Social Formation - Adi

by Literasi Indonesia

Submission date: 13-Jul-2022 04:10PM (UTC-0700)
Submission ID: 1870228770
File name: Social_Formation_-_Revision.docx (28.81K)
Word count: 3054
Character count: 17015

Capitalization and Social Transformation in the Grand Mall Maros

Adi Sumandiyar
Department of Sociology, Universitas Sawerigading Makassar
email: adisumandiyar@gmail.com

Abstract

This article aims to get in-depth information regarding the condition of capitalization and social formation in the Grand Mall Maros. This research uses a descriptive qualitative approach to exploring information about the involvement of all stakeholders in the development and construction of Grand Mall Maros. The results showed that building the basic structure of social cohesion to prevent social conflicts is a source of unequal control of urban space. This social reality must still be followed by an improvement in the quality of social life, especially for local communities, which ideally becomes a subordination of social formations in urban areas.

Keywords: Capitalization, Social Formations, Social Transformation, Urban Areas.

INTRODUCTION

Based on the perspective of space, there is a phenomenon of contestation, negotiation, consensus and conflict in urban areas, which can be understood as a form of power relations among spatial planning actors, including government, society, and markets. The relationship between these three actors influences spatial practices. The social formation approach can manifest government involvement with investors and their political interests as a way of spurring growth and simultaneously as an instrument of changing the face of the city, which refers to global urban development. The rise of regional development modernization will not be separated from the birth of capitalist impacts and new social formations.

These two impacts can be found through the expansion of regional development, which was originally expected to increase regional economic growth. Still, on the other hand, it actually creates polarization and inequality to social marginality. Anthony Giddens has warned that modernization is like a giant machine (*juggernaut*) having movements so quickly that it is uncontrolled and causes society to be eliminated, alienated, and forgotten due to the currents of social change (Baldwin & Robert-Nicoud, 2015).

Grand Mall Maros is a shopping mall with a European concept. The buildings and interiors of the mall show paintings and sculptures of European, mainly Greek, nuances. The location is in the Bontoa Village, Mandai District, Maros Regency, South Sulawesi, Indonesia. The area is not far from Sultan Hasanuddin International Airport, near the border of Makassar City to the north, and close to Turikale City, the capital of Maros Regency. Grand Mall Maros has an area of 8 hectares which was inaugurated on August 26, 2017.

The capitalization of space and social formation in the Grand Mall Maros area is influenced by several factors. First is the collaboration between the government and investors through the acceleration of regional development by penetration of capitalism. This has an impact on the shift in the means of production towards the reproduction of space that gave birth to capitalist social formations. Capitalism's dominance leads to local people's inability to access resources and to be in a marginalized position.

Second, the change of a single social formation towards multiple social formations impacts changes in social interaction and adaptation between local and migrant communities. In this situation, the process of dual social formations, social interactions, and social adaptations through which the local community passes will become more complex by creating *gemeinschaft* traits, externally according to the social formation of walking and adapting capitalism that has the characteristic of *Gesellschaft*.

Third, changes in social formations that create space in a representative manner dominated by capitalism impact space capitalism. When that situation occurs, then the impact on the community will be grouped. The creation of space representatively will show the representation of certain groups of people, thus creating a society in the form of segmentation resulting in the creation of space capitalization and new social formations in society. For this reason, this study aims to determine the condition of capitalization and social formation in the Grand Mall Maros.

RESEARCH METHODS

This research uses a qualitative descriptive approach. The qualitative descriptive research approach thoroughly analyzes the author's main ideas about the subject in discourse and specificity contexts (Tramonti, Bonfiglio, et al., 2019). Data collection involves documentation review, in-depth interviews, and observations (Decker et al., 2018; Ningi, 2022). This process is a systematic and standard procedure for collecting data by conducting documentation studies, in-depth interviews, and observations.

According to Bell & Willmott (2016), there is a correlation between data collection, documentation, in-depth interviews, and observations of unsolved research questions. Therefore, qualitative descriptive methods are formulated to answer problems (London et al., 2016). Furthermore, this study uses a triangulation and interaction model approach to analyze data obtained from the study (Gellatly et al., 2019). The model is useful in checking the validity of the data so that it can compare the results of the documentation and the interview. Thus, the procedures used to evaluate the results of observations and interviews by interviewing by means of, namely: (1) compiling various forms of question amendments, (2) re-examining data sources, (3) utilizing methods that allow valid data examination (Weisz et al., 2019).

