

Analysis Of The Social Influence Of The Outside Society On The Changes In The Life Style Of Baduy Luar Tribe

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Abstrak

Penelitian ini bertujuan untuk melakukan analisis kuantitatif terhadap pengaruh sosial masyarakat luar terhadap perubahan gaya hidup masyarakat Baduy Luar. Masyarakat Baduy Luar dikenal karena menjaga tradisi dan gaya hidup yang khas. Namun, globalisasi dan interaksi dengan masyarakat luar dapat memiliki dampak signifikan terhadap pola hidup mereka. Metode penelitian ini mengadopsi pendekatan kuantitatif dan *field research* dengan menggunakan instrumen penelitian berupa kuesioner yang disebarluaskan kepada anggota masyarakat Baduy Luar yang telah berinteraksi dengan masyarakat luar. Pengumpulan data dilakukan di wilayah permukiman Baduy Luar dan sekitarnya. Data yang terkumpul dianalisis menggunakan teknik statistik seperti regresi untuk mengidentifikasi hubungan dan tingkat signifikansi dari pengaruh sosial masyarakat luar terhadap perubahan gaya hidup. Hasil penelitian menunjukkan bahwa terdapat hubungan yang signifikan antara interaksi dengan masyarakat luar dan perubahan gaya hidup masyarakat Baduy Luar sebanyak 3.7%. Faktor-faktor seperti pendidikan, media sosial, dan pengaruh budaya dari luar memainkan peran penting dalam perubahan ini. Data kuantitatif memungkinkan identifikasi tingkat dampak dari masing-masing faktor dan memberikan gambaran yang lebih rinci tentang dinamika perubahan tersebut. Meskipun terdapat perubahan positif dalam gaya hidup seperti peningkatan akses pendidikan, ada pula aspek-aspek yang menimbulkan keprihatinan, seperti potensi hilangnya nilai-nilai tradisional. Penelitian ini memberikan kontribusi pada pemahaman dampak sosial secara kuantitatif terhadap masyarakat Baduy Luar akibat interaksi dengan masyarakat luar. Implikasi dari penelitian ini dapat digunakan sebagai dasar untuk pengembangan kebijakan yang lebih tepat sasaran dalam menjaga keberlanjutan budaya dan nilai-nilai tradisional masyarakat Baduy Luar, sekaligus memanfaatkan potensi perubahan positif yang mungkin terjadi dalam proses interaksi dengan masyarakat luar.

Kata Kunci: masyarakat, suku baduy luar, life style

Abstract

This research aims to conduct a quantitative analysis of the social influence of outsiders on the lifestyle changes of the Outer Baduy community. The Outer Baduy community is known for maintaining their distinctive traditions and lifestyle. However, globalization and interaction with outside society can have a significant impact on their lifestyle. This research method adopts a quantitative approach by using a research instrument in the form of a questionnaire distributed to members of the Outer Baduy community who have interacted with the outside community. Data collection was conducted in the settlement area of Outer Baduy and its surroundings. The collected data were analyzed using statistical techniques such as regression to identify the relationship and significance level of the social influence of the outside community on lifestyle changes. The result shows that there is a significant relationship

between interaction with outside community and lifestyle change of Outer Baduy community. Factors such as education, social media, and outside cultural influences play an important role in this change. While there are positive changes in lifestyle such as increased access to education, there are also aspects that raise concerns, such as the potential loss of traditional values. This research contributes to the understanding of quantitative social impact on the Outer Baduy community due to interaction with the outside community. The implication of this research can be used as the basis for developing a more targeted policy in maintaining the sustainability of culture and traditional values of the Outer Baduy community, while utilizing the potential positive changes that may occur in the process of interaction with the outside community.

