargaining? This can be raised as a theme in advertisements for certain products. Value measurement tends to be done directly to see the dominant value, with certain assessment tools such as ranking the dominant value and using certain statistical methods

Myths and culture rituals

Every society has a set of myths that define its culture. Myths are stories that contain symbolic elements that express emotions and cultural ideals. For example, myths about animals that have power (Lion King) or clever animals (Kancil) are meant to be a bridge between humanity and the universe. There is a wayang myth that can be raised in making a branding strategy for a product, such as the character Bima in the herbal medicine product "Kuku Bima Ginseng". So that marketers are required to be creative in exploring myths so that they can be used as a means of developing certain marketing strategies. Cultural rituals are routine activities carried out by community groups. Cultural Rituals as standardized sequences of actions that are periodically repeated. Cultural rituals are not

just a habit that someone does, but this is done seriously and formally, which requires deep intensity from someone. Habits are often non-serious, sometimes indeterminate and change when a different, more attractive stimulus is presented. Often cultural rituals require objects that are used for the ritual process, and this is what entrepreneurs can make into opportunities, such as birthday events which usually include candles, tarts, balloons, candy, syrup, and so on. Weddings are also cultural rituals, so they can be an opportunity for 'wedding organizers' and rental of buildings, as well as equipment and other party supplies. Advertising strategies can also be linked to cultural rituals such as wedding themes that highlight 'diamond' gifts for the bride, and sarong products for religious rituals and worship. Cultural symbols are also certain representations of culture, in general what a person wears and consumes will reflect his culture. Companies can use symbolic values for their product brands, for example the automotive company Toyota gives the name Kijang for vehicles with family passengers, symbolically Kijang' is an animal that has the ability to run very fast and agile". Meanwhile, other Mitsubishi companies create 'Kuda'. Symbols can also be indicated by color, such as black has a formal meaning, blue is cool, white means holy, red is a symbol of courage and so on. So marketers use color as a basis for creating products related to symbolic needs.(Supiani et al., 2021).

Popular culture vs sublime culture

Popular culture is a characteristic of many cultures even across the traditional (noble) culture that is deeply rooted in society. Popular culture is a culture that attracts the masses which has characteristics; 1) enters into the experience and values of most members of society, 2) does not require special knowledge to understand it and 3) is produced because of the ease with which everyone can access popular cultural values. Whereas noble culture (high culture) produces products that have high artistic value, because the manufacturing process is solely based on aesthetic values (Painting, Batik, Sculpture, Ceramics, etc.) while popular culture produces products with expertise and skills that can be mass-produced with a standard formula (factory mold). Alternative music genres also show popular culture, as well as the culture of tight clothing which is widely worn among young women in Indonesia, as well as the mini skirt that was trending in the 60s – 70s is now trending again.

Culture and consumption

Products have function, form and meaning. When consumers buy a product they hope that the product functions as expected, and consumers continue to buy it only if their expectations can be met properly. However, it's not just functionality that determines a product's success. Products must also meet expectations about norms, for example nutritional requirements in food, crispy for fried foods, food must be hot for a 'steak hot plate' or cold for a 'jelly dessert'. to emphasize function symbols such as 'blue crystal' in detergent for whiter clothes. Products also provide symbols of meaning in society, for example "spinach" is associated with power in the Popeye movie or food can also be symbolized as a close family relationship so that family recipes become a mainstay in cooking, for example Sasa or Ajinomoto advertisements. Products can become symbols in society to become icons in religious worship. Culture is something that needs to be studied, because consumers are not born spontaneously regarding the values or norms of their social life, but they must learn about what is received from their family and friends. Children receive value in their behavior from their parents, teachers and friends in their environment.

However, with the progress of the current era, many products are aimed at practicality, for example, children now prefer ready-to-eat food such as Chicken Nuggets, Sausages, and others because of convenience, especially for women who work and don't have much time to prepare food. Culture also implies a way of life that is learned and passed down, for example, children who are brought up on cultural values in Indonesia must respect their elders, eat while sitting, etc. Whereas in America it is more culturally oriented which refers to American values such as practicality, individualism, etc. Culture develops because we live with other people in society. Living with other people creates the need to determine what behavior is acceptable to all members of the group. Cultural norms are based on the values, beliefs and attitudes held by members of certain social groups. The value system has an impact on buying behavior, for example people who are concerned about health problems will buy food that does not contain ingredients that are detrimental to their health. Values give direction to the development of norms, the process undertaken in learning values and norms is called "socialization or enculturation". Enculturation causes certain societal cultures to move dynamically with the times.

Conversely, if people tend to find it difficult to accept new things in society by maintaining old culture, it is called Accultiration. Culture in turn influences the development of marketing implications such as product planning, promotion, distribution and pricing. To develop an effective strategy marketers need to identify important aspects of culture and understand how they influence consumers. As a strategy in creating a variety of products, market segmentation and promotions that can be adapted to the culture of society. Some marketing changes that can affect culture, such as: 1. Pressure on quality 2. Changing roles of women 3. Changes in family life 4.

Changing attitudes towards work and pleasure 4. Increased leisure time 5. Impulse buying 6. The desire for comfort.

Conclusion

Many definitions of culture are explained by experts, including: Culture is defined as a complex of symbols and man-made goods (artifacts) created by certain societies and passed down from one generation to another as determinants and regulators of behavior. its members. Culture can equip a person with a sense of identity and behavior that is acceptable in society, especially when it can be seen from the attitudes and behavior that are influenced by culture. Like: clothing, appearance, communication, language, food and eating habits, relationships, beliefs, and so on which often includes all things that consumers do without consciously choosing because their cultural values, customs and rituals have been integrated into their daily habits day.

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