RESULT AND DISCUSSIONS

The analysis of social change can be carried out using the theory of evolution by considering change as an adaptation of a social system to its environment by the process of internal differentiation as well as increasing structural complexity. The occurrence, the change in the shape of society from simple to more complex, from a uniform one of diversity. According to Ferdinand Tonnies, society developed from *Gemeinschaft* conditions to *Gesellschaft*. It includes tight social interactions, close family ties, and friendships, while *Gesellschaft* social ties are voluntary, contractual, and based on self-interest (Adler, 2015). The development of society is also strongly influenced by changes in behavior that occur in the actor's environment with the behavior of actors that occur with a cause, thus conditioning the consequences that follow (Ritzer, 2004).

Social change includes progress or beneficial changes and regress changes, which are those that have less valuable influences on society. If social change can move towards progress, society will flourish. Conversely, social changes can also cause people's lives to regress. Furthermore, in its interaction with nature, individuals in capitalist society produce various products or commodities. Commodity fetishism is the process by which actors in precapitalist societies believe commodities and markets are objectives (Ritzer, 2008).

The thought and views of Hegelian Marxism depart from the dialectical relationship between the structure (primarily economics) of capitalism, the system of ideas (specifically class consciousness), the thinking of the individual, and ultimately the individual's actions. Thus, these concepts of thought became between economic determinism and more modern Marxists (Ritzer, 2008).

Subjectively, it can be understood that the relationship between to development of regional potentials, the development of economic sectors, the development of projects and programs, and the creation of a business climate (Sumandiyar, 2017). Furthermore, there are changes in spatial planning in urban areas that have the characteristics of being a modern industrial city and affect every citizen. The presence of investors or developers who construct buildings, public facilities, public spaces, and others is a form of investment related to changes and demands of the global economy. Changes in social formations that create a representative space dominated by capitalists impact the capitalization of space. When that happens, then society is easy to group. This effect is also referred to as the separation that previously existed in one particular area.

Capitalization of space in the Grand Mall Maros

The capitalization of space around the local community area is closely related to the local community's economy, which tends to have undergone significant changes. This condition is caused by local community residents who have improved the quality of educational resources and competencies and have been able to adapt to the social conditions of the space after the construction of The Grand Mall Maros. In addition, this social adaptation is also beneficial for local communities to be involved in the access provided by Grand Mall Maros due to business capital and competence factors. As the research informant Abd. Kahar (41 years old), most of the local people have been able to compete and increase their current business capital and competencies, so this condition is a motivation for local communities.

Furthermore, for the socio-economic activities of local communities, Grand Mall Maros has had a significant influence on improving the economy. This condition can be seen from the increase in business capital owned by local communities in accessing business opportunities provided by Grand Mall Maros. From the results of an interview with research informant Dg. Ramli (39 years old), local community have been able to access business opportunities in Grand Mall Maros because the ownership of business capital, especially the type of business provided, is by the ability of business capital, so it is effortless for local people to access it.

This condition has a positive impact on improving the economy of the local community. However, the manager of Grand Mall Maros can also provide special facilities for types of businesses with limited capital to access facilities at Grand Mall Maros so that all levels of local society can contribute to establishing a business in accordance with their capital capabilities.

The changes in the mode of production of local communities around grand mall Maros have had a positive impact. This condition is due to the ability of local people to fully become private employees at Grand Mall Maros, considering that the resources they have, especially the aspects of education and competence, can already compete with the immigrant community. Of course, this condition is one of the hopes and motivations for the local community to continuously improve their competencies to make an optimal contribution to the future development of Grand Mall Maros.

Furthermore, with the aspect of changing activities after the construction of Grand Mall Maros, the local community has received many changes that have occurred significantly, as evidenced by the increasing economic welfare of the local community. The results of a joint interview with research informant Dg. Arifuddin (37 years old), the economic condition of the local community has improved a lot. This economic increase is due to the absorption of jobs that are given top priority to local communities. Of course, this condition provides positive benefits and benefits to the local community's economy, especially for those who can already access work at Grand Mall Maros.

From the aspect of the density of vehicles passing around the Grand Mall Maros, it is considered to have increased congestion. This condition is due to the existence of Grand Mall Maros, which is exactly on the main route of the trans-provincial road, so there is inevitably a buildup of its main vehicles during vacation time and at night. The main cause is that along the road around Grand Mall Maros, vehicles that park use the road body as a parking lot, resulting in traffic jams. In addition, the existence of a road rotation medium to turn vehicles also often results in congestion. The results of the study with research informant Sahar (35 years old), under certain conditions, especially on holidays and nights, around Grand Mall Maros often experience congestion due to vehicles that park irregularly and also the presence of vehicles that turn around.

