



## Portrait Of Community Dynamic Changes Towards Globalization Development

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### Abstract

The dynamics of social change in society is a reality that occurs in people's lives, especially in Wakan Village, especially with the current rapid development of globalization. The development of globalization is a new challenge for all levels of society, especially those that are able to give effect to old habits to be abandoned. Globalization in people's lives has positive and negative impacts in all aspects of change. However, from the impact caused by the current development of globalization, it becomes a challenge for the community to learn about introjection caused by the development of globalization. Therefore, people must have knowledge and be wise in carrying out an era development, especially with the progress of globalization. Adopting a development of globalization wisely will be able to provide benefits for every community life, but apart from the benefits obtained in adopting the development of globalization by the community, the positive values that were previously carried out are also not spared. So that people do not become ambiguous towards the customary values that they used to have.

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## INTRODUCTION

The increasingly advanced development of globalization creates new challenges and problems that must be answered or faced by the community in an effort to take advantage of globalization for everyday life.<sup>1</sup> This condition is currently being experienced by the people of Wakan Village, who are experiencing new problems that have created new life challenges in their daily lives. Many are aware that globalization has positive and negative impacts,<sup>2</sup> including the positive impacts presented such as more sophisticated communication tools, faster transportation, and other impacts that can facilitate people's activities. Even so, without realizing it, globalization has also had many negative impacts on people's daily lives, from the negative impact of bringing new challenges or problems that must be faced by the community, especially those in Wakan Village. So that this problem causes people to have efforts to take advantage of globalization for the benefit of their daily lives.<sup>3</sup>

New problems presented by the development of globalization for the people in Wakan Village, such as creating social change in all aspects of their daily life. With the problems presented by globalization, academics and researchers have studied the extent of the positive and negative impacts on people's lives in Indonesia. From various previous studies that focused on discussing the social changes brought about by the development of globalization, so far they have only focused on three things. First, the presence of globalization which has an impact on community religious activities is seen in research (Amirul Bakhri,<sup>4</sup> Rahmat

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<sup>1</sup> Hendri Adrian and Wayan Resmi, "The Influence of Globalization on Cultural Values in the Traditional Houses of the Sade Community in Central Lombok," *CIVICUS: Pancasila Education-Research-Service and Citizenship Education* 6, no. 2 (30 September 2018): 14, <https://doi.org/10.31764/civicus.v6i2.670>.

<sup>2</sup> Nurhaidah and M. Insya Musa, "Impact Of Globalization Effects On The Life Of The Indonesian Nation," *Pesona Dasar Journal* 3, no. 3 (6 April 2015): 1–2, <http://jurnal.unsyiah.ac.id/PEAR/article/view/7506>.

<sup>3</sup> Nur Inayati, "Impact Of Globalization On Lifestyle Changes In Communities Of Komboi Warsa District, Biak Numfor District," *Gema Campus IISIP YAPIS Biak* 14, no. 2 (31 October 2019): 32, <https://doi.org/10.52049/gemakampus.v14i2.86>.

<sup>4</sup> The changes brought about by globalization in religious education are currently experiencing positive changes for Islamic religious education seen in Amirul Bakhri, "Challenges of Islamic Religious Education in Madrasas in the Era of Globalization," *Madaniyah* 5, no. 1 (January 31, 2015): 63–86.

Hidayat,<sup>5</sup> Abdul Khobir<sup>6</sup>). From these three studies, it shows the impact of globalization which causes changes in religious rituals and presents new problems for society. Second, research that only focuses on showing the impact of globalization on community traditions such as (Sri Suneki,<sup>7</sup> Sigit Surahman,<sup>8</sup> Hendri Adrian and Wayan Officialni<sup>9</sup>). These three studies show that changes in society in carrying out their traditions and traditions have become contaminated with the presence of increasingly advanced globalization in society. Third, research that only focuses on the social changes brought about by globalization developments such as (Laelia Nurpratiwiningsih<sup>10</sup> and Moh. Jauharul Maknun, Nurhaidah and M. Insyah Musa,<sup>11</sup> Iga Sakinah Mawarni and Andi Agustang<sup>12</sup>). From these three studies, it shows that social changes in society have an impact on the lack of direct interaction, both individual to individual and group to other groups. The relationship with the three research focuses above is in accordance with the impact that globalization has had on society, such as in the aspects of religion, culture, and social change, which is a condition experienced by people in their daily lives. With these various research focuses, this research only focuses on two aspects of social change in the community in Wakan Village,

