

**THE CHANGE OF INDIGENOUS LIFE STYLE IN SUPPORTING  
THE PROJECT OF MODERNIZATION  
(The concept of Communication Project to the Madurese Society)**

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**ABSTRACT**

The change of social system in the society is one of the indicators of the success of development. Features of modernization such as the pluralization of life world, social mobilization, and political participation become the perimeters to what extents society has progressed. This is because modernization has transformed the life world, in which the social relationship are no longer as before, where personal intimacy was featuring the social life.

Madura is famous as one of the societies which keeps religious customs strongly. However, they are not sterile from the waves of modernization. Moreover there is construction of SURAMADU bridge which become the symbol of East Java and Indonesia. These have significantly affected the lifestyle of the local society. This change in lifestyle can be seen from many aspects: economy, politics, education, and cultural life. This paper suggests that these changes have indeed supported the rate of modernization development, but it can also damage the natural characteristic of Madurese society.

**Key words:** *The change of Indigenous life style, modernization of development, Madura Society*

**BACKGROUND OF THE STUDY**

Indonesia is a the United Nation which based on Pancasila and the rules of the Republic of Indoesia 1945 has a large amount of 720 ethnic. The wealthy of Islands and ethnics can be make a good potential but also they can make the calamity for Indonesia. This reality make Indonesia face social crisis, cultural, economic, political, and ideological. It can be influenced by the unideal and the development it cause the changes in the order of life.

In the development of communication, the change of social system in the society has become one of the standart in the succes of development. This symptoms of modernization can be seen the residence of society. The life world pluralization (created by coordination and observation), social mobilization and political participation. That everything is completely *bussines like* no longer like previous time where relationships between people are so familiar.

Modernization is a process of society changes and its culture of the things that are traditional to modern. Globalization truthfully is a condition to spread the culture who infirmity to all society in the world who process globalization to appear is result unbelievable current information and communication which often every moment and can reach to the cost expensive. Result people in the world become a united circles which is close and become one of the social intercause and one system same culture.

Modernization and globalization as a new development have enclosed of advantage and disadvantage effects. That is why its process of modernization and globalization should be selected carefully and wisely so as not to cause underrated human ability, and local cultural structures. Through modernization and globalization will be a flow of science, technology, and cultures especially from developed countries toward developing and poor countries. In the other hand, the flow of science and cultural technology will inevitably displace and marginalize local cultures.

Madura is known as one of the religious community and owned Madurese strong local culture. They eventually eroded by the influence of existing development modernization. Moreover, after the construction of Suramadu as the iconic of East Java and Indonesia, resulting in changes in the indigenou lifestyle. Their lifestyle changes can be seen from various aspects such as economic, political, educational, social and cultural rights. The change of the life style society can support the rate of modernization development but it can lose of the natural characteristic of Madura society.

### **Condition of Society**

Madura is well known as one of the poorest area within the province of East Java. Unlike Java, the soil in Madura is less fertile enough to be used as a farm. Other limited economic opportunities has caused a jobless and poverty. These factors have resulted in long-term emigration from this island. That is why many Madurese people do not live in their own originally island. Madura society is included most transmigration program participants.

Madura society based on in the people that like outside country because the condition area is not suitable to farming. Madurese also love to trade, especially scrap metal and other used items. In addition, many of them who work as fishermen and laborers, as well as some one successfully manages to be a technocrat, biereucrat, cabinet minister or a even high position in the military social.

## **LITERATURE REVIEW**

### **Definition of Modernization**

Wilbert E Moore in Wikipedia mention Modernization is a total transformation of traditional mutual life or pre-modern in terms of technology and social organization towards patterns of economic and political that characterize the West which are stable. Meanwhile, according to JW School, modernization is a transformation, a change of society in all its aspects. Modernization in the social science refers to a form of transformation of the state that are less developed or less development into a better direction in expecting to reach a more advanced society, grow, and prosper.

In addition, it is also disclosed that modernization is a result of the of the progress of science and technology that continues evolving today. The level of technology in building modernization strongly felt and enjoyed by all walks of life, from metropolitan cities to remote villages.

### **Modernization Requirement**

Soerjono Soekanto Mention a modernization has requirements especially, such as :

- How scientific and systematic thinking in the ruling class or the public
- A good system of administration of the country, which truly embodies the bureaucracy
- A good data collection system and regularly centered on a particular institution or agency
- Creation of a pleasant climate and society to modernization by using the devices of mass communication.

