SOCIAL CHANGE IN MENSERE VILLAGE TEBAS DISTRICT SAMBAS REGENCY

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Abstract

Every individual has unlimited interests, interests that influence aspects of social life can result in social change in society. Humans think and are able to work to do something that ultimately brings change to the surrounding environment. One of the causes of social change is the desire to adapt to the environment in order to become advanced and not miss out on the latest issues. This research aims to find out how social changes have occurred in Mensere Village, Tebas District, Sambas Regency. This research uses a qualitative approach with descriptive research type. The results of the research show that there are changes that have occurred in Mensere Village, Tebas District, Sambas Regency. This is proven by several social changes that have occurred. First, changes in norms in society. Second, people's lifestyles directly or indirectly follow foreign cultural lifestyles due to the influence of social media. Third, population changes are increasing every year, which if life's needs cannot be met, it will have a negative impact on the economy, education, ecology and others. Fourth, there is a change in buying and selling transactions that people currently carry out, namely online transactions via social media.

Keywords: *Social transformation, Society, Mensere Village, Tebas District*

INTRODUCTION

Community life starts from one phase to the next. Society began their life from the primitive phase to the agricultural phase. Next, from the agrocultural phase, we move to the traditional phase. Then the last one is from the traditional phase to the transition phase. Firstly, people started their lives in the primitive phase where in this phase humans lived isolated and nomadic lives adapted to the natural environment and available food sources. Second, the agrocultural phase where in this phase the community's culture is farming in a certain place and then harvesting the agricultural products they do, and in this phase the community also hunts with the aim of fulfilling their living needs. Third, the traditional phase where people begin to recognize the word "village" and some of the small groups of people choose to remain settled and interact with each other so that this makes small groups of people change into large groups and become village communities as a result of interacting with each other (Bungin, Burhan, 2007).

Humans in their lives will definitely experience changes. The changes that occur can occur slowly but can also occur very quickly (Sriyana, 2020). Rapid changes can be seen in people living in urban areas. Where people always follow the latest

issues or news with the aim that people do not miss out on progress. Meanwhile, slow changes can be seen in people living in rural areas. Where people who live in rural areas tend to find it more difficult to accept social change because people adhere to the principles of their culture. Over time, society will understand the importance of the need for change. For example, for people who live in rural areas, especially in remote areas, who initially do not need electricity. Sooner or later, as time goes by, people will need electricity to meet their daily needs. Apart from that, with the rapid progress of technology, people are using mobile phones as a means of communicating with other people. Changes that occur in society develop at different speeds. Therefore, there needs to be community readiness to accept and implement these changes.

Social change can be caused by various sources. This cause is in the form of an increase in population which can cause environmental changes and result in changes in the relationship between social groups (Soemardjan, Selo, 2009). Social change is a comprehensive concept that focuses on changes in social phenomena that occur in various human lives from the individual level to the world level (Lauer, Robert H., 2003). Humans are also called social creatures because humans need to live in society. Humans are not perfect creatures. Therefore, in life humans cannot live alone without help and interacting with other people or fellow citizens. Society can be said to be a system which will certainly experience change. The changes that occur can be slow or fast.

Changes that occur in society can affect several aspects of life such as patterns of community behavior, power and authority, social norms, social interactions, the structure of humanitarian institutions, social values, layers in society, and other (Soekanto, Soerjono, 2010). Changes that occur in society need to be seen in which direction the changes are moving. Basically a change is in motion if it has left the factor that has been changed. Furthermore, after leaving the factor that has been changed, what happens may be that the factor moves to a new form and may move to a form that has occurred in the past. It cannot be denied that the process of social change can occur in communities living in urban and rural areas.

The people of Mensere Village, Tebas District, Sambas Regency are classified as rural communities that are experiencing development. Thus, the occurrence of social change is a quite natural thing that arises from the social interactions of individuals in the Mensere Village community. The social changes that occur will continue if there is still interaction between individuals and between communities. Based on observations, the thing that causes social change in Mensere Village is due to changes in the elements that maintain balance in the community. For example, changes in cultural, geographic, economic and biological elements. This change aims to adapt to the ever-changing times. So social change occurs because of changes that develop very rapidly from the influence of development. Apart from that, there are elements of cultural influence from outside that come in easily as a result of the

construction process. The ultimate goal of social change according to evolutionary theory is progress, civilized humanity and culture. The theory of evolution assumes that social change is a directional movement like a straight line (Kusumadinata, Ali Alamsyah, 2012).