Keywords: *society, baduy luar tribe, lifestyle*

INTRODUCTION

In general, the definition of society is a group of individuals/people who live together, society is called "society" meaning social interaction, social change, and a sense of togetherness, derived from the Latin word *socius* which means (friend). The term society comes from the Arabic word *syarak* which means (participate and participate). In other words, the definition of society is a structure that experiences organizational tension and development due to conflicts between economically divided groups according to Karl Marx in (Prasetyo & Irwansyah, 2020)

Society is humans living together, living together can be interpreted as living in an order of association and this situation will be created if humans have a relationship Mac Iver at (Prasetyo & Irwansyah, 2020) according to Ralph Linton in (Prasetyo & Irwansyah, 2020) society is any group of people who have lived and worked together long enough, so that they can organize themselves and consider themselves as a social unit with clearly formulated boundaries). From the explanation above, it can be concluded that society is a group of people who interact in a social relationship. where they have the same culture, region and identity, have habits, traditions, attitudes and feelings of unity followed by similarities. and one example of society in Indonesia is the Baduy Luar tribe

Baduy community is one of the isolated communities in Banten Province. The Baduy tribe or commonly referred to as

"Urang Kanekes", lives in Kanekes Village, Leuwidamar District, Lebak Regency, Banten. This village is located about 38 KM from the capital of Lebak Regency, Rangkasbitung. Kanekes Village has 56 (fifty-six) villages and never more than 40 (forty) houses in each village. Cikeusik, Cikertawana and Cibeo are the names of the villages in Inner Baduy while the name of the village for Outer Baduy community is called "penamping".

The Baduy community has an innocent, plain, and honest character, making the Baduy community a community that adheres to many life philosophies in every step and movement to interpret life. However, along with the development of the era, human society and culture are always in a state of change. This change is caused by the society and culture itself, such as the change in population and the change in the natural and physical environment of the place where the society lives.

Changes that occur in society are called social changes, where these changes are inseparable from the effects of social interaction. According to John Lewis Gillin (Prasetyo & Irwansyah, 2020) "social change is a variation of the accepted way of life that causes changes in geographical conditions, material culture, population composition, ideology, diffusion and new discoveries in society". Social change in today's society also occurs in the Baduy community, especially in terms of lifestyles such as technology, clothing, economic progress, etc. The number of outsiders who

enter the area of Baduy is increasing. The number of outsiders who enter the Baduy community area makes the Baduy community come into contact with an increasingly modern lifestyle, such as clothing, the use of Indonesian language and even the use of modern technology which for hundreds of years has been prohibited by custom, such as watching television, using watches, owning radios and even owning cell phones (cell phones). This social change occurs due to the increasing influence of globalization, the rest is caused by the outside community visiting Outer Baduy, so that it slowly brings changes to the Baduy community itself. So that slowly they began to follow what they observed from the outside community, starting from clothing, language style, use of technology and so on.

According to a cultural expert from the Faculty of Cultural Sciences, University of Indonesia, Prof. Dr. Ayatrohaedi, in (Pratami & Pramukanto, 2017)" changes in a society cannot be prevented, customs cannot do much to deal with changes that occur in society because often customs only apply regulations but are unable to act in overcoming the progress of the era and technology". However, social change is legitimate in society, including in isolated communities such as the Baduy community, but the change should occur without violating the *pikukuh* because the change occurs by the will of the community or forced circumstances so that tolerance arises from customary leaders to address changes that occur in society. Based on the phenomenon of social change in the Baduy community, the researcher is interested in conducting a "social study" with the title "Analysis of The Social Influence of The Outside Community on The Change of the Life Style of The Baduy Luar Community".

The Outer Baduy community, an ethnic group living in remote areas of Indonesia, has been in the research spotlight for its ability to maintain distinctive traditions and lifestyles.

However, in the context of accelerating globalization, interaction with outside communities brings new challenges and opportunities that can significantly affect their lifestyle. Changes in the lifestyle of the Outer Baduy community become very important to understand in the context of the growing social dynamics.

