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ANALYSIS OF MODERNIZATION, ATTITUDE, BEHAVIOR TOWARDS CHANGE SOCIAL COMMUNITY (STUDY IN USUL VILLAGE, DISTRICT BATANG GANGSAL INDRAGIRI HULU DISTRICT)

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Abstract

Modernization is a process of change from a traditional situation to a more advanced (modern) or contemporary society. According to Kholida Qothrunnada, (2021).. Usul Village is one of the villages in the Gangsal sub-district, Indragiri Hulu Regency, Riau Province, which is experiencing modernization because of the demands of the times. Attitude is an expression of a person's feelings that reflects his or her liking for an object, according to Damiati, et al, (2017). Behavior is a set of actions or actions of a person in responding to something and then making it into a habit because of the values they believe in.

This research was conducted in Usul Village, Batang Gangsal District, Indragiri Hulu Regency. The data used in this research concerns qualitative data. Quantitative is a way to emphasize more aspects of understanding in depth a problem. This research uses the field research method. According to Neuman, field research is a method that involves direct physical contact and observing the subject being studied. According to Neuman (2014) field research uses participant observation by being a member of the group being studied to obtain data.

Researchers can draw the results from the research to conclude that every community activity experiences modernization, social change in the form of attitudes, behavior and social life, such as the economy, buildings, communication. This means that the people of Usul village really accept modernization in the village, because from year to year it experiences social changes. There have been changes from the past to the present, it could be said that Usul village has progressed, because development has been evenly distributed throughout.

Keywords: Modernization, Attitudes, Behavior and Social Change in Society

INTRODUCTION

Background of the Problem

Modernization is a change in the attitude of traditional society to become modern or according to the demands of today's facilities. Modernization is also a form of social change that is based on planning which is usually directed, programmed and predictable. Usul Village is one of the villages in the Gangsal sub-district, Indragiri Hulu Regency, Riau Province, which is experiencing modernization due to the demands of the times. The development of science accelerates when there is a research process. The research process carried out produces many things, including discoveries, updates or innovations in the field of technology. The resulting technology is then used in everyday life by society. The use of this technology brings many benefits to society, including ease in carrying out various activities. Modernization is the process of change or transformation from a traditional state to a more advanced or modern state.

According to Abdul Syam, (2021). The modernization carried out in the development process in Indonesia using elements of western culture has brought quite rapid progress in the fields of science and

technology, education and economics so that the level of intelligence, the standard of living of the people increases, modern culture and views and Practical, pragmatic, secularistic interests have shifted spiritual and moral values so that religious and moral aspirations do not animate the development and modernization process. Modernization is a form of transformation from a less advanced or less developed situation to a better one. According to Pratama (2020).

Attitudes can influence a person's behavior. Notoatmodjo (2014) explains that attitudes can influence a person's behavior. Every person's behavior must have motivation as a driving force. According to Myers & Twenge (2018) attitudes are the feelings and beliefs that we hold, whether pleasant or unpleasant, about certain people, objects, events or ideas that produce behavioral tendencies. Attitude is an expression of a person's feelings that reflects his or her preference for an object, according to Damiani, et al (2017).

A person's or individual's behavior cannot be separated from social life in social society, the playing environment and also the surrounding environment. It is not surprising that in social life, for example, teenagers show a search for identity, so they often look brutal and wild. The following are examples of the most basic types of human behavior in psychology. According to Notoatmodjo (2017) behavior from a biological perspective is an activity or activity of the organism concerned. Human behavior can be interpreted as an activity that is very complex in nature, including behavior in speaking, dressing, walking, perception, emotions, thoughts and motivation.

Social change is a change in the social system, structure and function of society. Cultural change is a change that occurs in elements of human culture, whether in the form of artifacts, objects or ideas. Social change and cultural change are different, but they are related. Cultural changes can cause changes in social change in society. Social change is a process of change that occurs in social institutions in a society that influences its social system, including values, attitudes and behavioral patterns among groups in society (Lumintang, 2015).

