



CULTURE AND SOCIETY RELATIONSHIPS AS DETERMINANTS OF THE WAY OF HUMAN LIFE

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Abstract

Diversity in a pluralistic society is something natural that must be seen as a nature. This can be analogous to the human finger which consists of five different fingers, but all of them have their own function and purpose, so that if all of them are put together they will be able to do any tough task. To realize this, Bhinneka Tunggal Ika has a very important role. The environment is very important for human life. Everything in the environment can be used by humans to meet the needs of human life, because the environment has a carrying capacity, namely the ability of the environment to support the life of humans and other living things. humans, the environment influences the nature, character, and behavior of the humans who inhabit it.

Keywords : Culture, Society, Humans

Introduction

Along with the times, human culture has also changed. According to postmodernist deconstruction thinkers, the world is no longer in the world of cognition, or the world does not have what is called a cultural center as a milestone in achieving a perfection of life's values. This means that all cultures sit the same low, stand the same high, and that there are only cultural centers without peripheries. A culture that was previously considered a periphery will be able to have the same strong influence on a culture that was previously considered the center of modern human life. The face of culture, which was previously understood as a linear process that always moves forward with various improvements, is also changing. This culture no longer just moves forward but also to the left and right to integrate itself with other cultures, even returning to the past of the culture itself. Culture is actually specifically and carefully studied by cultural anthropology. However, a person who deepens sociology so that he focuses his attention on society cannot just put culture aside. As has been explained that society is what lives together that produces culture, thus there is no society that does not have culture without society as a vessel and supporter. Despite their theoretical and analytical importance, the two issues can be distinguished and studied separately.

Research Methodology

This study uses a qualitative research method based on literature study, namely research based on library data, where in the data search process the researcher does not go to the field to conduct surveys or observations. Research materials and materials will be obtained from literature searches in the form of books, books, articles, and other works related to the object of research. This study aims to be able to determine the relationship between culture and society in determining human life. This research uses a descriptive method with a qualitative approach. Where the qualitative method is a method whose research is based on positivism

Result & Discussion

Definition of Culture and Society

According to Abidin (2016) the word "Culture" comes from Sanskrit which is the plural of the word "buddhi" which means mind and reason. Culture is defined as matters relating to mind or reason. According to Azis (2022) Culture is a complex that includes knowledge, belief, art, morals, law, customs, and other capabilities and habits acquired by humans as members of society. In other words, culture includes everything acquired or learned by humans as members of society. Culture consists of everything that is learned from normative behavior patterns. This means that it includes all the ways or patterns of thinking. According to Suwondo. More clearly can be described as follows:

1. Culture is everything something done and produced by humans, which includes:
 - a) material culture (physical in nature), which includes objects created by humans, such as vehicles, household appliances, and others.
 - b) Non-material (spiritual) culture, namely all things that cannot be seen and touched, for example religion, language, science, and so on.
2. Culture It is not inherited generatively (biologically), but can only be obtained by learning.
3. Culture is obtained by humans as members of society. Without society there is very little possibility of forming culture. Conversely, without culture it is impossible for humans (individually or collectively) group could maintain his life. So, culture is almost all human actions in everyday life.

Meanwhile, according to Dina Islamiah (2022) society is a group of living things that are closely intertwined because of certain systems, certain traditions, conventions and certain laws that are the same, and lead to collective life. Systems in society are interconnected between one human being and another human being that form a unit. Society is divided into two main groups, namely the rulers or exploiters and those who are controlled or exploited. The personality of society is formed through the amalgamation of individuals and their cultural reactions. Society is a system that is interconnected between one human being and another human being that forms a unity. Humans as social beings need other humans to meet their needs. They cannot live alone in a society.

