

The Impact of Industrialization on Social Mobility in Rural Communities in Alla District, Enrekang Regency

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Abstract

The purpose of this study is to analyze the impact of industrialization on social mobility in rural communities in Alla District, Enrekang Regency. The research method used is qualitative with a phenomenological approach. Data collection techniques used are in-depth interviews and observations. The results of the study indicate that industrialization has a significant impact on social mobility in society, especially in terms of employment and social status.

Keywords: Industrialization, Social Mobility, and Rural Communities

INTRODUCTION

Agricultural sector jobs can cause seasonal unemployment, for example farmers and farm laborers become unemployed if they do not have a side job while waiting for the harvest or planting season, especially for farm laborers. According to [1], the impact of unemployment is increasing crime, social inequality, job opportunity gaps, domestic conflicts, etc. Industrialization can bring change to society because with industrialization, many job opportunities will be opened.

Industrialization is a change in society from agrarian to industrial which involves the use of technology, machines, and organized labor to produce goods and services in large quantities [2]. Social mobility is the shift in social status of individuals or groups in society, either up or down or equally. This social mobility can be in the form of vertical, horizontal, lateral, intergenerational or intragenerational mobility [3]. In general, industrialization has positive and negative impacts, including creating jobs.

new jobs, increasing productivity, increasing household income, changes in job structure, economic disparities, and environmental pollution [4].

Enrekang Regency is a mountainous area where most of the people utilize the agricultural sector such as agriculture and

animal husbandry as their main livelihood (Central Statistics Agency of Enrekang

Regency 2023). In the era of industrialization, Enrekang Regency experienced industrial development and brought changes to people's lifestyles in social and economic aspects, especially in one of the areas of Enrekang Regency, namely Alla District. This change encourages an increase in social mobility of the community, both in the form of vertical and horizontal mobility, for example changes in social status and/or changes in livelihood. Although industrialization is often associated with increased welfare because with industrialization many jobs will be opened, income will increase, and the local economy will be stronger [5], but in Enrekang Regency which has asphalt, coffee, etc. factories, not all village communities can feel this. Therefore, this study aims to determine the impact of industrialization on the mobility of rural communities in Alla District, Enrekang Regency with a research focus on changes in employment patterns, levels of welfare, and the social impacts that arise.

In recent years, there have been many studies related to Industrialization and social mobility of rural communities. such as research conducted by Kamarudin (Kamaruddin, S. A. 2024) entitled "The Impact of Industrial Development in Rural Areas" which discusses the impact of industrialization of Sementonasa in Pangkep Regency shows that there is a double impact where economic welfare increases through job opportunities and infrastructure development, changes in lifestyle patterns, and a shift in traditional

values to modern individualistic. research conducted by Syamsul [6] entitled "Social Transformation in Rural Areas: The Impact of Industrialization on the Lives of Local Communities" with the results of his research showing that social transformation in rural areas due to industrialization brings changes in the economic structure, lifestyle, and education of rural communities, opening up new jobs that bring hope and challenges to society.

The weakness of the two studies above is that they focus more on the impact of industrialization in general and from a macro perspective, and do not highlight specific areas such as communities that build industries while my research related to "The impact of industrialization on the mobility of rural communities" highlights contextual social mobility in changes in livelihoods and employment patterns due to local initiatives in industrialization, not just the general impact of industrialization. In addition, this study also examines the socio-economic impact holistically with a focus on the social and economic impacts of people who change professions, which have not been discussed in depth in previous studies.

RESEARCH METHOD

This study uses a qualitative research method with a phenomenological approach. Data were obtained through observation and in-depth interviews. Data were analyzed through the data reduction stage, filtering and organizing relevant data and then presenting the data in the form of descriptive narratives to facilitate understanding. After that, conclusions were drawn. This research was conducted in March 2025.

THEORETICAL REVIEW

The analysis of this study is in line with the Mobility theory proposed by Pitirin A. Sorokin and the modernization theory by Rostow. Pitirin A Sorokin argues that social mobility refers to the movement of individuals or groups in society either vertically upwards or vertically downwards or horizontally/moving but with the same social

status [7]. With industrialization, individuals or groups can experience upward vertical mobility because industrialization can create career opportunities in the industrial sector and higher wages so that individuals can move up to a higher class [8].