In recent years, their access to the outside world has increased, especially through modern technology and cultural exchange. Social media penetration, formal education, and economic changes can catalyze changes in their traditional values, norms, and lifestyles. Therefore, this research aims to conduct an in-depth analysis of the social influence of the outside world on the lifestyle changes of the Baduy Luar community.

Personal or group lifestyle is a synthesis of verbal and non-verbal communication interactions. A person's life style rolls along with the pulse of changes in information that individuals access without any limitation. no one can limit it. Basic culture, beliefs and religion will act as the main filter of interactions that occur before forming interpretation (Nurhayati et al., 2016)

According Giddens at ((Firdaus, & Herminasari, 2020) "Lifestyles are routine practices, routines incorporated into habits of dress, eating, ways of acting and preferred environments for meeting with others; but the routines followed are reflexively open to change given the mobile nature of self-identity.

By digging deeper into this dynamic, it is hoped that this research can provide a better understanding of how interaction with the outside community can shape and modify aspects of the daily life of the Outer Baduy community. The results of this research are expected to provide a foundation for designing policies that not only protect their cultural heritage, but also enable positive adaptation to inevitable social changes.

METHOD

To obtain the data we need in this study, researchers used the Field Research method which (Sagala & Yarni, 2023) "says that field research is collecting data directly from the field or research location. used is a correlational quantitative research approach." The population in this study were parents and adolescents in the Baduy Luar Tribe.

Table 1. Research Population

| No | Levels | Age | Gender | | Total |
|-------|----------|-----------|--------|------------|-------|
| | | | Male | Fem ale | |
| 1 | Teenager | 18- 25 | 5 | 5 | 10 |
| 2 | | | | | |
| 3 | Adulth | 26- 35 | 6 | 4 | 10 |
| 4 | | | | | |
| Total | | | | | 20 |

The sample in this research is the residents of the Baduy Luar community in Lebak district, which is a total of 20 people consisting of adolescents and parents. In this research, the researcher used data collection technique using data collection techniques using a questionnaire. The questionnaire is made in such a form that the respondent is asked to choose one answer that matches what is felt by giving a checklist. asked to choose one answer that matches what is felt by giving a checklist mark. Furthermore, before the questionnaire can be used as a research instrument, the questionnaire must go through a validity test and reliability test.

FINDINGS AND DISCUSSION

Findings

1. Normality Test

The normality test aims to test whether in the regression model, confounding or residual variables have a normal distribution or not (Siregar, 2015 in (Firdaus, & Herminasari, 2020) Normality test is one part of the data analysis requirements test or Classical data assumptions. Which means that before we do regression analysis, the research data must be tested for normality of distribution

first. Of course, we already know that normally distributed data is the recommended data.

Basis for Decision Making in the Kolmogrov Smirnov K-S Normality Test

If the Significance value (Sig) is greater than > 0.05 then the research data is normally distributed

Conversely, if the Significance Value (sig) is smaller than < 0.05 then the research data is not normally distributed.

As for the results of the calculation of the normality test on 20 respondents using the SPSS program, the results are as follows :

| | | Social_I nfluenc e | Life_Style |
|-------------------------------------|-------------------|--------------------------|-------------------|
| N | | 20 | 20 |
| Normal Parameters ^{a,b} | Mean | 63.40 | 75.75 |
| | Std. Deviation | 2.854 | 3.076 |
| Most Extreme Differences | Absolute | .188 | .165 |
| | Positive | .188 | .165 |
| | Negative | -.112 | -.086 |
| Test Statistic | | .188 | .165 |
| Asymp. Sig. (2-tailed) | | .062 ^c | .155 ^c |

Source: Data Processing Results from SPSS 22 Application

Based on the results of the K-S / Kolmogrov Smimov Normality Test above, it is known that the data obtained an Asymp sig (-tailed) Variable (X) value of 0.155 > 0.005, it can be concluded that the data is Normally Distributed.

