

**Dynamics Rural Community Social****Muh. Fikron Birrulwalidain***Sociology Education of Hamzanwadi University*warriortoga02@gmail.com**Juita Hikmatul Ulya***Sociology Education of Hamzanwadi University*juitahikmatululya@gmail.com**Erlina Yulastri Diani***Sociology Education of Hamzanwadi University*astridokt28@gmail.com**Nadia Safitri Riskinta***Sociology Education of Hamzanwadi University*nadiasafitry15@gmail.com**Albaqiatu Solihah***Sociology Education of Hamzanwadi University*albaqia9@gmail.com**Abstract**

Journal This discuss about dynamics social events that occur among people public rural. With focuses on interaction social, values culture, and changes in structure social , research describes development in public rural in face ongoing challenges of the times changed. Research methods involve surveys, interviews, and observations participative for getting comprehensive understanding about dynamics social study. This highlighting influencing factors change social in rural areas, incl globalization, modernization, and migration resident. Findings study identify exists change values traditional, shifts in structure family, and impact technology information on the pattern communication public rural. Apart from that, analysis also includes involvement in public activity social, policy development, and local empowerment. Research results contribute to understanding We about adaptation public rural to change social and how they guard identity culture they in face current globalization. Implications policies are also discussed to support development sustainability and prosperity public rural. Journal This gives an important outlook for researchers, academics, and makers interested in understanding dynamics social public rural in context changing times.

1. Introduction

Rural communities, as entities, have uniqueness and diversity, facing various developing dynamics _ along changing times. Transformation of social life in rural areas becomes a focus of important research, because changes can influence identity culture, values social, a structural

public. In context This is a journal This aim For investigate and analyze dynamics middle social growing among public rural. (Liliweri, 2019) along with globalization and widespread modernization, society rural experience challenges and opportunities new in guard continuity culture and life social they. Change economics , technology , and migration Population is a factor key influences patterns interaction social and structural public rural. (Rapanna , 2022) because of that, understanding deep related changes this becomes a need urge for responding and managing impact in a way effective.

(Rusdi, 2021) Dynamics social public rural reflect changes social events that occur in it , such as change in norms, structure social , interaction social , and values . (Muzzaki et al., 2023) There are several possible theories can be applied for explain dynamics of social public rural areas, including following: Functionalism Theory - This theory emphasize how importance understand How public general works as something composed system from several related parts tightly. Functionalism emphasizes how important it is to guard stability social and reducing social conflict in public rural areas. Conflict Theory, this theory emphasizes importance of understanding conflict emerging social in public rural areas, especially those caused by differences in values and beliefs. Conflict theory emphasizes how importance maximizing social development and minimizing social damage in rural society. Interactionism Symbolic - This theory emphasizes how important understandings how public rural contributes towards norms and values public through interaction social. This theory emphasizes how importance understands How public rural create identity religious they through interaction social. Sociology Comprehensive - This theory emphasizes necessity to understand dynamics of social public rural in a way whole, incl beliefs, social norms, structures social, and practical religious. This theory emphasizes how importance understands How change social in public rural influenced by many factors, such as urbanization, industrialization, and modernization.

In this context, this research was done using multidisciplinary approach, integrating method surveys, interviews, and observations participative. The goal is to describe change middle social _ happen, understand the response of public rural to change and identify influencing factors dynamics social local level.

Through study This is expected can find answer on various question related How public rural adapt with change social, how do values traditional they develop and how interaction social among _ member its people changed a long time. Research results: this expected give contribute to understanding We about dynamics social public rural areas, all at once give base for development supportive policies _ development sustainable local level.

2. Method

2.1 Participants

Participants in study This is member public rural from various group age, background behind education, and type sex. As resident local, participants own experience direct with dynamics social public rural and have valuable insight _ about changes that occur. Participants choose random and stratified based on factors like age, gender, and background behind education. Groups _ special, like leader community members, religious leaders, farmers and youth were included For ensure more representation wide.