LITERATURE REVIEW

Modernization is a process of change from a traditional situation to a more advanced (modern) or contemporary society. According to Kholida Qothrunnada, (2021). Modernization is the process of change or transformation from a traditional state to a more advanced or modern state. According to, (Abdul Syam, 2021). The modernization carried out in the development process in Indonesia using elements of western culture has brought quite rapid progress in the fields of science and technology, education and economics so that the level of intelligence, the standard of living of the people increases, modern culture and views and Practical, pragmatic, secularistic interests have shifted spiritual and moral values so that religious and moral aspirations do not animate the development and modernization process.

With the development of science and technology, it becomes easier for society to carry out activities and encourage more advanced thinking, the development of knowledge and technology also forms a period of modernization that continues to progress and develop to this day. The main aim of modernization is to improve the quality of life of society in general. The modernization process will be marked by directed and planned social change where there is social planning. A social plan must be based on an understanding of how a culture can develop from a low level to a modern level, according to (Mas Ale. 2023).

Characteristics of modernization according to, (Erni Sumarni 2023)

1. Have a life attitude to accept new things and be open to change.
2. Have the courage to express your opinion about your own environment.
3. They also really value time and are more oriented towards the future than the past.
4. Modern society also sees the need for careful planning and calculations.
5. High self-confidence, trust in science and technology, and respect for others through their achievements in society.

Factors that influence Modernization

The main factor causing this modernization is the rapid development of science and technology. Thus, modernization is often referred to as a phenomenon of directed change. And the living conditions of the community according to, E Handayani, (2016) are as follows,

1. Individualist
2. luxury lifestyle.
3. Hedonistic attitude
4. lack of concern for others.
5. There is no mutual cooperation anymore.

Modernization Indicators are as follows:

1. Science
2. Technology.
3. Changes in attitudes and behavior.
4. There is digitalization in society.

Indicators according to Novia Aisyah (2021), include:

1. Wealth

Max Weber argued that wealth determines a person's position in a social layer in society. This wealth can be seen from the type of house, type of vehicle, clothes worn, and so on.

2. Power

What is meant by power is the ability to control other parties according to the wishes of the power holder. This power can come from ownership or descent.

3. Honor

This indicator is independent of wealth measures. Usually, indicators of honor are found in traditional societies and the person concerned is considered meritorious or respected in society.

4. Science

This indicator is usually found in societies that value science. However, sometimes this has a negative impact, such as prioritizing obtaining a graduate degree at all costs, rather than prioritizing the quality of knowledge.

5. Heredity

In feudal societies, members of the royal family or nobility occupied the upper layers. Meanwhile, commoners are at the bottom.

Attitude

Attitude is an expression of consumer feelings about an object, whether they like it or not, and attitude also describes consumer confidence in various attributes and benefits of that object. According to Sumarwan (2014 p.166), from the above definitions it can be concluded that attitude is a person's reaction to certain objects that are positive or negative which are usually manifested in the form of liking or disliking, agreeing or disagreeing with a particular object.

According to (A Mulyana 2021), attitude indicators are as follows:

1. Honest attitude, namely trustworthy behavior in words, actions and work.
2. Disciplinary attitude, actions that show orderly behavior that complies with various provisions and rules.
3. Attitude of Responsibility, a person's attitude in taking action in carrying out their duties and responsibilities in their work.
4. Tolerance, attitude and respect for other people around us.
5. Mutual cooperation attitude, an attitude that always works together in completing work with other people to achieve a goal.
6. Polite manners.
7. Confident attitude.

Behavior

Human behavior is essentially the actions or activities of humans, both observable and unobservable by human interactions with their environment, which are manifested in the form of knowledge, attitudes and actions. Behavior can be interpreted more rationally as the response of an organism or person to stimuli from outside the subject. This response is formed in two types, namely the passive form and the active form, where the passive form is an internal response, namely that which occurs within humans and cannot be directly seen by other people, while the active form is when the behavior can be observed directly, imitating, Adventus, et al. (2019). According to Notoatmodjo (2017) behavior from a biological perspective is an activity or activity of the organism concerned. Human behavior can be interpreted as an activity that is very complex in nature, including behavior in speaking, dressing, walking, perception, emotions, thoughts and motivation.