Furthermore, from the aspect of utilizing the suitability of urban land use, it is considered that Grand Mall Maros is appropriate and appropriate. It's just that repairs and improvements are still needed, especially in irrigation, which often causes waterlogging/flooding when the rainy season arrives. This is because the land occupied by Grand Mall Maros is intended to be rainfed rice fields, but along with the modernization of the development area, it is now used as a commercial area, so smart strategies and thinking from multi-stakeholders are needed to anticipate the arrival of puddles/floods during the rainy season. Of course, this is not an easy job for the manager of Grand Mall Maros, considering that the building is located in a strategic area of development in Maros Regency that requires smart thinking to avoid negative impacts on the environment.

Social transformation in the Grand Mall Maros

Aspects of social processes in local communities are also inseparable from the existence of Grand Mall Maros. Since the establishment of this magnificent Mall, changes in the lifestyle of the local people have also occurred. Local people tend to have adopted a modern style with more Grand Mall Maros as a place to spend their free time than visiting the Mall in Makassar City. In addition to the local community, there are also no visitors from outside Maros Regency; for example, visitors from Pangkep Regency, Bone Regency, Barru Regency, Sinjai Regency, Gowa Regency, and so on. It is even undeniable that there are also visitors from Makassar City. The influx of visitors whose sources are from different regions can lead to the acculturation of social culture in the interaction at Grand Mall Maros.

Aspects of cultural acculturation in a society where there is a link between two cultures that can influence each other without reducing the intention and eliminating the local wisdom. For some people, recreation is one of

the needs of life for the community with a variety of goals, both social goals and the fulfillment of secondary and tertiary needs. Activities that are often carried out in visiting Grand Mall Maros are shopping, gathering with friends, eating and drinking, and even finding literature. The behavior and psychology of visitors influence the choice of Grand Mall Maros as a recreational place. From an interview with research informant Agustinus (42 years old), what is interesting in visiting the Grand Mall Maros is the architectural situation and the interesting arrangement of the building, so that when I visit, then I often take pictures.

In addition, the arrangement of shopping places provided is no less interesting, so that it can attract people to visit and shop. From this acculturation, it can be known that Grand Mall Maros also offers a nuance of a combination of modern culture and traditional culture so that it can attract visitors. However, the current modernization has significantly impacted the community's survival, especially in Maros Regency. Previously, local people who had not been thoroughly familiar with the identity and characteristics of the Mall had changed their form to a modern society that did not leave the characteristics of its traditional community. People who were previously only familiar with traditional markets have now been provided with the presence of Grand Mall Maros as a new modern market that still adopts traditional styles by prioritizing their local culture.

Aspects of changing the structure of society are developing where new social institutions emerge, thus providing opportunities for local communities to meet increasingly complex and dynamic needs. Therefore, it is hoped that the function of meeting these needs can be carried out properly and proportionally. Grand Mall Maros is one of the shopping centers in Maros Regency, which has a function as a means of entertainment, recreation, shopping facilities, facilities for meeting activities, and so on, followed by modern facilities. Of course, this is one of the attractions for visitors to enjoy the facilities owned by Grand Mall Maros.

From the results of an interview with research informant Supriadi Gassing (34 years old), Grand Mall Maros can be said to be one of the malls that has modern facilities and is in accordance with the needs of visitors, not infrequently we can find visitors from various age layers, so it can be said that Grand Mall Maros is friendly to our social and economic conditions as visitors. Therefore, Grand Mall Maros gets a place of concern for its visitors indefinitely age, economic and social.

CONCLUSION

Based on the results of the study, it can be concluded that capitalization and social transformation aspects, especially those related to the needs of local communities, are a vital part of the main principles in the development and construction of Grand Mall Maros in the future. In applying the concept of social transformation, it should build social cohesion aimed at preventing social conflicts stemming from controlling urban spaces that are still unequal. An improvement must still follow this social view in the quality of social life, especially for local communities, which ideally becomes a subordination of social transformation in urban areas.

REFERENCES

Adler, P. S. (2015). Community and Innovation: From Tönnies to Marx. *Organization Studies*, *36*(4), 445–471.

Baldwin, R & Robert-Nicoud, F. (2015). A simple model of the juggernaut effect of trade liberalization. *International Economics*. (143), 70-79.

Bell, E., & Willmott, H. (2016). Qualitative Research in Business and Management. *In Qualitative Research in Business and Management*.

Decker, M. R., Wilcox, H. C., Holliday, C. N., & Webster, D. W. (2018). An Integrated Public HealthApproach to Interpersonal Violence and Suicide Prevention and Response. *Public Health Reports*, 133 (1_suppl), 65S-79S.