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<sup>5</sup> Rahmat Hidayat, "The World and Din (Religion) in the Middle of Globalization," *Journal of Religious Studies* 4, no. 1 (July 3, 2020): 35–49, <https://doi.org/10.19109/jsa.v4i1.6160>.

<sup>6</sup> Abdul Khobir, "Islamic Religious Education In The Era Of Globalization," *FORUM TARBIAH* 7, no. 1 (n.d.): 2009-7-1.

<sup>7</sup> Sri Suneki, "Impact Of Globalization On The Existence Of Regional Culture," *CIVIS* 2, no. 1 (2012), <https://doi.org/10.26877/civis.v2i1/January.603>.

<sup>8</sup> Sigit Surahman, "Impact Of Media Globalization On Indonesian Arts And Culture," *LONTAR: Journal of Communication Studies* 2, no. 1 (2013), <https://doi.org/10.30656/lontar.v2i1.334>.

<sup>9</sup> Hendri Adrian and Wayan Resmi, "The Influence of Globalization on Cultural Values in the Traditional Houses of the Sade Community in Central Lombok," *CIVICUS: Pancasila Education-Research-Service and Citizenship Education* 6, no. 2 (Sept. 30, 2018): 13–22, <https://doi.org/10.31764/civicus.v6i2.670>.

<sup>10</sup> Laelia Nurpratiwiningsih and Moh Jauharul Maknun, "The Influence of Globalization on the Use of Indonesian for Society," *Scientific Journal CONTEXTUAL* 1, no. 02` (27 February 2020): 43–48.

<sup>11</sup> Nurhaidah and Musa, "Impact Of The Influence Of Globalization On The Life Of The Indonesian Nation."

<sup>12</sup> Iga Sakinah Mawarni and Andi Agustang, "Social Community Construction Of The Social Reality Of Semba Tradition In The Globalization Era (Research Study in Kandeapi Tikala Region, North Toraja)" (OSF Preprints, 20 January 2022), <https://doi.org/10.31219/osf.io/z3x54>.

Jerowaru District, East Lombok Regency, NTB. Of the two things that are the focus of this research, it seems that it will show changes in the form of social and domestic interactions carried out by the community after globalization which are increasingly advanced day by day.

First, when viewed from changes in social interaction among the people in Wakan Village, as in the past, other communities often gathered together. However, the presence of globalization has brought about major changes to people's social life, especially globalization incarnating things like watching TV, playing cellphones, and other things that can make you fall asleep and be shackled to these conditions. Second, when viewed from changes in the domestic sector which show that people used to use firewood, however, with the development of globalization, it has been able to bring about a change, such as in using Gas, Mejikon, and others. With the two changes seen in the people in Wakan Village, especially after the development of globalization in the midst of people's lives raises questions for the author and divides them into two things. First, what changes have the community made with the increasingly advanced globalization in their lives? Second, what is the background to the social changes made by the community in Wakan Village, Jerowaru District, East Lombok Regency, NTB.

