

Supporting and Inhibiting Factors of Socio-cultural Transformation to Improve the Living Standard of the DayakTahol Tribe, Malinau Utara, North Kalimantan

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Abstract: *The indigenous people of the TaholDayak tribe that were unique and unique to their traditions, gradually began to change, adjusting to the developments that took place in their region. The socio-economic life of the community and bring a variety of new values and habits to the social life of the local community, such as habits in dressing, behaving, talking, etc., which gradually began to be imitated by local residents. Then related to the economic aspect, with the increasing frequency of the DayolTahol tribal tribal community mingling with outsiders, it automatically creates new business opportunities for the community. The purpose of this study is to identify and conduct systemic analysis of the factors that hinder the occurrence of socio-cultural transformation in a direction that can improve the living standards of the TaholDayak tribe. In this qualitative research, the position of the researcher is as a human instrument and with participant observation data collection techniques (role playing observations) by observing the activities of the DayakTahol indigenous people; and independent interview to analyze social and cultural behavior in the activity, its impact on social and economic progress, and the inhibiting factors for achieving socio-economic progress. Therefore the researcher must interact with the data source, in the sense that the researcher must really know the conditions in the field and get to know more closely with the people who provide data (research informants) who are the actors in the research area. Based on the explanation in the previous chapters, the following conclusions can be drawn, namely the supporting factors for the socio-cultural transformation towards improving the standard of living of the DayakTahol Tribe, among others the strong customs including the role of traditional leaders in fostering indigenous peoples in terms of mutual cooperation but on the other hand traditional leaders are also a limiting factor because they do not support changes that are considered contrary to ancestral customs even though these changes lead to reducing bad habits such as excessive drinking. Other supporting factors are facilities and infrastructure in the DayolTahol community such as the construction of bridges and ports. This is supported by the Malinau Regional Government program with the Village Movement building. On the other hand, access to information technology that is still minimal is an obstacle to social cultural transformation that can improve people's lives.*

Keywords: Socio-cultural, DayakTahol, socio-economic

1. Introduction

Social behavior is a person's physical and psychological activity towards another person or vice versa in order to fulfill themselves or other people in accordance with social demands (Hurlock, 1995: 262). Krech, et. al. (1962: 104-106), revealed that to understand the social behavior of individuals, it can be seen from the trends in the characteristics of their interpersonal responses, which consist of: (a) Role Disposition; i.e. a tendency that refers to the duties, obligations and position of an individual; (b) Sociometric Disposition; i.e. tendencies that relate to likes, beliefs in other individuals, and (c) Expression Disposition, namely tendencies that relate to self expression by displaying particular fashion.

Culture influences humans to make decisions in consumption behavior. The development of industry due to technology made the company produce its goods in bulk and relatively cheap. This also influences the change in human culture which was originally an agrarian society which gradually turned into an urban society. As a result, new values and new patterns of life are created as a result of

human culture that has become an urban society (Hutagalung, 2015). This has made their life needs more and more so that they continue to buy products to satisfy the new cultural needs. In the end a consumer society was formed, namely people who always consume goods and services. Moreover, culture influences the order of social life. This increasingly developing technology affects the human life order. Humans are accustomed to using advanced technology that has been created. As a result, the human culture that used to live simply, has now become very sophisticated. This cultural change creates modern society, that is, people who live surrounded by sophisticated technology.

Based on the above explanation, it can be said that culture influences human life, in socializing, creating consumer society, and modern society. Therefore, culture cannot be separated from human life. Because culture will always develop, social human cultural behavior will develop as well. This shows the relevance of this research, to examine the socio-cultural behavior and its impact on the socio-economic progress of the community, with the object of study in the Dayak tribe of the Tahol tribe.