2. Linearity Test

(Green et al., 2020)The linearity test aims to determine whether two or more variables tested have a linear relationship or not significantly. This test is usually used as a prerequisite in the analysis of correlation or linear regression analysis

Basis for Decision Making if this Tests is (Sagala & Yarni, 2023)

- a) If the value of deviation from linearity Sig> 0.05, then **Ha** is accepted **Ho** is rejected. It means that the data distribution of variable X (Social influence of Outer Community) forms

a linear relationship to variable Y (Life Style of Outer Baduy Tribe).

- b) If the value of deviation from linearity Sig < 0.05, then **Ha** is rejected **Ho** is accepted, meaning that the data distribution of variable X (Social influence of Outside Community) does not form a linear relationship to variable Y (Life Style of Outer Baduy Tribe).

As for the results of the linearity test of the data, the value is obtained as follows:

| | | | Sum of Squares | df | Mean Square | F | Sig. |
|---------------------|----------------|--------------------------|----------------|-------|-------------|-------|------|
| LIFE STYLE * SOCIAL | Between Groups | (Combined) | 297.700 | 12 | 24.808 | 4.015 | .037 |
| | | Linearity | 3.634 | 1 | 3.634 | .588 | .468 |
| | | Deviation from Linearity | 294.066 | 11 | 26.733 | 4.327 | .031 |
| | Within Groups | 43.250 | 7 | 6.179 | | | |
| | Total | 340.950 | 19 | | | | |

Source: Data Processing Results from SPSS 22 Application

From the data table three above Based on the results of the Linearity test, it is known that the significance value (sig) deviation from linearity is linear, which is $0.031 > 0.05$. and the value of the Linear Test Results by looking at F_{table} as follow

Tab.4 F_{tab} Testing ANOVA^a

| Model | Sum of Squares | df | Mean Square | F | Sig. |
|--------------|----------------|----|-------------|------|-------------------|
| 1 Regression | 6.615 | 1 | 6.615 | .688 | .418 ^b |
| Residual | 173.135 | 18 | 9.619 | | |

| | | | | | |
|-------|---------|----|--|--|--|
| Total | 179.750 | 19 | | | |
|-------|---------|----|--|--|--|

Source: Data Processing Results from SPSS 22 Application

As for the formula or way to calculate F_{table} and F_{count} , here researchers use the following formula

$$F_{count} = 0.688$$

$$Df1 = k \text{ (number of independent variables)}$$

$$Df2 = n - k - 1$$

$$= 20 - 1 - 1 = 18$$

$$F_{table} = 4.41$$

It is known that the value of F_{count} $0.688 < F_{table}$ 4.41, so it can be concluded that between the independent variable (X) (social influence of outside society) and the dependent variable (Y) Life Style of Baduy Luar there is linear relationship, it can be concluded that **Ha** is rejected and **Ho** is accepted.

3. Linear Regression Test

To test whether the independent variable (X) has an effect or not on the related Variable (Y), then here researchers use a simple regression test using the SPSS application.

The following are the output results of the liner regression test

Table 5. Variables Entered/Removed^a

| Model | Variables Entered | Variables Removed | Method |
|-------|-------------------------------|-------------------|--------|
| 1 | Social_Influence ^b | . | Enter |

Source: Data Processing Results from SPSS 22 Application

The first part of the out put (Variable entered) table above explains the variables entered are the variables entered are the Social Influence variable as the Independent variable and Life Style as the dependent and the method used is the enter method.

Table .6 Coefficients^a

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|------------------|-----------------------------|------------|---------------------------|-------|-------|
| | B | Std. Error | Beta | | |
| 1 (Constant) | 62.644 | 15.819 | | 3.960 | .0008 |
| Social_Influence | .207 | .249 | .192 | .829 | .0001 |

Source: Data Processing Results from SPSS 24 Application

Output part four: It is known that the Constant (a) value is 62.644 while the Social influence (b / regression coefficient) value is 0.207 so that the regression equation can be written

$$Y = a + bX$$

$$Y = 62.644 + 0.207X$$

The equation can be translated:

A constant of 62.644 means that the consistent value of the Social Influence variable is 62.644.