The presence of globalization which has an impact on changes in social interactions and the domestic field of society, turns out to have new impacts or problems that will continue to be faced by the people of Wakan Village in carrying out their daily lives. If seen in the local context, globalization has also created spaces for responding to identity groups in the form of attachment to ethnic and cultural awareness.<sup>13</sup> People's self-awareness in globalization forms changes that are getting better in the order of life, these changes are motivated by people's awareness in taking advantage of globalization. However, the changes made by the community cannot be separated from the positive and negative impacts it

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<sup>13</sup> Salehudin, "Revitalization of Self-Identity of the Saka Tunggal Banyumas Mosque Community, Al Fatah Ambon Grand Mosque, and the Jami' Singaraja Bali Grand Mosque in Global Cultural Change," *Journal of the Study of Religions* 8, no. 1 (2018): 5.

brings. Especially when viewed from the presence of legalization, it makes people always think in advance about the impact they will experience when faced with new views or challenges in their various lives.

## **METHOD**

This research uses a qualitative method,<sup>14</sup> because qualitative research is one of the methods in exploring and understanding the meaning of individuals and groups of people who are considered from a social or humanitarian problem.<sup>15</sup> This research was conducted in the people of Wakan Village, Jerowaru District, East Lombok Regency, NTB. This research will show changes in social interaction as well as in the domestic field that are carried out by the community, especially with the presence of increasingly advanced developments of globalization in the midst of people's daily lives.

Collecting data by means of the observation method was carried out in the Wakan Village community, and using literature studies to achieve searches in order to obtain information and clues about portraits of the dynamics of social change in society towards the development of globalization. The stages of data analysis refer to Milles and Haberman procedures, including data collection, data reduction, data display and data verification.<sup>16</sup> By using this analysis, this research is expected to be able to obtain valid results in showing the answers to the results of the research problem formulation.

## **RESULTS AND DISCUSSION**

### **Community Challenges To The Development Of The Globalization Era**

This paper focuses on discussing the development of globalization among urban and rural communities, especially in the Wakan Village community, because globalization is capable of making major changes to all aspects of daily life. The changes experienced by society with the development of globalization

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<sup>14</sup> Lexy J. Moleong, *Qualitative Research Methods* (Bandung: Pt Remaja Rosdakarya, 2013), 4.

<sup>15</sup> Jhon W. Creswell, *Research Design , Qualitative, Quantitative, And Mixed Methods Approaches*, Translated by Achmad Fawaid and Rianayati Kusmini Pancasari (Yogyakarta: Student Library, 2021), Pg, 4.

<sup>16</sup> Sugiyono, *Research Methods, Quantitative, Qualitative, and R&D* (Bandung: Cv Alfabeta, 2009), P. 442.

present a new challenge in everyday life,<sup>17</sup> causing people to be ready to learn to accept or carry out all forms of changing times. If you look at the impacts that globalization has had in the community so far, it has had both positive and negative impacts, but if the community is unable to make changes in a positive direction, it will cause negative impacts, so it is necessary for the community to overcome these conditions.

The development of globalization has made the world smaller, which used to have distances to reach it, especially in every region or country that has intensive distances from each other. However, with the rapid globalization now, there are no boundaries between one country and another. So that what actually applies to other countries can quickly and easily be known by the state and other people.<sup>18</sup> Globalization itself is a process that will bring and deliver humans from a classic life to a traditional life, thereby showing humans from an irrational scope of life to a rational life.<sup>19</sup>

Thus, the changes experienced by society are a must to be carried out according to the conditions of acceleration of the development of globalization itself. The society's obligation to change all aspects of its social life activities has become a new challenge to achieve balance with globalization. So that society requires them to always learn and take advantage of the development of globalization in a positive direction both for themselves and others. However, if the people themselves are not able to take advantage of the development of globalization, they will be shackled by the changing times or will have a more negative impact on themselves and others.

Comparison of the development of globalization from before and after is a long passage of time that must be considered extensively, especially in changing

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<sup>17</sup> Lisa Anggraini Putri, "The Impact of the Korean Wave on Adolescent Behavior in the Globalization Era," *Al-Ittizaan: Journal of Islamic Counseling Guidance* 3, no. 1 (April 29, 2020): 42–48, <https://doi.org/10.24014/0.8710187>.

<sup>18</sup> Hamdani M Syam, "Globalization Of Media And Absorption Of Foreign Culture, Analysis Of The Influence Of Popular Korea Culture Among Youth At The City Of Banda Aceh," t.t., 56.