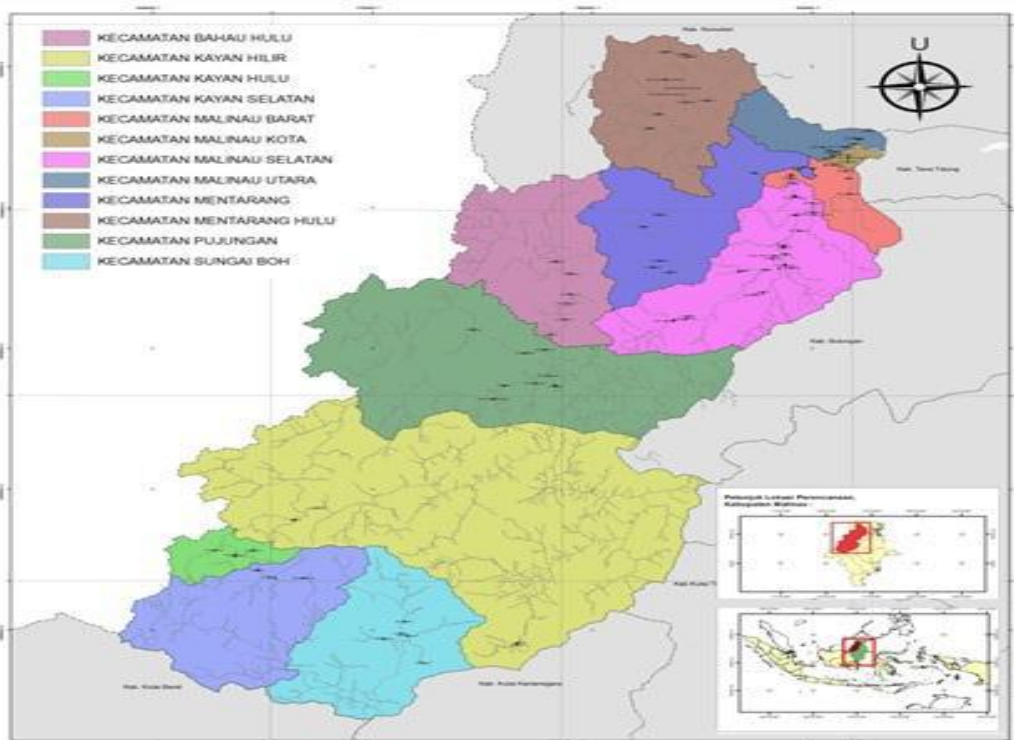


Figure 1: Location Map of Malinau District

The indigenous people of the DayakTahol tribe in the North MalinauSubdistrict, Malinau District are now experiencing a paradox which is on the one hand the community is slowly opening up with various economic and social advances, but on the other hand this area is known as an area that contains indigenous people steadfast in holding tradition and preserving the sacredness of their territory. Acceptance of technology for the community, especially the village community, both forced and own initiative from the community will influence social behavior on a large scale or degree. Moreover, the introduction of inappropriate technology has implications for socio-cultural changes in society.

The indigenous people of the TaholDayak tribe that were unique and unique to their traditions gradually began to change, adjusting to the developments that took place in their region. The socio-economic life of the community and bring a variety of new values and habits to the social life of the local community, such as habits in dressing, behaving, talking, etc., which gradually began to be imitated by local residents. Then related to the economic aspect, with the increasing frequency of the DayakTahol tribal community mingling with outsiders, it automatically creates new business opportunities for the community.

The purpose of this study is to identify and conduct systemic analysis of the factors that hinder the occurrence of socio-cultural transformation in a direction that can improve the living standards of the TaholDayak tribe community.

2. Methods

The approach in this research is qualitative in order to understand the phenomenon of socio-cultural behavior and its impact on the social and economic progress of the

TaholDayak tribe indigenous people in the North MalinauSubdistrict, Malinau District, holistically by describing words and languages (not descriptions) quantitative) and inductively analyzed by comparing relevant theories (Sugiyono, 2007: 9; Moleong, 2008: 6).

In this qualitative research, the position of the researcher is as a human instrument and with participant observation data collection techniques (role playing observations) by observing the activities of the DayakTahol indigenous people; and independent interview to analyze social and cultural behavior in the activity, its impact on social and economic progress, and the inhibiting factors for achieving socio-economic progress. Therefore the researcher must interact with the data source, in the sense that the researcher must really know the conditions in the field and get to know more closely with the people who provide data (research informants) who are the actors in the research area. This research is a research that is interpretative analysis, where an interpretation of information obtained from the source of data provided to the researcher is carried out and the results are written in a comprehensive and in-depth manner in the form of propositions.

