

Cultural Norms And Social Behavior Of The Mattampawalie Village Community

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Abstract

This research uses a long process, starting with a literature review, then interviews with a qualitative approach is one of the most effective ways to understand a particular phenomenon in depth about the cultural norms and social behavior of the Mattampawalie Village community. The results of this study show that; 1) Cultural norms in Mattampawalie Village play a role as a guideline for life that shapes the mindset and social behavior of the community; 2) Values such as shame and pace, mutual cooperation, and respect for traditional figures are still highly respected in daily life; 3) The social behavior of the community shows a strong attachment to customs, such as in conflict resolution, etiquette, and participation in social activities.; 4) The community is able to adapt to social and technological changes without abandoning core cultural values.; 5) Cultural norms persist and become the basis of social cohesion and collective identity of the community amidst the flow of modernization. Understanding cultural norms is important to see how local values still influence the social behavior of the community amidst changing times. This research contributes to the preservation of local cultural values, as well as being a reference in strengthening character education and social policies based on local wisdom.

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1. INTRODUCTION

Cultural norms are a set of unwritten rules formed from social values, beliefs, and customs held in high regard by a society. These norms play a vital role in shaping, directing, and controlling individual social behavior to align with the expectations of the wider community. From a sociological perspective, cultural norms serve not only as a moral foundation but also as a social instrument that maintains community cohesion and stability (Gunawan & Bahari, 2024; Natalia, et al., 2024; Rachman, 2025; Shah, 2025). This makes cultural norms one of the most important aspects in understanding social behavior, particularly in traditional societies that consistently uphold ancestral values.

Mattampawalie Village, located in Lappariaja District, Bone Regency, South Sulawesi, is a village steeped in Bugis culture, including a system of values and norms passed down from generation to generation. Values such as *assay'* (self-esteem), *pace* (emotional solidarity), *pangadakkang* (politeness), and *start someone* (manners towards fellow human beings) greatly influence the way people interact with each other, build social relationships, and make decisions in daily life (Prusdianto, et al., 2025). These norms are not only seen in traditional ceremonies or religious traditions, but also in domestic life, relations between families, and mechanisms for resolving social conflicts.

However, with the passage of time, the influence of globalization, information technology, and socio-economic changes, village communities are no longer isolated communities. External values are slowly entering the local cultural space, giving rise to various forms of adaptation and resistance to established norms. This phenomenon raises important questions about the extent to

which local cultural norms in Mattampawalie Village are still able to maintain their role in shaping social behavior. Do these norms remain the primary guideline for behavior, or are their meaning and function beginning to shift?

In recent years, there have been many studies discussing Mattampawalie Village, such as research conducted by Akmal, where he examined the Pine Forest Ecotourism Development Strategy in the area (AKMAL, et al., 2023). In addition, there is also research discussing the Influence of Rural Tourism and Agricultural Products on Income Increase in the village (Surianto & Baso., 2023), and finally research conducted by Yahya where he studied their Social Collaboration through Digital Technology Innovation in building economic independence in the area. (Yahya, et al., 2024) from several articles, all of them discuss the village of MATTAMPAWALIE, Lappariaja District, Bone Regency, but none discuss the Cultural Norms and Social Behavior of the Community in the village. Therefore, what is different, this study will discuss how the Cultural Norms and Behavior of the Community in MATTAMPAWALIE Village

This research is expected to provide theoretical contributions to the study of cultural sociology, particularly as it relates to local communities in South Sulawesi. Furthermore, the results can serve as a starting point for more in-depth empirical research on the dynamics of norms and behavioral change in rural communities. Practically, understanding the function of cultural norms in social life can also provide important input for local policymakers in designing development programs based on local wisdom.