<sup>19</sup> Nur Inayati, "Impact Of Globalization On Lifestyle Changes In Communities Of Komboi Warsa District, Biak Numfor District," *Echo of Campus IISIP YAPIS Biak* 14, no. 2 (31 October 2019): 37, <https://doi.org/10.52049/gemakampus.v14i2.86>.

all forms of actions that are more negative. Because the development of globalization is a process that places the people of the world in reaching one another or connected to each other in all aspects of their lives, be it cultural, social, economic, political, technological or environmental.<sup>20</sup> Therefore, the development of globalization becomes a landscape or journey in connecting and facilitating the community to be better, but if it cannot be utilized it will cause the community to become a worse person than before.

### **Portrait Of The Dynamics Of Globalization In Influencing The Lives Of Rural And Urban Communities**

Globalization is an issue that has received great attention from the late 20th century to the early 21st century. The pros and cons of the issue of globalization never end and remain a discourse among academics, politicians and also among capitalists. Therefore, the emergence of debates and conflicts between those who promote globalization and those who oppose globalization.<sup>21</sup> The existence of contradictions about the presence of globalization in the midst of society, is a public anxiety in general in eliminating the habits of daily life. However, many members of society accept and take advantage of the progress of globalization for the benefit of themselves and their families.

With the dynamics of the development of globalization that is accepted and rejected by society, it becomes a new challenge that must be faced. One of the most influential developments in globalization amidst the life of the wider community is through digitalization media. The media have become the main means for most of us to experience and learn about various aspects of the world around us.<sup>22</sup> With the media being able to provide a major influence on the development of globalization and entering the midst of people's lives. The dynamics of people's lives that oppose the presence of globalization is a choice

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<sup>20</sup> Budi Winarno, *Globalization of Opportunities or Threats for Indonesia* (Jakarta: Erlangga Publisher, 2006), 39.

<sup>21</sup> Syam, "Media Globalization And Foreign Culture Absorption, Analysis Of The Influence Of Popular Korea Culture Among Youth At Banda Aceh City," 56.

<sup>22</sup> Idi Subandy Ibrahim and Bachruddin Ali Akhmad, *Communication and Commodification: Examining Media and Culture in the Dynamics of Globalization* (Yayasan Pustaka Torch Indonesia, 2014), 1.

that is a dilemma, because the contradictions carried out by some people already understand the impact of globalization developments which can have positive and negative impacts on their lives.

The development of globalization is a process that naturally brings all nations and countries in the world to be bound to one another, or to be able to realize a new challenge of life or unity of co-existence by removing the geographical, economic and cultural boundaries of society. With the dynamics that are presented or the impact of globalization is able to provide changes in people's lives from traditional life to modern life. However, the changes brought about by the development of globalization have had a negative impact on the challenges of people's social life.

So that, some of the changes that appear in society are able to have a big influence on their habits or can be said to be contaminated. Therefore, some people sometimes reject new habits or globalization developments that are present in the midst of their lives. However, it turns out that some people who reject the presence of new habits brought about by the development of globalization can be defeated by the dynamics of the times. So that makes some people willing or not to accept and carry out the development of globalization indirectly.

The dynamics of the development of globalization that has entered the midst of society has so far included all aspects of its life, as seen in the fields of religion, culture, politics, social, economy, and education.<sup>23</sup> The various dynamics of the effects of globalization and are seen to enter in all fields that are really needed by the community, have become a straight path in the development of globalization implemented by the community. When viewed from the portrait of the dynamics of social change in the community in Wakan Village, it turns out that there has been a significant change in eliminating old habits and giving rise to new habits in accordance with the times.

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<sup>23</sup> "Results Of Observations While Conducting Research In The Community In Wakan Village On The Dynamics Of Globalization Development On April 1-30 2023," T.T.