3. Results

The results of the interview indicated that there were those who thought that there were no customs that hampered because young people mutually worked together to help every need to carry out socialization carried out by traditional leaders. The government's role also does not hamper because they can work together to help traditional leaders to plan activities and expect them to be implemented well. The role of the government here is also expected to be able to support positive and always shering cultures for the welfare of the TaholDayak people so that they can be more

advanced and the traditions that have so far remained unchanged also continue traditional customs and activities, with the progress of an increasingly advanced era abandoning ancient customs in the DayoTahol tribe, but there are also some figures and people of Tahol who feel disturbed by the preservation of their ancestral culture such as marrying underage children with the intention of obtaining a lot of kills so that it closes the opportunity for the child to create and dream aspire to redeem a better future.

According to those who are considered inhibiting, there is still a tradition which until now is considered to be detrimental to the DayakTahol tribe, is marrying underage children with the intention of obtaining a lot of purses or jujuran, doing cockfighting accompanied by gambling and good liquor produced by themselves. or those from outside because they think this is a tradition, so it is difficult to eliminate it.

Life Habit Factors

Cultural change has an impact on changing lifestyles and current thinking patterns and that affects the openness and togetherness of the TaholDayak tribe, now nature begins to grow in their attitudes, although not completely changing the concept of people's lives because they still maintain habits caused by progress era. Besides that for agriculture they also plant various types of vegetables which are generally relatively short compared to the age of rice, and hunting done by them by chasing by using dogs, but attracting hunting animals to approach the hunter, through whistling or imitation sounds, then animals hunt will be approached and immediately spearheaded when the animals are off guard. Even though there are bad habits like drinking, they have begun to diminish; they only drink at traditional events, which are indeed difficult to leave behind. With habits that have a positive impact they expect to continue to be done because this method is an ancestral heritage that they still maintain until now as the source of their daily lives.

Rated value

Although new values as a result of the progress and smooth communication and information youth will greatly affect traditional values. Even so, the Dayak people still hold their customary law with an embodiment that is dynamic, flexible and selective and adapts to situations and conditions that always change and develop because these customs are inherited from the ancestors that they still believe in. Usually they are led by adat leaders who give certain limits so that customary values are maintained. This condition makes it difficult for people to change towards a more modern life. And customs or habits can be one of the factors inhibiting socio-cultural changes, because they do not want to accept social changes that are considered foreign and contrary to the ancestral cultural values that have been passed down from generation to generation.

Infrastructure and Facilities Used

Geographically, the condition of border areas is generally remote, poor facilities and infrastructure, the construction of transportation facilities has an impact on the economy and the dynamics of people's lives with the construction of facilities such as bridges. Health services are also limited by

the services of medical personnel, the limitations of physical facilities also lack other than the location of services that are far from the community. Puskesmas facilities are very much needed, for example, mobile health center and posyandu cadres training are conducted. For government service facilities that have not been fulfilled and the maintenance of customs (culture) has also not been fulfilled, the government hopes to build a traditional hall because the community needs it. Cultural facilities in the form of traditional halls have not yet had an impact on lack of enthusiasm to develop culture. Other infrastructure and facilities that must be considered in the education sector, such as for educational facilities, it is expected that school facilities can be improved and increase capacity and space capacity so that students can learn well and the addition of classes can receive more students so the opportunity for children to go to school is even greater.

Regional Government Policy

Another policy is the establishment of a security system that can guarantee who enters the area, a sense of security that makes people not hesitate in running a business. In addition to security based on public awareness, an instrument is also needed that can provide security and protection to the community. On the basis of local government policies, a Brimob company was built, and other security institutions such as civil security and community security were established.