2. RESEARCH METHOD

This research method uses a long process, starting with a literature review, then interviews with a qualitative approach is one of the most effective ways to understand a particular phenomenon in depth about the cultural norms and social behavior of the Mattampawalie Village Community, in this approach the researcher not only collects data from existing sources, but also conducts interviews with several informants, where the main informants are native residents there, the qualitative approach in this study aims to gain a deep understanding of the meaning and context of cultural norms and their impact on the social behavior of the community. In contrast to the quantitative approach which emphasizes measurement and statistical analysis, the qualitative approach allows researchers to explore values, social meanings, and interaction patterns that emerge in community life through a rich and contextual conceptual lens.

The analysis process was conducted by identifying key themes, relationship patterns, and central concepts emerging from the reviewed literature. In its implementation, this research followed several important stages. First, the researcher determined the focus of the study, namely the relationship between cultural norms and social behavior in the Mattampawalie Village community. Second, a systematic literature search was conducted using relevant keywords, followed by the process of collecting secondary data from these sources. Third, the researcher carefully read and recorded important information, grouped the data by theme, and interpreted the meaning and implications of each finding within an appropriate theoretical framework.

3. RESULTS AND DISCUSSION

The Concept of Cultural Norms and Its Relevance in the Social Life of Local Communities

Cultural norms are a set of unwritten rules that develop in society as a result of a shared agreement on highly valued values. From a sociological perspective, cultural norms function as behavioral guidelines that regulate how individuals act in various social situations (Aswaruddin et al., 2025; Febrian et al., 2025; Sulastri & Thamimi, 2025). These norms not only contain social rules but also reflect the identity and character of a community. In traditional societies such as Mattampawalie Village, cultural norms cannot be separated from the local value system that is passed down from generation to generation, such as the value of shame *and peace* in Bugis culture which upholds shame, honor, and social solidarity.

Research shows that cultural norms in rural communities like Mattampawalie play a dual role. First, they act as a social control mechanism that maintains order in interpersonal and intergroup relationships. Second, they serve as a source of legitimacy for social actions, where behavior is deemed right or wrong based on its conformity to prevailing cultural values (Hamzah & Iksan, 2025; Hernawati & Sungkawa, 2025; Nababan, et al., 2025). In Bugis society, for example, actions deemed to violate norms are not only socially judged but can also impact the reputation of the individual's family or group of origin. Recent literature confirms that cultural norms are not static but can change over time, particularly when faced with the pressures of modernization, urbanization, and technology (Lase, et al., 2025; Syaputra, 2025). However, in communities like Mattampawalie, which remain relatively culturally and socially homogeneous, local norms continue to play a dominant role in guiding daily behavior. These forms of norms are seen in customs such as the mutual cooperation system, respect for traditional elders and religious figures, and conflict resolution through traditional deliberation.

The social behavior of the Mattampawalie Village community can be understood as a reflection of cultural norms deeply rooted in their collective consciousness. Patterns of social interaction, speech, behavior, and dress often adhere to standards set by local cultural values. For example, young people demonstrate polite behavior toward their elders or participate in traditional activities not simply because of formal rules, but because of moral pressure and social norms that have been established since childhood. The literature review indicates that cultural norms in Mattampawalie Village function not only as regulators of behavior but also as the foundation of the community's social identity. These norms serve as a bond of social solidarity and safeguard the continuity of local culture. Therefore, understanding cultural norms means understanding the social structure and how the community organizes its life collectively.

Education and Reproduction of Social Stratification

The social behavior of the Mattampawalie Village community is strongly influenced by deeply ingrained cultural norms. (Tullah, 2022; Arfina, 2023) These norms not only serve as guidelines for behavior but also shape how the community understands social relationships and lives their daily lives. The social life of the village residents demonstrates order stemming from highly respected traditional values, such as mutual cooperation (gotong royong), respect for elders, and good manners in speech. One of the most prominent forms of social behavior is the spirit of togetherness in mutual cooperation activities. (Wahab & Syahrudin, 2020; Latif, et al., 2024) When there are traditional events, house construction, or religious activities, the community will come to help voluntarily without waiting for requests. This behavior is born from collective norms that emphasize the importance of solidarity and mutual assistance among residents. Active involvement in social activities also serves as a form of respect for the social environment and is an indicator of good social status in the eyes of the community.

