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COMMUNITY RELATIONS IN SOCIAL CHANGE IN THE SURROUNDING ENVIRONMENT

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Abstract

Changes in society occur from various fields of life such as social, education, economics, politics, science, agriculture and technology. One of the factors that influence humans with social change in society is the rapid development of technology. The emergence of social media makes the pattern of human behavior in society experience a shift both in culture, ethics and existing norms . The effects of social change can be positive or negative. Positive social changes such as easy to obtain and convey information, while negative social changes, namely causing conflict problems that sometimes deviate from the prevailing norms .

Keywords : Social transformation

Introduction

Change is something that cannot be prevented in human life. Every society will definitely experience a change in its life, both modern society and traditional society, because basically society is dynamic, this is a social habit that cannot be avoided. Social change is a change in a way or pattern of life of a society that has been accepted due to changes in natural or environmental conditions, materials, culture, number or number of inhabitants, ways of thinking or ideology, as well as various new discoveries in people's lives (Lumintang in Rahma , et al. 2021). The human relationship to social change is that humans have a close or reciprocal relationship with social change because social change can occur on the basis of will and interactions that exist in society, while social change can affect people's lives. Beings who continue to seek and perfect themselves, humans are always trying and struggling to meet the needs of his life to continue to exist and "survive" in the midst of togetherness among other humans. This instinctive urge "forces" humans to seek everything in order to fulfill their desires without being limited by space and time. Human life space is not only limited to where he was born and raised, but also in other places and times, where according to him all his needs can be fulfilled (Jelamu , 1988).

Social change is something that will happen in people's lives, whether it's a slow process or a very fast process or it can also be continuous. That is, changes that occur continuously and have implications for social change in society as well. Changes in mindset, attitude patterns and patterns of human behavior (which are spiritual in nature) are more influenced by material cultural changes. The effects arising from social change are that the community can be positive and negative in the form of bias. Social change is often associated with several other words that refer to the same social process, such as industrialization , modernization and development. Change occurs continuously, therefore social change is a complex phenomenon that penetrates various stages of social life. The change in question is the values and functions as well as norms that are born from the process of contact between society and society and cultural awareness is an element of it. change is proposed by experts with different accents, according to their respective perspectives. Regardless of the clear differences in views, experts agree that social change is related to society and culture and the dynamics of both. Ogburn argues that the scope of social changes includes both material and non-material cultural elements. What he emphasizes is the great influence of material cultural elements on non-material elements (Soekanto, 1990).

Research Methodology

This research is descriptive with a qualitative design approach. Descriptive means that this study describes various conditions, situations or various variables (Bungin , 2001: 33). This researcher uses a qualitative approach because the researcher intends to obtain an in-depth picture of the mechanisms of social change that occur in community development. In this research, informants are needed who are considered capable and have the competence to provide information about this research problem. The informant selection technique was determined by purposive sampling. According to Bungin (2013: 132) this technique is used in studies that prioritize research objectives rather than population characteristics in determining the research sample. So that will be taken as a member of the sample based on considerations that are in accordance with the aims and objectives of the study. Data collection was carried out prioritizing the views of informants (emic perspective), and the researchers themselves played themselves as the main instrument (key instrument) who went directly to the field to carry out in-depth data collection. Data is extracted through direct interaction with informants in their environmental situations, listening and taking notes on words, reading expressions and gestures, exploring the feelings and values contained in the informants' utterances and actions. The main techniques used in data collection are observation, interviews, and documentation studies (Creswell, 1994:148). The three techniques used are complementary in nature to obtain complete, accurate and in-depth data according to the research focus. While the tools used are interview guides and observation guidelines, tape recorders, photo cameras, notebooks or memos.

Result & Discussion

Social change is a form of community civilization that occurs as a result of changes in the environment. Social change is also a change in the social system, structure and function of society, social change occurs as a result of evolution and revolution where this change occurs due to the encouragement of society to adapt to the needs of life at a certain time, as for social changes that are desired and not desired. However , these changes occur because of planning or changes that take place outside the reach and supervision of the community. Furthermore, namely small and large changes, these changes do not have a direct effect on society such as changes in hairstyles, clothing, as for major changes that have a direct impact on people's lives, for example changing traditional tools into traditional or modern tools. Changes in society towards society are things that are no longer reasonable because people's lives are more social. Social changes that occur in society include changes in social structures, systems and organizations as a result of modifications to patterns of human life that are influenced by the internal and external needs of the community itself. The changes that occur also affect the mindset and lifestyle of different people. Social change in society can be classified into patterns, that is, this linear pattern, that is, human society develops following a definite pattern.

Human relations with social changes that occur in society cannot work on their own without influence from other fields, these changes also occur in accordance with the nature and nature of humans who always want to change from one situation to another, which is more. Humans are often dissatisfied and bored with one situation and try to find alternative ways to provide younger and cheaper satisfaction to please themselves. Rapid social change will result in many people following the progress that is happening, so that it can change the lifestyle of the surrounding community, if humans are too fast to follow the changes that will have an impact on humans. For example, if humans are wrong to follow the existing changes, they will follow westernized lifestyle patterns so that they can violate the normal norms that have been set.

After seeing in various surroundings the social changes that occur very quickly so that people have modern thoughts. Social change occurs not only to children and adolescents but also to parents who have followed the direction of the times, namely the use of android mobile phones. This can be seen from the behavior and lifestyle of the surrounding community which shows that social change in the community environment is very fast, as now is online shopping, it is now easier for the local community to buy something online without having to go to the market, this shows that local people prefer something that is easier and faster. This social reality will certainly have an impact on the community concerned, where this social fact will result in the community having to adapt to the social changes that are occurring, which will then lead to healthy and unhealthy competition within the community. Social change will be something that happens in life so that it has an impact on the surrounding community both from the fashion of dress or appearance, this change is very easy to imitate. Social change occurs not only seen from the fashion of dress, but can also be seen from the life of the people who shifted from an agrarian society to an industrial society. A social change can originate from causes that come from outside the community itself. For example, the influence of other people's culture. If the causes for change originate in another society, then it might happen because the culture of another society exerts its influence. Relationships that are carried out physically between two people have a tendency to cause reciprocal influences. That is, each - each other society, but also receive influence from other communities.

Conclusion

Human relations with social change in society is a condition that is different from before. Some forms of social change that occur in society, for example, minor changes are changes in hair styles or changes in clothing modes. Major change is a change that occurs in the elements of the social structure that has a direct or significant impact on society. If seen from the situation, social change is divided into two, namely, planned and unplanned changes, namely: Changes that are desired or planned, where the parties who want to make changes in society have planned beforehand. Unwanted or unplanned changes, where changes of this kind are changes that occur outside the will of society and can cause unexpected social consequences. These changes can occur in various aspects of social, cultural, economic, political, legal and so on. Several factors influence social change.

As citizens of Indonesia, social change needs to be minimized because, Indonesian society is getting older, the regional culture of Indonesian people is getting faded. Many Indonesian people are more passionate about foreign culture, such as in terms of usage, style and so on. We as a society must instill in the younger generation to love our own culture.

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