According to Damayanti (2017), judging from the form of response to this stimulus, behavior is divided into two, namely:

1. Closed behavior (convert behavior), namely a person's response to a stimulus in a covert or closed form (convert). The response to this stimulus is still limited to attention, perception, knowledge or awareness and the attitudes that occur in the person receiving the stimulus cannot be clearly observed by other people.

2. Overt behavior, namely a person's response to a stimulus in the form of real or open action.

The response to the stimulus is clear in the form of action or practice, easily observed or seen by other people.

Factors That Influence Behavior According to Lawrence Green in Damayanti (2017), the health of a person or community is influenced by two main factors, namely: behavioral factors (behavioral causes) and factors outside of behavior (non-behavioral causes). Behavior itself is determined or formed from three factors, namely:

- a. Predisposing factors (predisposing factors).

This factor is influenced by people's knowledge and attitudes towards health, traditions and people's beliefs in matters related to health, the value system adopted by society, level of education, socio-economic level, and so on.

- b. Supporting factors (enabling factors).

This factor includes the availability of facilities and infrastructure or health facilities for the community, for example clean water, places to dispose of feces, availability of nutritious food, and so on, including health service facilities such as community health centers, hospitals (RS), polyclinics, integrated service posts (Posyandu), village polyclinic post (Polindes), village medicine post, private practice doctor or midwife, and so on. Communities need supporting facilities and infrastructure to behave healthily.

- c. Strengthening factors (reinforcing factors).

These factors include the attitudes and behavior of community leaders, religious leaders (toga), the attitudes and behavior of officers including health workers, including laws, regulations, both from the central and regional governments, which are related to health. Communities sometimes not only need knowledge and a positive attitude as well as support from facilities for healthy behavior, but also need examples or references from community leaders, religious leaders, and others.

Characteristics of Human Behavior

Human behavior in particular is divided into two, according to (Seráfica Gischa, 2021), namely:

- a. Closed behavior, behavior that can only be understood by using certain tools or methods, for example thinking, sadness, fantasizing, and so on.

- b. Open behavior, behavior whose meaning can be directly known.

The basis of human behavior is because there is encouragement from within. A business because there is a need. So behavior occurs because of the urge to fulfill needs. It can be concluded that

behavior is human activity or activity that arises due to stimulation, whether it can be observed directly or indirectly.

Behavioral Indicators according to, R Herminastiti, (2019),

1. Empathy.
2. Generous'
3. Collaboration,
4. Compassion

According to Robbins (2016, p. 6), the indicators of organizational behavior are:

1. Motivation, According to Robbins in Setiawan (2015, p. 48) "motivation is the willingness to expend a high level of effort for organizational goals, which is conditioned by the ability of that effort to meet several individual needs." Apart from that, motivation is an encouragement from within or outside a person to show certain behavior and act on unmet needs.
2. Behavior and power, leader According to Walgito in Nirisma, et al (2016, p. 195) "human behavior cannot be separated from the individual's own circumstances and the environment in which the individual is located." So behavior is 15 behaviors of someone who interacts in an organization. Meanwhile, according to Yudiatmaja (2013, p. 31).
3. Interpersonal communication, According to Mulyana in Patriana (2014, p. 206) "Interpersonal communication is communication between people face to face, allowing each participant to capture other people's reactions directly, both verbally and non-verbally." Interpersonal communication is the most effective communication model, so this model is also considered the most effective in the process of extracting information. Because humans in their lives have to communicate and humans need other people or groups to communicate.
4. Group structure and processes, According to Robbins in Nurhayati and Darwansyah (2013, p. 4) "organizational structure is defined as the formal framework of an organization within which work tasks are divided, grouped and coordinated". The organizational structure explains how work tasks will be divided, grouped, and formally coordinated.
5. Development and perception of attitudes, According to Schnerila in Hidayati (2018, p. 26) "development is where there is an organized structure and has certain functions, therefore if there is a change in structure either in organization or in form, it will result in a change in function." Developing a person's attitude means raising the person's awareness, that the person has potential that must be developed. According to Nugraha (2015, p. 3) "perception is a person's tendency towards something in the relative realm, meaning that an individual's perception of something will vary based on each person's perception."
6. Change process, According to Soekanto in Rosana (2011, p. 34) "social change is all changes in social institutions in a society, which affect its social system, including values, attitudes and behavioral patterns among groups in society ". Changes in attitudes and behavior of organizational members through communication processes, decision making and problem solving. Individual change refers to changes in attitudes, skills and perceptions.