- The high level of organization on the one hand means discipline, while on the other hand means a reduction of independence.
- Centralization qualified in social planning implementation.

Modern humans according to Inkeles in Nasution (2002; 121) has the following characteristics:

- Open to new experiences, that is always eager to find or discover something new
- More independent to various forms of traditional powers such as tribes, kings, and so on
- Believe in science and the ability to conquer nature
- Oriented mobility and high life ambitions. Have a desire to pursue a career and achievements.
- Have a long-term plan
- Active in politics. Involved in both organizations and the wider family

### **Understanding Development Communication**

In a broad sense according to Nasution, 2002. Development Communication covers the role and functions of the communication (as a reciprocal activity in message exchange) among all those involved in development efforts, particularly between communities and the government, since the process of planning, and implementation, and assessment of development.

Being in the narrow sense, communication development is any and all means and techniques of delivering ideas and development skills that comes from those who initiated and directed the construction of the public. Scram view of communication science within Nasution (2002; 101) formulate the main duty subject communication in the change social such as :

- a. Convey any information to the public about national development, so that they focus on the need for change, opportunity, and how emerge changes, changes facility, and generate national aspirations.
- b. Give the opportunity to the people for taking a part actively in the process of making decision,
- c. The educate personal be needed project, since the adults to children, since writing lesson to technical skills which changed people's lives.

## **THE DISCUSSION**

### **The Positive effects of modernization**

Modernization is basically a development of nationalism, a movement to make all things rational and can be received by human reason. The impact is that traditional cultures which allegedly irrational will be marginalized or backwardly swept away by cultures such as modernization. This condition has made society in the world into a system of relationships, especially with the opening of free trade system of the entire world community.

### **Modernization positive effect**

This effort formed of reorganizing view irrational become view rational in order to effectiveness and to increase productivity human. Besides that the positive effect of modernization such as :

- Improving the effectiveness and efficiency of human labor as a result of increasing knowledge, sophisticated equipment and the distance of human communication in the world.
- The increase productivity human activity
- The Increasing volume export
- The provided many consumption things
- The development of the science and technology
- The extensive of job fields
- There is professionalism and specialization matters pertaining to man power.

### **Modernization negative effects**

As mentioned earlier that despite the benefits due to modernization and globalization also appears that negative influences are detrimental to certain groups of people. Modernization that is often seen as the emergence of new devices and systems of rational thinking that has caused negative impacts are as follows:

- There are the nature destruction and polluted environment

- The are consumerism
- There are the quality reduction demoralism
- There are social's restless
- The otonomous reduction in face problem
- The increase egoist and matirialis

The changing of Madura society lifestyle can be viewed from many aspects, starting from political economy, education, and socio-cultural

#### **a. The change of Socio-cultural**

In community life, they are commonly seen of owning individuality character like in urban communities. Lifestyle change occurs because of shifting its traditional culture to a modern one. It is strongly felt in the city especially within young generation. Many of them who do not know the customs of Madura itself but they are more familiar with the pop culture (K-POP / korean pop).

It also deals with the stereotypes of Madurese. Huub de Jonge, 2011. Said that Madurese not only different from neighboring tribes in terms of appearance, clothing, and hygiene. They are also very unique of possessing behavior. Many times they are described as being rude, brash, open, outspoken, less-manners, and even had no manners.

In Encyclopedia van Nederlandlandsch - Indie, published between the years 1917-1940, in De Jonge (2011; 67) Madurese described as follows: "as far as talking about the general nature can be said that the Madurese less formal, more vibrant, and more independent than Javanese. Unfortunately, their independence is as a form of rudeness and incivility that can feel uncomfortable, especially when just met. Even in conversation with the high level person, their voice is bold and not shy away, it often brash approach (Encyclopedie 1918, II; 639).

But this stereotype is now gradually disappear as the role of the Madurese in development and the role of mass media in informing the positives of the Society of Madura.

#### **b. The Changes of education**

Madura is famous as a religion island and has a lot boarding school in every regencies even in any districts. So it is unfortunate that the pattern of this boarding school education has

now getting fade just because veodal or liberal education system. The parents are more proud if their children take a study outside compared to schools in Madura.