Culture And Social System

Social systems and cultural systems are part of the cultural framework. The three systems are analytically distinguishable. Social systems are discussed more by sociology, while cultural systems are widely studied in cultural studies. The system is defined as a collection of parts that work together to carry out a purpose. The system has ten characteristics, namely : function, unit, limitation, shape, environment, connection, process, input, output, and exchange According to Harni Kusniyati (2016) The cultural system is an abstract form of culture. The cultural system or cultural system is the ideas and ideas of humans who live together in a society. These ideas are not in a stand-alone state, but are related and become a system. Thus, the cultural system is part of culture which is also defined by customs. Customs include a system of cultural values, a system of norms, norms according to existing institutions in the community concerned, including religious norms.

According to Ramli (2017) The function of the cultural system is to organize and stabilize human actions and behavior. The process of learning from this cultural system is carried out through a process called acculturation or institutionalization. In this process, the individual learns and adapts his thoughts and attitudes to the customs, system of norms and regulations that live in his culture. This process starts from childhood, starting from the family environment, society, at first imitating various kinds of knowledge. After that it becomes a steady pattern, and manages what it has. Meanwhile, according to Hisham (2020: 1-2) the social system was first introduced by Talcott Parsons. The concept of social structure is used to analyze social activities so that the social system becomes an analysis model of social organization. The concept of a social system is a tool for explaining human groups. This model starts from the view that human groups are a system. Parsons devised a strategy for functional analysis that encompasses all social systems, including relationships between two people, small groups, families, social organizations, including society as a whole. There are four elements in the social system, namely: two or more people, interactions occur between them and interactions that are carried out are always purposeful, and Furthermore, a social system will function if the four conditions below are met. The four requirements include:

1. Adaptation refers to the necessity for social systems to deal with their environment.
2. Achieving goals, is a functional requirement that the action is directed at its goals.
3. Integration, is a requirement related to interrelationships between members in a social system.
4. The maintenance of hidden patterns is a latent (hidden) concept at the point where an interaction stops due to saturation so that it is subject to other social systems that may be involved. has structures, symbols, and shared expectations that it is guided by.

Culture And Communication

Intercultural communication is communication that occurs between people who have different cultures (can be different races, ethnicities, or socio-economics, or combined from all this difference). Culture is a way of life that is developed and embraced by a group of people as well as going on from generation to generation (Tubbs, Moss: 1996 in Suherman's Journal (2018)). Intercultural communication has the roots in language (specifically sociolinguistics), sociology, cultural anthropology, and psychology. Of the four disciplines, psychology is the main reference for cross-cultural communication, especially cross-cultural psychology. The growth of intercultural communication in the business world has a major place, especially for companies that expand their markets outside their country, in fact the countries they target have a variety of cultures. In addition, more and more people are traveling abroad with a variety of interests ranging from business trips, vacations, attending further education, both temporarily and with the aim of staying permanently. Communication satellites have brought the world closer together, we can witness various events that occur in different parts of the world, both through television screens, newspapers, magazines and online media. Through communication and information technology, geographical distance is no longer an obstacle for us to see the various events that occur in different parts of the world.

Cultural differences within a country create a variety of experiences, values, and ways of seeing the world. This diversity creates the same patterns of communication among members who have the same background and influences communication among members of different regions and ethnicities. Companies that have branches abroad, of course, are an absolute requirement for their employees to have sufficient stock of knowledge about the cultural situations and conditions they will face (intercultural competence), if they fail to communicate with the culture they are facing, the company will only survive for a very short period of time. Intercultural communication should be viewed and analyzed as a complex process, not just a meeting. Furthermore, intercultural communication is seen by some social scientists as an academic discipline - data say, a branch of communication science, anchored in its characteristic ontology, epistemology and axiological assumptions. At the same time, intercultural communication is a field of study that is linked to many other disciplines (such as psychology, social psychology, sociology, education, media studies, cultural anthropology and management). For these sciences, intercultural communication is seen as an object of study or a problem in the field of these disciplines. As for several other forms of communication, namely as follows (DeVito, 1997: 480):

- a. Communication between different religious groups, for example, between Roman Catholics and bishops, or between Muslims and Jews.
- b. Communication between different subcultures. For example between doctors and lawyers, or between the blind and the deaf.
- c. Communication between a subculture and the dominant culture. For example, between homosexuals and heterosexuals, or between the elderly and young people
- d. Communication between different sexes, i.e. between men and women.