Social Change in Society

The definition of social change according to William F. Ogburn is changes that include cultural elements, both material and immaterial. What is emphasized is the great influence of material cultural elements on immaterial elements. In research, (Quipper Indonesia 2019). Social change is Kingsley Davis expressing his opinion that social change is cultural change which includes changes in science, arts, living equipment or technology, philosophy, forms and rules in social organization as well as changes that cover all aspects of life.

Social change is a process of change that occurs in social institutions in a society that influences its social system, including values, attitudes and behavioral patterns among groups in society (Lumintang, 2015). Social changes that can be seen are shifts in values, norms, attitudes or patterns in society itself.

The social system usually marks this change, starting from several things that no longer work according to their intended proportions. According to (Sritopia 2017).

Causes of Social Change

Social changes that occur in society are triggered by a feeling of dissatisfaction with current conditions or the emergence of a desire to be better. Changes like this can occur due to encouragement from outside or from within the community concerned. This social change can take place consciously with full planning, it can also take place unconsciously.

Social Change is caused by several factors, namely:

1. Internal Factors
 - a. Change in Population
 - b. Discovery of New Inventions in Society
 - c. Conflict
 - d. Rebellion or Revolutionary Movement
2. External Factors
 - a. Natural
 - b. War.
 - c. Influence from other Societies.

Driving factors for social change, according to Sritopia, (2019), include:

1. Contact with Other Cultures
The beginning of the process of social change is contact from a person or group to another person or group. Through social contact, there is a process of conveying information about ideas, ideas, beliefs and cultural results in physical form. Two cultures that meet each other will influence each other which ultimately brings change. Thus, connecting with other cultures can encourage the emergence of socio-cultural change.
2. Advanced Education System
Formal education is education that is pursued through levels of education at school. Formal education teaches various abilities, such as mastering the sciences, crafts, living independently, sports and the arts.
3. Appreciation of a Work
An attitude of appreciating the work of an individual will encourage new discoveries in society. A form of appreciation for someone's work can be in the form of a Nobel or award. The desire to progress within a person triggers the emergence of socio-cultural changes. Socio-cultural changes occur because there is a feeling of dissatisfaction with the current situation and conditions.
4. Open Society System
The existence of open stratification in society allows vertical social movement to occur. This situation gives someone the opportunity to occupy a higher strata. Through hard work and making changes, an individual achieves personal progress in order to improve his strata. So, the more open the social system is, the greater the opportunity to make changes which will certainly lead to a better direction
5. Dissatisfaction with Certain Areas of Life
The change was motivated by a feeling of dissatisfaction with the situation and conditions at that time. If this feeling occurs for a long time, it will cause pressures accompanied by disappointment until one day it gives rise to a revolution in society. This can be seen from the changes that have occurred in Indonesia. Changes arise because of dissatisfaction with the way the government works.

Previous Research

1. Ellya Rosana (2015), with the title "Modernization from the perspective of social change; Modernization in certain societies will be different from other societies, both in terms of the

process and its reception, depending on the needs and desires of the society. The changes that occur due to the modernization process will shackle society to a culture of consumerism, hedonism, and so on.