The changes that occur in Mensere Village are processes that can result in conditions in the present being different from conditions that existed in the past. For example, the situation that will occur in the Mensere Village community in 2023 is of course different from the situation that will occur in 2022. Ranjabar in Irwan states that the changes that occur in society are related to human life, both individually and in groups. This is one of the social changes oriented towards social values, social norms, organizational behavior patterns, institutional structure, layers in society, power and authority and social interaction (Irwan, 2018). Meanwhile, according to Sztompka in Syukurman, social change is a transformation in social organizations, in patterns of thinking and in behavior at a certain time (Thank goodness, 2020). So it can be said that change is something that happens in different ways from time to time or before and after a certain activity is carried out.

Every activity and activity carried out by individuals and communities in Mensere Village can cause change. This is because every activity carried out must have the aim of making a change which can involve several factors. The factors referred to are cultural, economic, social and political factors. Change can result in progress or setbacks. In general, changes that occur in the Mesere Village community can occur by themselves without assistance from any party in accordance with the growth and needs of the community..

Currently, the rapid development of technology is being felt by everyone, from children, teenagers and adults. Therefore, currently we are faced with various problems and social changes occurring in society (Faith, Sad Muis, 2004). This requires an increase in quality and better human resources (HR). Basically, these changes are caused by several factors, namely the development of science and technology, the environment, and finally population. The rapid development of technology is also one of the causes of the social changes experienced by the people of Mensere Village. The changes that can be seen as a result of technological developments are matters of character, morality, and individual behavior that are increasingly varied in carrying out social interactions.

Current developments have brought about various changes that have occurred in various aspects of life. An example of change that is so fast and very easy to observe can be seen from the social aspect. It cannot be denied that the social changes that occur, apart from leading to progress, also lead to decline. This is because it happened in ancient times. There are times when changes occur quickly, making people confused about how to deal with them. Social change can occur because it is caused by certain factors such as natural factors or environmental factors which can result in dependency and needs that make society survive. Basically, humans of course have

unlimited interests. Therefore, social change will certainly have an influence on various aspects of people's lives, such as educational aspects and economic aspects. So fast changes in aspects of social life also occurred in Mensere Village. Therefore, the researcher tried to discuss the social changes that occurred in Mensere Village, Tebas District, Sambas Regency.

RESEARCH METHODS

This research uses a qualitative approach. Qualitative research is a research method based on naturalism, used to research the condition of natural objects, where the researcher is the key instrument, data collection techniques are carried out triangulation (combined), news analysis is inductive or qualitative, and the results of qualitative research emphasize more meaning rather than generalization (Sugiyono, 2013). This type of research uses descriptive research with a qualitative approach. Descriptive research is research that attempts to describe phenomena that occur in a real, realistic and actual way because this research is to create systematic, factual and accurate descriptions, images or paintings regarding the facts, characteristics and relationships between the phenomena being studied or investigated. The descriptive method is aimed at solving problems sequentially and based on facts in the field (Rujakat, Ajat, 2018). Descriptive research is describing the characteristics, activities or events that occur during research as well as describing environmental conditions or it could be said to describe the location where the research takes place. Through descriptive research, researchers can obtain sufficient analytical results regarding the social changes that occur in Mensere Village which will be discussed in this research.

This research uses data collection techniques in the form of interviews, observation, documentation. Interviews are also referred to as a process of communication and interaction between the interviewer and the respondent that can be understood by both parties so that interview activities occur. Interviews are intended to obtain verbal information, stances, opinions from respondents by speaking directly (face to face) (Suyanto, Bagong and Sutinah, 2022). Researchers conduct interviews to obtain the necessary data or information. Those who the researchers will interview are several informants in Mensere Village, Tebas District, Sambas Regency

Observation is one way of collecting data in research. Observation techniques use the five senses, sight, smell, hearing, with the aim of obtaining information related to the research problem. Observations are carried out to obtain a real picture of an event or occurrence to answer research questions (Ade Ismayani, 2020). Observations were carried out in Mensere Village, Tebas District, Sambas Regency. The observations made included the social aspects of the Mensere Village community. So that through observation, all observation results obtained will be recorded by considering the various aspects studied. In this way, researchers will obtain clear

data regarding social changes that occur in Mensere Village, Tebas District, Sambas Regency.

Documentation is collecting data by recording past events. Documentation can be said to be data collection in the form of writing, pictures or someone's work to immortalize an event that occurred in a study (Purba, Elidawaty et al., 2021). In this research, documentation was carried out to obtain documents related to the research object. This document will be used to obtain secondary data. The secondary data obtained is used to complete the primary data.