The regression coefficient X of 0.207 states that every 1% increase in the value of social influence, the value of Y increases by 0.207. The regression coefficient is positive, so it can be said that the direction of the influence of variable x on Y is positive.

Decision making in simple regression test :

Based on the significance value of the coefficient table, the value is 0.001 < 0.05, so it can be concluded that variable X (Social Influence) has an effect on variable Y (Life Style)

Based on the value of T = it is known that the value of $T_{Count} = 0.829 > T_{table} 2.101$ so it can be concluded that the

direction of influence of Variable X has an effect on Variable Y.

The formula or method that researchers use to find the T table is as follows

$$T_{table} = (a/2 : n-k-1)$$

$$= 0.05 / 2 : 20-1-1)$$

$$= (0.025 : 18)$$
 Judging from the

distribution table T_{table} value

$$= 2.101$$

4. Coefisien of Determinasi

Table. 8 Model Summary^b

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .192 ^a | .037 | -.017 | 3.101 |

a. Predictors: (Constant), Social_Influence

b. Dependent Variable: Life_Style

Source: Data Processing Results from SPSS 24 Application

The table above explains the correlation / relationship value R which is 0.192. From this output, the coefficient of determination R Square is 0.037, which means that the effect of the independent variable (social influence on related variables (lifestyle) is 3.7%. while the remaining 96.3% is influenced by other variables. which we did not include in this research.

Discussion

The coefficient of determination in the data above shows that the effect of outside social society on the Life Style of the Outer Baduy Tribe is 3.7%, reminding that the Debt to Equity Ratio variable is able to explain the dependent variable only by 3.7% while the remaining 96.3% is influenced by other factors. Based on the results of our survey, there have been changes in the Baduy community. Changes in society are dynamic and some are static. In principle, dynamic society and static society have the ability to change themselves, meaning that there is no society

in this world that is socially unchanged (Aprilia, 2022).

As for the changes experienced by the outer baduy community, this is a static community change, because the changes occur very slowly, but even so, intentionally or unintentionally, the outer baduy community has experienced a lot of changes, Where the change is caused by the outside social community, as for the influence caused by the outside community, among others, is the lifestyle. Where the lifestyle of the outer Baduy community is increasingly modern following the times, which of course is caused by the existence of an outside community. By seeing, then slowly imitating every lifestyle of visitors who come.

Then from the language, the Baduy Luar community is famous as a tribe that has many rules there and is famous for being obedient and in preserving or preserving the heritage of their ancestors, but in this age of globalization, almost all residents of the outer baduy community now they can and understand Indonesian, not even a few of them can pronounce or speak using Indonesian. This is due to the frequent social interactions they have with visitors so that over time they understand and are able to speak Indonesian.

Apart from language, there is also an influence brought by the outside social community, namely clothing, now many outside baduy communities use clothes like outside communities in general. then also in terms of technology, many of them have used technological tools such as cellphones, based on interviews we conducted that they all use communication tools (cellphones) that they use to interact with outside communities, especially for buying and selling interactions.

which this interaction has an impact on changes in the lifestyle of the outer baduy community / The outer baduy community has started wearing factory-made clothes, kitchen utensils such as spoons and other pears, flip-flops, bathing tools such as soap, toothbrushes,

flashlights, Therefore, from the things mentioned above, indirectly the outside social community has brought changes to the Life Style of the outer Baduy community, including in terms of language, habits, then from clothing, technology and economic progress. Apart from language, the economy is also.

CONCLUSION

Based on the results of the calculation of the coefficient of determination and which was carried out using SPSS 22, the calculated R result was 0.037 or 3.7%, indicating that the calculation results can be seen between variables 69.3% was caused by other influences not explained in this study. So it can be said that the outside community can influence changes in the lifestyle of the Baduy Luar tribe.

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