Based on the description of the supporting factors that have been mentioned, then the conditions of socio-cultural behavior of the TaholDayak tribe can be analyzed based on the aforementioned supporting factors. This is done in order to find the dominant supporting factors that can be used as potential in improving the standard of living of the DayoTahol tribal community. From the 9 (nine) factors that can be highlighted are several factors that are in accordance with the conditions in the DayoTahol tribe, namely the occurrence of contact or touch with other cultures. At this point, the other cultures included the elements of modernization that also took a role in influencing changes in the socio-cultural customs of the DayakTahol tribe. The next factor is the desire to move forward, this point has been reflected in the results of interviews with several speakers who stated that there were many parties who played a role in supporting the progress of DayakTahol indigenous tribes, traditional leaders, DayakTahol tribal youth and local government.

Furthermore, the supporting factors for socio-cultural change in improving the standard of living of the DayakTahol tribes are the orientation to the future and the value that humans must always strive for in improving their lives. The supporting factors are illustrated by the existence of supporting instruments from the traditional environment of the TaholDayak tribe including the facilities and infrastructure used and the policies of the local government. Based on the results of observations in this study that there are policies for all Dayak Customary Institutions throughout Malinau District, including the DayoTahol tribe for make creations and innovations in order to develop existing customs without losing the value elements contained in them, of course also in accordance with applicable

regulations. So that it can become capital in an effort to improve economic, social and human resources among the Dayotahol tribal tribes.

While several factors that hinder the process of changing the social culture of the DayakTahol tribe in improving people's living standards include marrying underage children, drinking tapai or other liquor involving children and mothers and cockfighting customs which now contain elements of activity gambling is considered to be able to hamper efforts to progress the socio-cultural community of the DayakTahol tribe because of negative changes. Besides that, it is related to Human Resources (HR) who still need social

empowerment and guidance in the form of counseling in supporting DayakTahol indigenous tribal social culture skills training so that they can play a role in improving the standard of living of the TaholDayak tribal community.

Based on the description that has been explained, it can be illustrated the flow of description of recommendations that can be done by the DayakTahol tribal community in managing the change process so as to provide more benefits especially to the social and economic progress of the community.