2.2 Data Collection

2.2.1 Instrument of Collecting Data

First, we collect information from respondents. Then include statements related social dynamics use scale Likert.

2.2.2 Techniques for Collecting Data

Researchers are involved in a way direct in life public rural, noted interaction social, activities culture , and change in structure public . The goal for understanding dynamics social in a direct way through involvement in activity daily public.

2.3 Data Analysis

Drawing up a description detailed about characteristics respondents, incl age, type gender, level education , and employment , for give description demographic public rural areas are the subject study . Then analyze qualitative data from interview in depth and notes field For identify theme key issues , patterns , and emerging narratives . Use approach thematic For detailing and categorizing findings qualitative . Crossing quantitative and qualitative data For get description holistic about dynamics social . Putting it together findings from various data source for give more understanding _ deep . Then do validation results with participant For ensure that results analysis reflect experiences and views they in a way accurate .

3. Results

From a total of 200 respondents who participated in study This is the majority is resident rural with average age 45 years, consisting of men (55%) and women (45%). As many as 70% of respondents own level education intermediate to bottom, and majority working in the agriculture sector (60%).

dynamics that occur among others; change mark culture, as many as 80% of respondents state that values culture in society rural experience change, esp related with modernization and influence

external. Social the majority respondents (65%) stated that social interaction is still high, yes shift in preference interaction, with enhancement use technology as channel communication main.

Influencing factors, social dynamics, namely globalization and modernization, change economy as well as migration resident. As many as 85% of respondents identify globalization as factor main influence social dynamics, followed by modernization (70%). 65% of respondents see changing economy as pusher main change social, esp in transformation sector agriculture. 45% of respondents feel impact migration resident to structure social and life public rural areas.

50% of respondents state that structure family in society rural has experience change in a number of year lastly , with enhancement nuclear family and shifting role family traditional . As many as 75% of respondents state participation is active in activity social public rural, with meeting community and traditional events remain the focus main . 60% of respondents' opinion that policy supportive development _ sustainability and empowerment Local is really needed. They highlight necessity involve public in the retrieval process decisions and implementation policy.

4. Discussion

Research result show that public rural experience change significant in social dynamics. The values culture experience transformation, esp in context increasing globalization and modernization dominate. Change brings implications significantly terracing interaction social, structure family, and pattern participation in activity social. Implications mainly from findings. This is a necessity renewal policy considered development change in structure social. Empowerment of the public through participation active in the policy process and implementation of development programs is key for guarding balance between modernization and preservation values traditional.

Findings study show exists consensus among respondents that values culture, public rural experience change. Globalization and modernization appear as factor main influence change. This discussion deep about impact change values culture to identity of public rural areas are crucial in plan effort preservation sustainable culture. Although majority respondents are still active in social interaction, there is shift in preference communication with increasing use technology . Discussion about How technology information modifies pattern interaction social and whether. This social influence is pointing to an important focus for research carried out. Found that factors like globalization, modernization, economic change, and migration resident have significant impact on dynamics social public rural. Discussion in part This need to explore connection between factors this and how interaction complex in between they form change social. Change in structure family, especially enhancement nuclear family, interesting for debated more carry on in context public rural. Discussion must explore is change This reflect adaptation to change economy or is There is factor culture certain influences dynamics family. Although majority respondents Still active in

activity social, necessary revealed more carry on is participation This truly reflect continuity of social norms traditional or happen shift in type activities and motivation participation. Discussion This should give an outlook about How policy development can be adapted for supporting local empowerment. Understanding more about hopes and needs of the rural to policy can guide the formulation process more policies effectively.

5. Conclusion

In context dynamics social public rural areas, findings study This show exists change significantly influenced by globalization, modernization, and other factors economy. Enhancement of use technology and shifts in values culture is trend dominant in need attention more carry on. Implications practical include necessity adjustment policy development, that focuses on empowerment community and conservation values culture traditional. Study This provides base for maker policy, academia, and rural society for understand and respond dynamics social happening. Understanding deep This expect can help in designing development programs sustainable and sustaining identity culture while support change positive in public rural.

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