Gellatly, R., Brookman-Frazee, L., Barnett, M., Gonzalez, J. C., Kim, J. J., & Lau, A. S. (2019). Therapist Reports of EBP Client Engagement Challenges in Sessions with Diverse Youth and Families in Community Mental Health Settings. Child & Youth Care Forum, 48(1), 55–75.

London, S., Maudsley, N., Standard, M. N.-N., 2014, U., Gunn, A. C. A. A. C. (Alexandra C., Hruska, C.A. C., Gunn, A. C. A. A. C. (Alexandra C., Hruska, C. A. C., Gunn, A. C. A. A. C. (Alexandra C., Hruska, C. A. C., D'Arbon, T., Duignan, P., Disorders, D. L. G.-A. of eating, 2005, U., Higgins, J., Mainstone, F., Work, J. P.-A. N. Z. S., 2015, U., Muir, R. C., Malden, P. E. (2016). Managing childhood obesity: Learnings from the

implementation of two statewide programmes. Wiley Online Library.

Ningi, A. I. (2022). Data Presentation in Qualitative Research: The Outcomes of the Pattern of Ideas with the Raw Data. *International Journal of Qualitative Research*, *1*(3), 196-200.

Ritzer, G. (2004). *Sociology: a multiple paradigm science*. Jakarta: Raja Grafindo Persada.

Ritzer, G. (2008). *The Postmodern Social Theory*. Yogyakarta: Kreasi Wacana.

Ritzer, G. (2008). *Sociological Theory*. Yogyakarta: Kreasi Wacana.

Sumandiyar, A. (2017). The Relation between Business and Authority: Maros Political Atmospheric Study in Indonesia. *Mediterranean Journal of Social Sciences* 8(4-1):165-172.

Tramonti, F., Bonfiglio, L., Bongioanni, P., Belviso, C., Fanciullacci, C., Rossi, B., Chisari, C., & Carboncini, M. C. (2019). Caregiver burden and family functioning in different neurological diseases. Psychology, Health and Medicine.

Weisz, J. R., Kuppens, S., Ng, M. Y., Vaughn-Coaxum, R. A., Ugueto, A. M., Eckshtain, D., & Corteselli,K. A. (2019). Are Psychotherapies for Young People Growing Stronger? Tracking Trends Over Time forYouth Anxiety, Depression, Attention-Deficit/Hyperactivity Disorder, and Conduct Problems. *Perspectiveson Psychological Science*, 14(2), 216–237.

Social Formation - Adi

ORIGINALITY REPORT

3%	3%	1%	1%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

1	www.iosrjournals.org Internet Source	2%
2	journalppw.com Internet Source	<1%

Exclude quotes	On	Exclude matches	Off
Exclude bibliography	On		

Social Formation - Adi

PAGE 1

P/V You have used the passive voice in this sentence. Depending upon what you wish to emphasize in the sentence, you may want to revise it using the active voice.

Missing "," You may need to place a comma after this word.

Missing "," You may need to place a comma after this word.

PAGE 2

Prep. You may be using the wrong preposition.

Article Error You may need to remove this article.

Article Error You may need to use an article before this word. Consider using the article **the**.

Article Error You may need to use an article before this word.

S/V This subject and verb may not agree. Proofread the sentence to make sure the subject agrees with the verb.

Article Error You may need to use an article before this word. Consider using the article **the**.

Frag. This sentence may be a fragment or may have incorrect punctuation. Proofread the sentence to be sure that it has correct punctuation and that it has an independent clause with a complete subject and predicate.

Article Error You may need to remove this article.

P/V You have used the passive voice in this sentence. Depending upon what you wish to emphasize in the sentence, you may want to revise it using the active voice.

Frag. This sentence may be a fragment or may have incorrect punctuation. Proofread the sentence to be sure that it has correct punctuation and that it has an independent clause with a complete subject and predicate.

P/V You have used the passive voice in this sentence. Depending upon what you wish to emphasize in the sentence, you may want to revise it using the active voice.

PAGE 3

Article Error You may need to use an article before this word. Consider using the article **the**.

Frag. This sentence may be a fragment or may have incorrect punctuation. Proofread the sentence to be sure that it has correct punctuation and that it has an independent clause with a complete subject and predicate.

S/V This subject and verb may not agree. Proofread the sentence to make sure the subject agrees with the verb.

Article Error You may need to use an article before this word.

Frag. This sentence may be a fragment or may have incorrect punctuation. Proofread the sentence to be sure that it has correct punctuation and that it has an independent clause with a complete subject and predicate.

PAGE 4

Prep. You may be using the wrong preposition.

Article Error You may need to use an article before this word.

P/V You have used the passive voice in this sentence. Depending upon what you wish to emphasize in the sentence, you may want to revise it using the active voice.

PAGE 5