This research uses data sources.The data source referred to in this research is the subject from which the data can be obtained (Waluya, Happy, 2007). In this research, researchers used two data sources, namely primary data sources and secondary data sources. Primary data sources, namely data or information obtained by researchers directly from the first source. The primary data sources in this research are the village secretary, namely Mr. Arif and the residents of Mensere Village. Secondary data sources, namely data sources that do not directly provide data to data collectors (Paradise, 2021). It can be said that secondary data is data that can support primary data needs such as booksliterature and reading, archives, documents, other people, and data published by government and non-government institutions.

RESULTS AND DISCUSSION

Social change is a process experienced by members of society. However, it does not only refer to members of society but to all elements of culture and social systems. Where the level of people's lives is greatly influenced by external elements or elements originating from outside which leave behind old patterns of life, culture and social systems. Next, adapt or can be said to use new patterns of life, culture and systems. Macionis in Sztomka states that social change is a transformation in the organization of society, in patterns of thought and in behavior at a certain time (Sztomka, Piotr, 2004). Changes that occur in society can be grouped into slow changes, rapid changes, changes with large or small impacts, and planned changes. Social change in society will not happen by itself. However, there are several factors that can cause social change in society. These factors are internal factors and external factors. Internal factors include increasing or decreasing population, new discoveries, societal conflicts, and rebellions or revolutions. Meanwhile, external factors include changes in the natural environment, war, and the influence of other cultures (Tim Ganesha Operation, 2020).

Mensere Village is one of the villages in the Tebas District, Sambas Regency. Mensere Village consists of two hamlets, namely Lestari Hamlet and Bumi Asih Hamlet. Lestari Hamlet consists of 12 RTs while Bumi Asih Hamlet consists of 6 RTs. Along with the times and advances in technology, Mensere Village has experienced social changes. This can be proven from the results of interviews and observations

with the people of Mensere Village. Researchers obtained a lot of information regarding social changes that influence social life in Mensere Village.

Profile of the Mensere Village Office, Tebas District, Sambas Regency

Below the researcher will describe some of the information obtained regarding social change in Mensere Village, Tebas District, Sambas Regency, namely as follows:

1. There is a change in norms in Mensere Village, Tebas District, Sambas Regency

Norms are general habits that become a benchmark for behavior within a community group and certain territorial boundaries (Setiawan, Deny & Maulana Arafat Lubis, 2022) The people of Mensere Village are a community that is known to still be strong in its existing values. It can be said that the community in its various activities still follows the applicable norms, both social norms and religious norms that still apply in society. One of the implementation of religious norms carried out by the people of Mensere Village is religious activities, namely recitation of the Koran which is always carried out regularly even though each individual in the community is sometimes busy.

The people of Mensere Village still routinely carry out religious activities such as recitation of the Koran, dhikr carried out by women and teenagers in the village. Religious activities are held once a week. This is in accordance with the results of interviews with several residents of Mensere Village regarding changes in norms, namely Mrs. Hariyati, Mrs. Helida, and Mr. Arif.

Interview with Mrs. Hariyati

“The religious activity that we always carry out is recital. "The recitation can be done in the mosque or at each individual's home depending on the agreement with other residents."

Interview with Mrs. Halida

"Studies here are held once a week and the activities are still running smoothly".

Then it was emphasized again by Mr. Arif as secretary of Mensere Village

"The religious activities here are the recitation of the Koran which is carried out every Friday by the mothers and the regular recitation of the Koran every Friday night which is carried out by the youth of the mosque. Apart from that, there are also prayer activities."

However, what is really worrying is teenagers who can disturb local residents, such as drinking, gambling, robbing and others. The most fearful thing is changes in the mindset and behavior of teenagers caused by seeing various acts of social deviance on social media. So that directly or indirectly it will look bad for teenagers as an influence of social change. This was stated from the results of an interview with Mrs. Hariyati

Interview with Mrs. Hariyati

"Change can of course happen to everyone, including religious matters. Moreover, it can be influenced by external factors such as talk from peers not to carry out activities that were previously positive routine activities and the negative influence of using social media."

Interview with Mr Arif

"Examples of religious changes that occur are drinking and gambling which can have a bad influence on the perpetrators. Sometimes every night there are teenagers who like to bring liquor and there are women beside them. "Apart from that, there are also those who gamble when there are certain events in Mensere Village, such as when there is a wedding using band services."