Therefore, in encouraging the growth and development of education in Madura, many schools established. The fact that Aliyah and Tsanawiyah level education are more than high school in this island. This school thrives in every district. Even since 2001 Madura has had a State College: Trunojoyo University of Madura which located in Bangkalan. Moreover, in building human resources to be more skilled, Madura Polytechnic was established in the district of Sampang. It aimed to accommodate prospective students in particular of coming from Madura and also for them who are outside. Some private high educational schools at Madura such as Wiraraja University in Sumenep, Madura University and the High School of Religion in Pamekasan, and Sampang Polytechnic.

### **c. The Changes of economic**

Madurese community had always been well known of its trading on the island overseas. However, as the time runs after the emergence of technology and communication era, the economic is now speeding especially after the development of Suramadu as the longest bridge. Consumptive lifestyle has penetrated the Madurese. Many shops and restaurants are mushrooming, instant style dining or fast food becomes the choice of the Madurese rather than their traditional cuisine.

Madurese people's lifestyles have shifted, more consumerist society than ever before. For instance in the district of Bangkalan that after the founding Bangkalan Plaza, the lifestyle communities especially young people become more modern like a big city style, Including their oral language. They often use slang language either written or oral. It can promote the rate of revenue of each regions, especially from the income tax and restaurant meals. In addition, due to the proliferation of access Suramadu, the emergence of batik traders and culinary to improve people's lives in general and particularly for Bangkalan.

### **d. The Changes of political**

Madurese people's political awareness began to increase, especially after the implementation of the election by holding direct elections. Their participation is very high, even the remote area people have finally got involved. It keeps a possibility that the candidates applying political money to get their voices.

Since the lifestyle of the indigenous people of Madura is changing, it is necessary to uphold the development communications strategy to promote development modernization in Madura. According to AED (1985) in Nasution, 2002. There are 4 development of communication strategies that can be used:

### **1.Strategy based on media**

This strategy is an easiest technique, most popular and certainly most effective, media strategy. Strategy of certain media have been conducted primarily to determine: " Which is the best media?" What is the cheapest cost media ? "What is best media to popularize, teach, strengthen, or reminiscent of something".

The role of mass media in Madura already shows up the real thing like newspapers "Radar Madura", while radio almost every district has owned it. In Pamekasan there is radio "Karimata fm", in Bangkalan and Sampang we can find a governmental radio. "Voice FM Bangkalan" and public radio "Amanna" and radio "Segara" are the radio exist in Bangkalan . In addition, there's even a local TV Madura is "Madura Channel TV".

### **2. Instructional Design Strategies**

This strategy is used commonly by many educators. They focus on learning strategies for individuals target as a fundamental goal. Madura has distinctive characteristics and unique society, therefore the individual learning that has been done in Madura is not only formal education but also with the non-formal education.

Madurese community are already aware of the importance of education even though the majority of Madurese parents are prefer putting their children to boarding school than a public school. Because most of the Madurese said that take a study in boarding lodge not only gain knowledge but also "blessing" of kiai as luminary person. While in urban communities have a lot of standing play group or early childhood education, which 5 years ago, this model of education is still lacking.

### **3. Participation Strategy**

In this participation strategy, the important principles in organizing activities is community cooperation and personal growth.The emphasis in this strategy is not turned away



a lot of information that one has learned through the development of communication but rather on the experience of one's participation as equal. In the process of sharing knowledge and skills. (Nasution, 2002; 167). These forms of participation in Madurese society can be categorized as family planning programs participation or KB, political participation upon political knowledge, participation of SMEs due to the Madurese community awareness skills.

#### **4. Marketing Strategy**

The strategy is to grow as a communication strategy that are most directly, it is called as Social Marketing. The changing of Madurese lifestyles from traditional to modern is related with the influence of social marketing itself. The uniqueness of the social culture of Madura, Madurese culinary, Madurese batik are seen as competitive advantage for the outside community to come to visit the island of Madura especially with the ease of access longest bridge.

#### **CONCLUSION**

As a result of changing in the indigenous lifestyle of Madurese, then in some aspects of life may encourage modernization development in Madura, such as:

- 1) Awareness education and community participation in the success of government programs in the field of early childhood education, secondary and higher education
- 2) The economic growth of the Madurese is increased especially after the Suramadu access. Which causes the Madurese community welfare changes, it is felt with the development of culinary and Madura batik.
- 3) Socio-Cultural Change of Madurese people particularly for young people, it's been a lot of young people in Madura using appropriate communication media technologies with the development of information and technology.
- 4) Political participation of the Madurese is higher, as seen from the implementation of regional autonomy. Not only the urban people who participate but also rural communities involved.
- 5) The role of mass media, both print as well electronic media.

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