Culture And Leadership

In Indonesia, leadership is also inseparable from the cultural characteristics of communal society, in contrast to Western culture which is more individualistic. When compared to Western countries where CEOs or managers are limited in a professional role, the culture of leadership in Indonesia is more complex because leaders are required to have a broader role. Managers are more focused on their professional skills. While in Indonesia, it is not too important. On the contrary, to become a leader in this country you don't need too many educational qualifications tall, but more. It is important to master social skills such as communication, empathy, problem solving, and decision making. Being a leader means having to have social skills, because leadership in Indonesia has more to do with how to 'take care of people' than how to run a business. Leaders in Indonesia must be social human beings. A boss is not will earn the respect of his subordinates for his ability to complete the job to a standard tall or succeed develop efficient solutions.

He will be respected for his personality, character and how he is also treats his subordinates every day. The leadership culture in Indonesia is closely related to superiority. A leader who does everything right and right is highly respected, obeyed, and all orders and duties will be carried out by employees. Unlike in Western culture, where employees need exemplary leaders in terms of performance and target achievement, employees in Indonesia need responsibility and concern from leaders. A leader must protect, nurture, and foster his subordinates. According to West and Turner (2008: 322) in Buhanudin (2018) culture is formed as a result of a series of routine activities in the form of length of service, organizational identity, and other activities carried out by all members of the organization aiming to improve the performance of its members, including better leaders. The formation of organizational culture occurs not only because of routine activities, but also because members of the organization strive to create, maintain a shared feeling about organizational reality, for a better understanding

of the values of an organization. The culture within the organization can vary so that the interpretation of actions within this culture also varies.

Culture itself means as a result of human action. If it is related to the organization, it is the embodiment of the spirit or atmosphere and trust that is carried out in the organization. According to Robins (2003) in Utaminingsih (2014: 119) organizational culture is defined as a system of values and beliefs of members who interact with members, organizational structures and control systems to produce behavioral norms. Organizational or corporate culture is very persuasive and influences almost all aspects of organizational life. Likewise, organizational culture can blunt or deflect the impact of carefully planned organizational changes. Basically, organizational or corporate culture manifests itself in various forms and because it can support or hinder change. However, among the differences in each organization, culture within the organization according to Kast and Rosenzweig (1985: 954) generally has the function that culture conveys a sense of identity for members of the organization, making it easier to accommodate commitments to something bigger than oneself, increasing social stability. organization, providing premises (main points of opinion) that are accepted and recognized in terms of decision making. The most important part in the organization, namely culture as a shaper of behavior and attitudes of humans or subordinates. This aspect of human behavior is part of the human side of the organization so that leaders take action according to the aspects of the nature of their subordinates.

Conclusion

The relationship between culture and society is that culture has a very large function for humans and society. The various forces that society and its members have to deal with, such as natural forces, as well as other forces within society itself, are not always good for him. Culture fills and determines the course of human life, although it is important to be realized by the humans themselves. Culture is a set of social practices through which meaning is produced, circulated and exchanged. This meaning is at the level of communication both communication between individuals and communication that occurs in groups. cultural differences provide separate treasures for these community groups; that they have special characteristics that can distinguish them from other groups. Also, it will bring up a very strong bond between members of a community group that does not only occur in the area where they are located, but in various regions. As for the negative side, cultural differences can lead to differences in perceptions and at a certain level these differences in perceptions can lead to conflict between individuals or groups in communication. This is where it is important to understand that communication has an influence on culture and also on interactions both individually and in groups.

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