Respect for traditional figures, elders, and community leaders is also a strictly maintained form of behavior. People are taught to speak politely, to be humble before their elders, and to listen to the advice of those considered to possess wisdom. Values such as *Ade'*, *say'*, and *pangadakkangis* still a moral standard that influences how a person conducts themselves in society. (Khair., 2023; Gani & Gani., 2024) In resolving conflicts, people prefer peaceful methods such as deliberation or mediation through traditional leaders. Cultural norms encourage amicable resolution to avoid protracted hostilities. This process shows that social norms not only regulate large matters such as traditional ceremonies, but also enter into smaller and simpler interpersonal life.

The implementation of customs during various events such as weddings, births, or deaths also demonstrates behavior influenced by cultural norms. Communities adhere to the order of the procession, use traditional language, and even dress appropriately. Violating customary rules is considered a form of disrespect for ancestors and can tarnish the family's image. These forms of social behavior demonstrate the central role of cultural norms in creating social harmony. The daily behavior of villagers is shaped by the understanding that upholding customs means

maintaining shared dignity and self-respect. In a society that still upholds local wisdom, cultural norms remain the primary guide for social interaction patterns.

The Resilience of Cultural Norms Amidst Social Change

The cultural norms of the Mattampawalie Village community demonstrate strong resilience despite the increasingly rapid flow of social change. Technological advances, the spread of digital information, and interaction with the outside world through education and migration have brought new influences to people's lives. However, local cultural values remain the primary foundation for regulating behavior and maintaining social cohesion. Rural communities that still adhere closely to customary norms have the ability to selectively adapt to change. They do not immediately reject new things, but rather select and filter what is deemed in line with inherited values. This concept is known as cultural resilience, namely the ability of local culture to survive while adapting to change (Panter-Brick & Eggerman., 2011; Spence, et al., 2016; Holtorf., 2018)

In Mattampawalie Village, changes in the lifestyles of the younger generation are beginning to be evident through their use of social media, their dress codes, and their communication patterns. However, modern influences have not immediately shifted the core norms that have become the community's moral framework. Parents and traditional leaders still play a crucial role in transmitting values to the next generation, both through informal education at home, traditional activities, and religious sermons. Normative adaptation is also evident in the way the community embraces technology without abandoning the value of togetherness. For example, despite the increasing prevalence of digital communication, the community maintains face-to-face interactions in social activities such as family gatherings, community gatherings, and traditional celebrations. This demonstrates that the changes occurring are accommodating, not confrontational, towards local culture.

This adaptation demonstrates that cultural norms are not rigid, but rather dynamic and continually evolving according to the social context. This resilience strengthens collective identity and serves as a bulwark against the pressures of globalization. Norms that were once oral are now being written down and documented as part of cultural preservation. The resilience of cultural norms in Mattampawalie Village reflects the community's collective awareness of the importance of maintaining tradition as a pillar of social life. The ongoing process of passing on values keeps these norms alive and relevant, even in a changing world. This also demonstrates that cultural norms are not merely a legacy of the past, but also a source of strength for navigating the future.

4. CONCLUSION

Cultural norms play a crucial role in shaping and guiding the social behavior of the Mattampawalie Village community. As unwritten rules passed down from generation to generation, cultural norms serve as guidelines for action, interaction, and maintaining social harmony. Values such as *shame and peace*, mutual cooperation, and respect for traditional figures and elders are still well-maintained and part of daily life. Various forms of social behavior demonstrate that cultural norms are still very much alive and serve as primary guidelines for behavior. Polite behavior, conflict resolution through deliberation, and active involvement in social and traditional activities are strong evidence that cultural norms not only persist but also shape the collective character of the community.

Despite the social changes brought about by modernization and technological advancements, cultural norms remain resilient. Communities are able to selectively adapt to external influences without losing the core values of their local culture. This resilience demonstrates that cultural norms are not merely a legacy of the past but also a force for maintaining identity and social cohesion in the present and future.

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