2. Other research from Yanti et. al (2020) who researched the description of people's knowledge and behavior during the Covid-19 pandemic using quantitative methods. The subjects studied were the people of Sumerta Kelod village. Based on data on the distribution of Covid-19 for Denpasar City, the number of positive patients in the Sumerta Kelod village community is quite high compared to other villages. Therefore, it is used as a research subject. The results of the research are that people's knowledge and behavior of compliance with health protocols are in the good category.
3. Tio Kusuma, (2021) with the title "Community Attitudes and Behavior towards the Covid-19 Pandemic; . People's attitudes and behavior are influenced by figures, religious beliefs, adequate knowledge, crowding habits, the habit of not wearing masks, and a sense of security from the dangers of Covid-19.
4. Masna Hatuwe (2021), Research title "Modernization of social change in the Namlea village community, Buru district; The results of the research show that the forms of social change in the community in Namlea Village, Buru Regency, namely
 - a. Social changes based on time including slow social changes; rapid social change. Slow social changes in the Namlea village community were not found. The social changes that occurred in the Namlea village community were very fast. Mindset is one of the causes. Meanwhile, rapid social change includes the desire of society to make changes.
 - b. social change based on society's perspective includes desired changes; unwanted changes.
5. Diana Andayani Djoh (2018), with the research title "The Impact of Modernization on Social Change in Farming Communities in Kambata Tana Village, East Sumba Regency." The results of the research show that there are changes that have occurred in the mindset and behavior of the Kambata Tana village community, on the one hand accepting the presence modernization in the agricultural sector, but on the other hand they still adhere to the cultural values and local wisdom they adhere to. The agricultural transformation that occurred was limited to the method of production without changing the social structure of society.
6. Yuruda, Eka, (2018) "Modernization and social change in society (study in Pekon Hujung, Belalau sub-district, West Lampung district); The results of this research shows that there are two influences of modernization on change social society, namely negative influences and positive influences. Positive influence namely that society becomes more scientific in thinking about all actions, especially
7. M. Rusdi et al (2021) "Modernization and social change in the community of Lala village, Buru district". The research results explain that the influence of modernization on social change, namely; scientific thinking, and lifestyle changes. Initially, people used the natural surroundings to meet their daily needs. however, with the advent of modernization they began to follow the lifestyle that characterizes modern society.

Data analysis method

In this research the author used quantitative and quantitative descriptive analysis methods. In the village of Usul, Batang Gansal District, Indragiri Hulu Regency. Quantitative is a way to emphasize more aspects of understanding in depth a problem. Data was obtained by means of observation, interviews, and also documentation studies to carry out data collection, data processing or data analysis, preparing reports, and drawing conclusions from the data obtained by researchers.

Data analysis technique

The data collection techniques used by the author in the research are:

1. Interview technique to collect data which was carried out by asking directly to the head of the district, village secretary and community leaders and youth of the village of Sulus, Batang Gansal sub-district, Indragiri Hulu Regency.

2. Documentation technique by collecting data related to moderation, behavioral attitudes towards social change in the community in Usul village, Batang Gansal sub-district, Indragiri Hulu Regency.
3. Observation technique by visiting directly the village of Usul, Batang Gansal District, Indragiri Hulu Regency.
- 4.

Qualitative Data Analysis Techniques

According to Miles and Huberman (2014), there are three qualitative data analysis techniques, namely:

1. Data reduction is a form of analysis that sharpens, categorizes, directs, removes unnecessary data and organizes data in such a way that final conclusions can be drawn. Reduction does not need to be interpreted as data quantification.
2. Data presentation is an activity when a collection of information is compiled, so as to provide the possibility of drawing conclusions. The form of presenting qualitative data is in the form of narrative text (in the form of field notes), matrices, graphs, networks and charts.
3. Conclusions are the results of analysis that can be used to take action.

CONCLUSIONS AND RECOMMENDATIONS

From the discussion and results of research conducted by researchers, it can be concluded that the village of Usul has experienced very rapid social changes, from year to year, both in terms of education, economics, social aspects of the community and in the development of the village.

1. From the researcher's analysis, the people living in Usul village have experienced social changes, whether in behavior, community life, individuals or individuals.
2. Modernization of the village community. The proposal is very advanced in village development and has equipped it according to village needs.
3. Human resources are quite good, because many people have graduate degrees.

SUGGESTION

1. For researchers:
 - Add research objects regarding training so that you can increase the general knowledge that is described.
 - Can be used as a reference for researchers regarding modernization, attitudes, behavior and social change, especially Human Resources.
2. For the village of Usul, which the researcher studied, hopes that the village government will pay attention to the community and buildings in the village and social changes, so that maximum development can be achieved in all areas in Usul village, Batang Gansal subdistrict, Indragiri Hulu Regency.

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