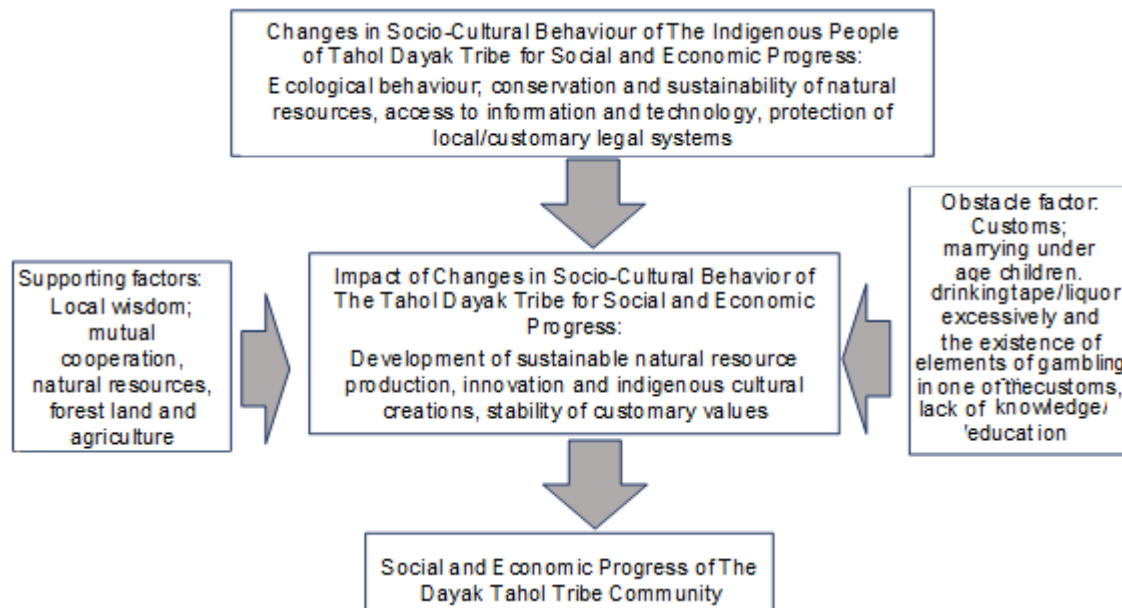


Figure 2: The workflow of recommendation description

The explanation of the recommendations described above is ecological behavior based on the concept of conservation and sustainability of natural resources. This refers to activities or activities of the DayakTahol tribe in working to meet their daily needs. Given that the DayakTahol tribal community works by farming and farming and the results can only be used to meet their daily needs. So, ecological behavior can be done by dividing the form of conservation into 3 (three) environmental aspects, namely the area of ecosystems, conservation and the environment. First, the ecosystem area is determined based on the characteristics of representative resources as an ecosystem that cannot be modified. Second, the conservation area includes maintenance of ecosystems that can be modified in accordance with applicable traditional rules. And the third is about environmental management relating to the sustainability of the diversity of forms or forms of conservation that can be done on agricultural land. This of course also at the same time realizes the views of the DayakTahol tribe regarding the protection of nature or the environment. The existence of values - values of wisdom in working and maintaining the natural environment will be able to strengthen the symbiotic relationship that is inevitable. Thus, this recommendation can be used as a modern life strategy for the DayakTahol indigenous tribes to develop social and economic life while maintaining the

integrity and balance of the natural environment that is the source of livelihood itself.

Furthermore, in general, social capital such as those related to behavior and habits - the habits of a community or group have a close relationship with human capital (human resources). The human resources in question are about the ability of individuals to improve and develop their resources and the extent to which they can access knowledge, information and technology. In terms of accessibility, it includes activities to find, obtain, collect and utilize information and technology. This can be attributed to the continuity of the customs of the Dayotahol tribe in the form of art, crafts and skills.

Given that in principle the era of globalization demands all developments in various aspects of human life, including aspects of information and technology. Then the DayakTahol tribe should be able to utilize information and technology in order to improve the socio-cultural progress of the community. In the context of changing the socio-cultural behavior of the DayakTahol tribal community, this aspect can be considered important because with technology, the DayakTahol tribe can seek information that can improve the skills and craftsmanship of the community. And also, with the technology, the DayakTahol indigenous tribes can preserve the DayakTahol indigenous tribal art culture in the

form of dances and traditional ceremonies that are still being carried out. For example, through the media - information media the public can introduce the culture of the TaholDayak tribe. By disseminating information about the DayakTahol tribal indigenous culture or promoting people's party events which are full of traditional ceremonies, preservation can cover 3 (three) important aspects at the same time, namely protection, development and utilization of indigenous cultures.

With the increase in the ability and knowledge of the DayakTahol tribal community, understanding, behavior and habits will also increase that support the socio-economic progress of the community. Therefore, the socio-cultural behavior of the DayakTahol tribe includes customs, daily living habits, work activities, views on children's education, views on property ownership, and views on the environment also have a relationship with human resources. That is, other than as a subject of socio-cultural behavior itself. Human resources in this case are the DayakTahol tribal community, also a key element in developing social cultural behavior into a positive influence on society.

4. Conclusion

Based on the explanation in the previous chapters, the following conclusions can be drawn, namely the supporting factors for the socio-cultural transformation towards improving the standard of living of the DayakTahol Tribe, among others the strong customs including the role of traditional leaders in fostering indigenous peoples in terms of mutual cooperation but on the other hand traditional leaders are also a limiting factor because they do not support changes that are considered contrary to ancestral customs even though these changes lead to reducing bad habits such as excessive drinking. Other supporting factors are facilities and infrastructure in the DayakTahol community such as the construction of bridges and ports. This is supported by the Malinau Regional Government program with the Village Movement building. On the other hand, access to information technology that is still minimal is an obstacle to social cultural transformation that can improve people's lives.

5. Suggestion

The need for intensive socialization from the Malinau District Government so that the paradigm or views of the DayakTahol tribe are better in terms of attention to the family, especially regarding education and the future of children.

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