Pictures of the activities of women reciting the Koran and teenagers praying

Based on the picture above, it can be seen that religious values are still embedded in the people of Mensere Village. Religious activities carried out by the community have also experienced development. This is because in the past it was only mothers who carried out religious activities such as recitation and prayer. However, as time went by, teenagers also took part in this activity. Now teenage boys also participate in religious activities in Mensere Village.

2. There is a change in lifestyle in Mensere Village, Tebas District, Sambas Regency

Social change is a change that will later become a new pattern of social life. Basically lifestyle like appearance is everything. Attention to appearance is not something new, but has existed since ancient times (Hendariningrum, Retno, 2008). These changes occurred in Mensere Village, Tebas District, Sambas Regency. The changes that occur are due to the influence of social media which makes people follow the lifestyle of someone they see. The influence of social media has a huge impact on people's lifestyles now, starting from clothing styles, consumer lifestyles, and others. The influence of social media allows people to accept the lifestyle and behavior brought to their area and can even bring change to the local community.

It can be seen that people's life patterns are very diverse. If you pay close attention to changes in people's lifestyles with greater levels of living needs. Social changes that occur in society, such as lifestyle, are clearly visible with changes in the way of dressing that follows trends, ways of socializing, and so on. These changes predominantly occur among teenagers, but it does not rule out the possibility that adults can also experience these lifestyle changes. Therefore, changes in lifestyle in the Mensere Village community are greatly influenced by the use of social media as a result of developments over time. This statement can be seen from the results of the researcher's interview with Mr. Arif and Mrs. Halida.

Interview with Mr Arif as village secretary

> "Lifestyle changes here are not only felt by teenagers but the entire local community, from children, teenagers and adults. People may be influenced by the lifestyle they see on social media. Lifestyle changes include appearance and clothing styles that follow artists or celebrities. "Moreover, teenagers here are very active in using social media such as Facebook, Instagram, Tik Tok and other social media."

Interview with Mrs. Halida.

> "Lifestyle changes can be influenced by social media. I myself also sometimes see how trendy clothing styles are so I follow them".

Interview with Mr Arif

> "It is feared that changes in lifestyle can influence a person's behavior, especially among teenagers. With the lifestyle they follow, such as clothing style, appearance and speech. Therefore, society must be able to respond to changes well and not abuse them."

3. There is a change in population in Mensere Village, Tebas District, Sambas Regency

Population is one of the factors that can support increasing a person's efforts that are positive for welfare. However, it can also have a negative impact if social problems occur. Basically, population is an important resource for development.

This is because residents are both subjects and objects in development. The development process aims to gradually increase population prosperity and overall productivity. Efforts for population prosperity and productivity can experience disruptions such as rapid population growth which is caused by none other than the increasing birth rate. The problem of high birth rates can be overcome through family planning programs which aim to improve the condition of society in a place by reducing the number of birth rates so that the very rapid population growth does not exceed the predetermined production capacity.(Soerjono Soekanto, 2010).

Changes in population are greatly influenced by several factors such as births, deaths and migration. Changes in population in a place can affect people's lives. For example, in terms of fulfilling basic needs which include food, shelter, clothing and even needs in the world of work. Apart from that, changes in population can also affect social structure which includes gender structure, age structure and so on. Population changes caused by migration can create a vacuum in social stratification and the division of labor. If migration occurs more rapidly then this will accelerate the occurrence of social changes in society which will usually automatically have an influence on changes in the values and norms that exist in the newly visited society, namely adaptation, accumulation, depletion or assimilation (Suryono, Agus, 2019).

Social problems that exist in society are caused by population problems. Where this problem can be said to be the cause of other social problems. The growth of existing groups in society is followed by their living needs. If life's needs are not met, various social problems will occur. Every year the population in a certain place will definitely change, including in Mensere Village, Tebas District, Sambas Regency. The population in Mensere Village always changes from year to year. Therefore, for greater clarity, the researcher presents data on the population in Mensere Village from 2018-2022.

Data on the population of Mensere Village from 2018-2022

Based on the data above, for greater clarity, the researcher will present data on the population of Mensere Village from 2018-2022 in the table as below:

Data table for the population of Mensere Village
Tebas District, Sambas Regency
2018-2022

Year	Residents		Total number
	Man	Woman	
2018	2217	2162	4379
2019	2292	2235	4527
2020	2336	2255	4591
2021	2367	2268	4635
2022	2410	2292	4702

Based on the table above, it can be seen that the population in Mensere Village, Tebas District, Sambas Regency is always changing. These changes can be seen from the increase in population every year. From the 2018-2022 time period there was an increase in population. Thus, an increase in population in a place can be influenced by social change. The following are the results of interviews regarding population changes. The increase in population has also been explained by Mr. Arif as the village secretary that every year the population in Mensere Village always increases.