Thus, it causes old habits to be abandoned by the people in Wakan Village, such as in social interaction and in the domestic field. In accordance with the observations of researchers in seeing changes in the field of social interaction, so far the people in Wakan Village have experienced changes where they used to gather and tell stories on the side of the road or at neighbors' houses, but what is seen now is that people are more engrossed in staying silent in their own homes to watch TV and play cellphone. Meanwhile, when viewed from the domestic field, where the people of Wakan Village were always looking for firewood and in the process of searching for firewood, they were also able to become a medium in the social glue of society, but with the development of globalization this has almost never been done again.

### **The Impact Of Globalization On Rural And Urban Communities**

Globalization is an age-old cultural process marked by a tendency for regions of the world, both geographically and physically, to become uniform in social, cultural, economic and political formats. The impact that occurs is enormous on various aspects of human life in all levels of society.<sup>24</sup> With the impact that globalization brings, it becomes a new challenge for all walks of life, both rural and urban communities.

The impact that globalization has had on people's lives in Wakan Village, Jerowaru District, East Lombok Regency, NTB, has resulted in significant changes both in the social interaction of the community and in terms of the domestic use. When viewed from the impact presented by the development of globalization on the social interaction of the community, it causes a lack of social interaction with others. The reality of the life of rural communities is not spared from the influence of globalization, such as the increasingly rapid progress of digitalization. Technological developments affect people's lifestyles,<sup>25</sup> this

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<sup>24</sup> Keysa Afgrinadika Wibowo and Fatma Ulfatun Najicha, "Actualization of Pancasila in Community Life in the Globalization Era," *EduPsyCouns: Journal of Education, Psychology and Counseling* 4, no. 1 (July 19, 2022): 23, <https://doi.org/10.33487/edupsyscouns.v4i1.3302>.

<sup>25</sup> Grafita Ohy, Evelin J. R. Kawung, and Jhon D. Zakarias, "Changes In The Social Lifestyle Of Rural Communities Due To Globalization In Rasi Village, Ratahan District, Southeast Minahasa Regency," *HOLISTIC, Journal of Social and Culture*, 2020, 11, <https://ejournal.unsrat.ac.id/v3/index.php/holistik/article/view/29574>.

condition can be seen in the lives of rural and urban communities. Which resulted in various lifestyles of people changing both urban and rural, especially lifestyles in interacting with other communities.

The progress of digitalization caused by the development of globalization, in fact, has had some negative impacts on habits in social interaction with other communities. Meanwhile, when viewed from the influence of globalization in a domestic form, it can be seen that the people of Wakan Village have experienced changes by preferring equipment in accordance with the times. This condition is also seen in changing urban communities who prefer to use the progress of globalization, especially in domestic and other matters.

The impact of the progress of globalization in the midst of rural and urban communities has experienced enormous changes for the social community. According to Marwah Daud Ibrahim, technological advances have had many positive and negative impacts on the community. However, the desired positive expectations arise from the development of communication technology, on the contrary, the most widely adopted is the negative side.<sup>26</sup> This condition is also experienced by the majority of rural and urban communities, so it can be seen that some people adopt the negative side rather than the positive side.

Rural and urban communities are adopting more negative sides than positive sides in the increasingly advanced development of globalization, in accordance with the reality and observations of researchers about the lives of rural and urban communities which only focus on individuals and eliminate groups. This kind of impact is caused by the development of globalization and is implemented by some rural and urban communities, resulting in the disappearance of habits that used to be more towards groups. Even though by nature humans are social beings or social beings, besides that they are also given in the form of reason and thoughts to develop and can be developed.<sup>27</sup>

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<sup>26</sup> Marwah Daud Ibrahim, *Emancipation and Transcendence Technology* (BANDUNG: Mizan, 1998), 68.

<sup>27</sup> Fitrotul Fajrin, "Social Cultural Dynamics Of Penglipuran Traditional Village Communities In The Era Of Globalization," *Harmony: Journal of Learning IPS and PKN* 6, no. 2 (December 14, 2021): 111, <https://doi.org/10.15294/harmony.v6i2.47442>.

