



## SOCIO-CULTURAL CHANGES IN SOCIETY

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### Abstract

The results of this study are a form of socio-cultural change, social changes small businesses that do not have a direct impact on society. The forms of socio-cultural changes in society are: a) Forms of livelihood, b) Changes in lifestyle, c) Community income. d) Community traditions. Factors that influence local community socio-cultural changes due to tourism development. a) The mindset of an advanced society, b) Development of tourist sites.

**Keywords :** Cultur, Society

### Introduction

Society consciously or unconsciously will experience social change because it is a social system. The occurrence of a change in society can be caused by several factors, one of which is the existence of new discoveries, and the desire to move forward and improve their lives in a better direction. The existence of tourism development, is one of the causal factors that will influence the occurrence of social change in society. Social changes that occur in society will not always have a positive impact on progress, but the impact that can result in a negative impact or setback. The community views a progress and sustainable development that occurs in their environment as a success. However, these changes can be inversely proportional to the social system that also experiences changes that can be felt by members of the community. A social system that is undergoing change, for example, will form individual members of society. Society as a system is certainly in its embodiment, always experiencing changes both changes in the form of progress and setbacks. Tourism development can cause changes that have positive and negative impacts. However, the thing to think about and pay attention to is changes that have negative impacts that should get more attention. Many facts have emerged from the development of tourism development which have had an impact on socio-cultural changes in society, namely the rise of crime, more modern lifestyles in society, more free association, attitudes or behavior of community members who have departed from the values or norms prevailing in society. arises because of the effects of tourism development resulting in social change in society.

### Research Methodology

This research was carried out using a qualitative descriptive research method to uncover and answer questions about social changes in local communities towards tourism development. Also known as the ethnographic because, it was originally a method This method is used more for researchers in the field of cultural anthropology, referred to as a qualitative method, because the data collected and the analysis is qualitative.

## Result & Discussion

Socio-cultural changes are related to one another. According to Selo Soemardjan, Social change is changes in social institutions that affect the social system. This social system includes values, attitudes, and patterns of behavior that exist in society. In general, social change is a change that occurs in the social system, structure, and function of society. Quoting from the Learning Resources of the Ministry of Education and Culture (Kemendikbud), cultural change is a change that occurs in elements of human culture, for example differences, ideas, ideas, and artifacts. Examples of Socio-Cultural Change (1) Online shopping is widely used because of advances in technology and communication, in the internet field. (2) Changes in the electronic field make it easier for users to send money. For example the use of ATMs, internet banking, and SMS banking to speed up time. (3) Factors Inhibiting Socio-Cultural Change. (4) The life of an isolated community, this isolated community has an impact on the development of social life. The impact is that people in isolated areas will find it difficult to develop and enrich their own culture.

## Conclusion

Customs and habits are so strong that they are difficult to change, there are also some people who still maintain their old customs, such as burning incense on Friday nights and mutual assistance to other communities when carrying out celebrations, traditional events or experiencing disasters without being told. Even when he came to his house, he immediately came to the neighbor's house that was affected by the disaster to help reduce the burden on the neighbors. Interacting with other communities results in small changes that do not have a direct or significant impact on the community, such as changes in clothing styles for children in Dusun Wakka who have started to follow trends but still maintain their culture.

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