The modernization theory proposed by Walt Whitman Rostow is also relevant to the analysis of this study. This theory explains that the economic development of a region can go through five stages, namely 1). Traditional society where the economy in this society is based on agriculture and the social structure is static, 2). Pre-takeoff, at this stage innovation and investment in industry begin to emerge, 3) Takeoff where at this stage industry begins to grow rapidly driving significant economic change, 4). Towards Maturity, Industry is expanding and the economy is diversified, 5). High consumption period where society achieves prosperity with high levels of consumption [9].

In relation to the context of industrialization in rural communities, Rostow's modernization theory shows that in increasing social mobility, industrialization is an important stage. By shifting from agrarian to industrial and with the rapid development of industry, rural communities gain access to wider economic opportunities, increased income, and opportunities to improve skills to qualify for work in the industrial sector. This can encourage vertical social mobility by increasing social status through this industrial sector.

RESEARCH RESULTS AND DISCUSSION

Based on the results of interviews conducted in the rural community of Alla sub-district, Enrekang district, it shows that there has been social mobility in accordance with the theory of social mobility by Pitirin a Sorokin which states that social mobility refers to the movement of individuals or groups in society either vertically upwards or vertically downwards or horizontally/moving but with the same social status. Industrialization brings a shift in the employment sector of some rural communities from agrarian (farmers and farm

laborers) to industry and services (working in factories, opening food stalls and providing catering services)/horizontal social mobility. This also causes an increase in income in rural communities after shifting from the agricultural sector to the industrial sector and changes in social status also occur (upward Vertical Mobility). As stated by the following former farm laborer:

"In my opinion, since this factory was built, many farm workers have stopped being farm workers, now they work in the factory, the income they get is also better than when they were farm workers" (Agung, 39 years old)

"I used to be a farm laborer, my income was uncertain, I worked when someone called me to plant onions or harvest onions. After this factory opened, I tried to open a food stall. At first, it was just instant noodles and coffee, or hungry factory workers could stop by. After a while, I was able to provide a menu of rice, chicken and fish. Now, factory workers also stop here for lunch because it is close to the factory. Now I also serve catering" (Mama Yuni, 54 years old). Industrialization also encourages the growth of a service-based economy and entrepreneurship, creates social mobility for women, increases household income, and reflects a more complex social transformation than just production relations.

Enrekang is now in the take off stage or "take off" based on the modernization theory put forward by Rostow, where there are local initiatives and changes in the orientation of community work. Local initiatives in this case are community efforts to make changes by creating a processing industry for raw agricultural products into finished products such as a coffee factory established by one of the local communities. This local initiative in building an agricultural processing industry encourages changes in the village economic structure from agrarian to semi-industrial and also opens up employment opportunities for the surrounding community.

"I used to be a chili farmer, maybe because it didn't suit me, I tried to change direction and open a coffee factory. The raw material, raw coffee, I take from farmers

around here. Coffee that has been processed is sent to areas outside Enrekang. There are also cafe owners and food stalls that are regulars here, so stock is provided for them. Then most of my employees are people from around here, some of them used to work as farm laborers" (Awwing, 45 years old)

CONCLUSION

Based on the discussion above, it can be concluded that industrialization has a significant impact on social mobility in society. Industrialization encourages social mobility both horizontally and vertically. Horizontal social mobility can be seen from the shift in the employment sector of society from agrarian (farmers and farm laborers) to the industrial and service sectors, such as working in factories, opening food stalls, and providing catering services. Meanwhile, upward vertical social mobility occurs along with the increasing income and social status of individuals who successfully take advantage of the opportunities presented by industrialization.

Industrialization in Enrekang has begun to enter the take-off stage where there are local initiatives such as the establishment of a coffee factory by local residents that encourage economic and social transformation. Industrialization also creates new jobs, and opens up space for women to be mobile and increase household income.

The relationship between farmers, factory owners, and business actors in the service sector forms a mutually supportive economic ecosystem, such as farmers who provide raw coffee materials to factory owners. Factory owners process the raw materials into finished products in the form of coffee powder that is ready to be distributed outside the region, owners of local catering or food stalls and also cafes. In addition, the surrounding community is also involved as a workforce, so that there is an increase in collective welfare. Thus, industrialization in rural communities in Enrekang Regency has a positive impact on increasing social mobility and community welfare.

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