Interview with Mr Arif as village secretary

"The number of residents in Mensere Village always increases every year, both male and female. This increase means that the overall population data always changes from year to year, namely there is an increase. This is due in large part to the high birth rate in Mensere Village."

4. There are changes in buying and selling transactions in Mensere Village, Tebas District, Sambas Regency

A buying and selling transaction is an event process that shows the existence of two activities in one event. This means that one party acts as the seller and another party acts as the buyer, so in this case a buying and selling transaction occurs (Arifin, Zainal et al., 2020). Buying and selling transactions can be done anywhere, such as at the market, at the super market, at the shop and so on. In general, people carry out buying and selling transactions in the market. The market is a meeting place between sellers and buyers to carry out buying and selling transactions. According to management, markets are divided into two, namely traditional markets and modern markets (Titu, Maria Anita, 2023).

Social changes have had an impact on changes in buying and selling transactions carried out by the people of Mensere Village. This impact can be seen from changes in people who now do not need to leave the house to go to the market to buy the necessities they need. Carry out buying and selling transactions online on social media such as using Facebook and Instagram applications. Many people sell various kinds of food, drinks, clothes, shoes, bags, boots and more on social media. Buyers only see sellers' social media posts. Even if you carry out buying and selling transactions online, people create special groups to post their sales. If the buyer is interested in buying it, all they have to do is interact online with the seller via messages via the social media application they are using. The existence of online buying and selling transactions is due to developments in technology which is the influence of social change. This was stated by Mrs. Hariyati, Mrs. Halida, and Mr. Arif during the interview process with the researchers.

Interview with Mrs. Hariyati

"In the past, people here always went to the market or left the house to buy what they needed. But now, because there is social media and the use of applications such as Facebook, Instagram, Shope and others, we can carry out transactions online without having to leave the house."

Interview with Mrs. Halida

"Now you don't need to go far from home to shop because you can order goods online. So you don't waste energy and time."

Interview with Mr Arif

"Currently, changes are happening very quickly, such as online shopping, even though previously there was never the term online shopping. In the past, people bought their necessities at the market, in stalls, however, along with the development of the new era, there is the term online shopping which is done through applications. In fact, people here can accept this change because it can make it easier for them to shop for necessary goods without having to leave the house and can also save time. However, this change will also have an impact unlike a person's lack of interaction with others because they cannot interact directly."

So, it can be understood that social change has various impacts on society, both positive and negative. The changes that occur as a result of social change have a positive impact on the people of Mensere Village because they don't have to bother leaving the house to go to the market, to the super market, to the stall, and so on. Through social media, people can shop through applications so they can carry out buying and selling transactions online. The negative impact of this change is that socialization and community interaction is reduced because the transaction process is not carried out directly but only through messages via the application. Therefore, society must be able to respond to every change well and appropriately.

Image of online buying and selling transactions via social media
using the Facebook application

Based on the picture above, it proves that there has been social change in the Mensere Village community. This change is a change in buying and selling transactions between sellers and buyers which are no longer carried out face to face. However, the transaction process can be done online on social media via the Facebook application. Applications or social media are one of the influences on technological developments as a result of change. One of the influences of

technological developments on social change is that when making transactions, buyers do not have to meet the seller directly.

CONCLUSION

Social change is an issue that is still circulating among the community, including in Mensere Village, Tebas District, Sambas Regency. Where social change concerns existing studies in the social sciences which cover three time dimensions which are of course different. The three dimensions of time in question are past, present and future. Every human being in social life always experiences changes, both from an attractive and unattractive side. This is a result of the impact of social changes that have occurred.

Based on the results and discussions that the researchers have previously described, it can be concluded that social changes occurred in Mensere Village, Tebas District, Sambas Regency as follows:

1. There are changes in norms which include changes in the behavior of teenagers and society. Positive changes include teenagers starting to take part in religious activities, while changes in behavior in a negative direction such as drinking and gambling are things that are very worrying.

2. There is a change in lifestyle where the people of Mensere Village accept the changes that are occurring. This can be seen from the way they dress and the appearance of the people who follow it*trend* latest via social media.

3. There is a change in population which always changes from year to year. There has been an increase in the population of Mensere Village from 2018-2022. One reason is the high birth rate.

4. There has been a change in buying and selling transactions where currently the people of Mensere Village carry out buying and selling transactions online via their social media.

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