By having a nature as a social and social being in the real world, but so far it has become opposite to the reality of today's society which puts more priority on the virtual world in accordance with the development of globalization. The point here is a social change in rural and urban communities who are experiencing a crisis of direct interaction with other communities, because modern society now prioritizes interactions in the virtual world rather than the real world. As a result, rural and urban communities, especially in Wakan Village, have failed to take advantage of the increasingly advanced developments of globalization.

### **Social Transformation Of Society In The Era Of Globalization**

The development of globalization which is increasingly advanced day by day, is seen to be a new problem and challenge for people's lives. According to Gillin and Gillin, social change is a variation of accepted ways of life, which are either due to changes in geographical conditions, material culture, population composition, ideology or new discoveries in society.<sup>28</sup> Various changes in community institutions that can affect the social system such as values, attitudes, and patterns of behavior between community groups, these conditions are part of the concept of social change.<sup>29</sup>

The social transformation of rural and urban communities has become a dynamic condition, because all forms of community life cannot be separated from the changing times. In the transformation carried out by rural and urban communities, they are not immune from the risks they will experience. As Anthony Giddens said that globalization has a close relationship with risk. According to Anthony there are two types of globalization risks, firstly external risks caused by external factors such as nature or traditions, secondly artificial risks that arise as a result of the development of knowledge about the world.<sup>30</sup>

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<sup>28</sup> Gillin dan Gillin, *Cultural Sociology* (New York: Mac Millan Co, 1984), 279.

<sup>29</sup> Selo Soemardjan, *Social Change in Yogyakarta* (Yogyakarta: Gaja Mada University Press, 1986), 3.

<sup>30</sup> DosenSosiologi.Com, "Definition of Globalization, Theory, and Complete Process," December 11, 2022, <https://dosenSosiologi.com/pengertian-globalisasi-teori-dan-hasilnya-lengkap/>.

The risk of globalization according to Anthony Giddens above is a condition experienced by all urban and rural communities, especially in carrying out social transformation of society. However, most of the social changes seen in society are experiencing both of these risks, causing the community to have readiness to deal with these risks. If you look at the social transformation of the community in Wakan Village, the influence brought about by globalization at this time is very large, especially in the field of social interaction and the domestic sector. In these two fields, it is the focus of this research to look at a transformation of the Wakan Village community which is influenced by globalization.

The changes experienced by the people in Wakan Village are a condition in the form of social change, due to having new discoveries in their lives. This new discovery is a factor resulting in the social transformation of society, especially with the increasingly advanced development of globalization making it a major factor for various changes both in the field of social interaction and the domestic field. These two fields are a very complex change that has occurred in the people of Wakan Village.

Various changes experienced by society cannot be separated from internal and external factors in accordance with Anthony Giddens' view of social change in society. This has also happened to the people in Wakan Village regarding the changes they are experiencing, causing the conditions that were previously to change with the increasingly advanced developments of globalization. The changes experienced have positive and negative sides in people's lives. When looking at the positive side in the transformation of people's social life, where they are able to take advantage of the times in accordance with the current rampant globalization. However, when viewed from the negative impact, the community turns out to abandon old things and is not implemented, causing their life, which always interacts with other communities, to disappear, resulting in distance between other communities.

## **CONCLUSION**

The dynamics of social change in society towards the development of globalization is a new challenge that must be faced by all groups of people, both urban and rural. The development of globalization itself presents two impacts in people's lives, namely positive impacts and negative impacts. In both impacts it will become a necessity that will be faced by the community, especially in carrying out daily life. The social changes in the people of Wakan Village have had an impact on the current conditions in accordance with the progress of globalization which is progressing day by day. However, as can be seen from the development of globalization in the midst of the life of the people of Wakan Village, so far it has been able to bring positive and negative impacts. So far the people of Wakan Village have been able to take advantage of the conditions according to the times, such as being able to take advantage of the development of globalization for their daily needs in meeting themselves and their families.

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