



**Analysis of Social Dynamics and Village Potential: Case Study in Pamriyan Village,
Gemuh District, Kendal Regency**

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ABSTRACT

In social life, the attitude of wanting to be recognized and appreciated is a common thing. From this basic need to be recognized, a feeling is born which we often call prestige. These dynamics often result in complex patterns of competition and collaboration among different groups in society (Majhi et al., 2022). This study aims to analyze the social dynamics that occur in Pamriyan Village, Gemuh District, Kendal Regency. Pamriyan Village is a rural community that has experienced various social changes due to economic developments, technology, and government policies. This study uses a qualitative approach with a case study method to deeply understand social interactions, structural changes, and adaptation of village communities to the changes that occur. Data were collected through participant observation and document analysis. The results of the study indicate that social dynamics in Pamriyan Village are influenced by internal factors such as changes in mindset and social roles, as well as external factors such as modernization and development programs. This study provides insight into how rural communities adapt to change, as well as its implications for the social structure and relationships between residents in the village.

INTRODUCTION

In social life, the attitude of wanting to be recognized and appreciated is a common thing (Wingarta et al., 2021). There is no need to be ashamed to say it, because in fact it is a basic human need. (Muhibbin & Marfuatun, 2020). From this basic need to be recognized, a feeling is born which we often call prestige. (Putra & Rahmi, 2024). KBBI defines prestige as honor and influence; self-esteem; dignity. In the context of a group, prestige not only affects

individuals personally but also shapes the behavior of the group as a whole. These dynamics often result in complex patterns of competition and collaboration among different groups in society (Majhi et al., 2022).

Pamriyan Village, like many other villages in Indonesia, has a long history as an agrarian community that relies on agriculture as its main source of livelihood (Riyantoro & Sa'ari, 2022). However, in recent decades, the village has begun to feel the impact of globalization, modernization, and government policy interventions oriented towards development. These changes have changed various aspects of village community life, from livelihood patterns, social relationships, to cultural values held by local residents (Ma et al., 2021).

Economic changes, for example, have driven a shift from the agricultural sector to the service and trade sectors (Christiaensen et al., 2021). This has not only changed the way people earn income, but has also affected the social structure in the village (Riyantoro, n.d.). Social status that was previously determined by the size of agricultural land owned has now begun to shift, with the emergence of new social classes based on skills, education, and access to technology (Stringer et al., 2020). This shift has created new dynamics in social interactions between residents, which in turn affects social cohesion in the village (Avery et al., 2021).

In addition to economic changes, the entry of information technology has also had a significant impact on social life in Pamriyan Village (Husna et al., 2021). The presence of the internet and smartphones has changed the way residents communicate and obtain information. On the one hand, this technology makes it easier to access information and expands the social network of residents outside the village (Ohy et al., 2020). However, on the other hand, this also raises concerns about the declining quality of face-to-face social interactions, which used to be a hallmark of village life (Marpaung, 2018). Muhibbin & Marfuatun (2020) – Explored the basic human need for self-esteem, linking it to feelings of prestige. They noted that prestige has a significant role in shaping human interactions.

This research is unique in combining the analysis of prestige as a driving factor for both individual and group behavior within the context of a rural, agrarian society transitioning towards modernization. It also explores how economic and technological shifts reshape social structures and relationships in Pamriyan Village, where traditional agrarian values collide with modern social influences.

RESEARCH METHOD

This study uses a qualitative approach with a case study design to explore social dynamics and the impact of prestige on community interaction in Pamriyan Village, Kendal Regency. Data were collected through semi-structured interviews with villagers, participatory observation in village activities and youth group meetings, analysis of related documents, and structured surveys to a sample of villagers. Sampling was carried out purposively, focusing on individuals who have knowledge or direct involvement in the social dynamics of the village. Data analysis was carried out in a thematic and comparative manner to identify the main themes related to the influence of prestige on group behavior and social cohesion, as well as descriptive analysis of survey data. The validity and reliability of the research results are maintained through data triangulation and member checking, while ethical considerations are applied by ensuring confidentiality and obtaining participant consent. This method is expected to provide an in-depth understanding of how prestige affects social dynamics in Pamriyan Village, as well as offer valuable insights for community development initiatives and further academic research (Husna et al., 2021).

RESULT AND DICUSSION

Pamriyan Village has complete formal, informal, and non-formal educational institutions. Formal educational institutions in it include PAUD, KB, SDN Pamriyan, MTs NU 08 Gemuh, and SMAN 1 Gemuh. In it there are also 3 Islamic boarding schools, namely Ponpes Roudlotul Muta'allimin, Ponpes Az Zahro 2, and PPHQ An Nur. This directly and indirectly also provides a positive influence on the village community such as harmony, tolerance, and mutual cooperation. Religious values are also very strong with the holding of regular congregational gatherings called muslimatan by the mothers in Pamriyan Village.

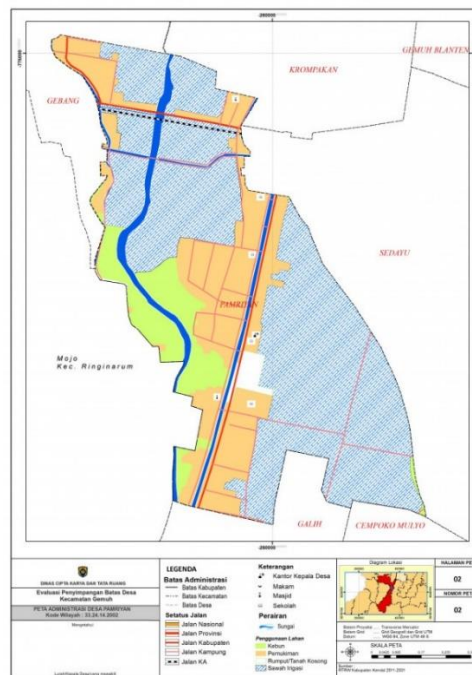


Figure 1: Geographical Location of the Village

Geographically, Pamriyan village is divided into three hamlets, each of which has its own characteristics. The first hamlet (rw 1) is the hamlet located in the west. This hamlet is also geographically divided into two because it is separated by a river and a railroad. The second hamlet (rw 2) is the hamlet located in the middle of the village. Rw 2 can be said to be the capital because it is in the middle of the village and the closest to the village hall or administrative places. The last hamlet (rw 3) is located in the southernmost part of the village, bordering Galih Village. Of the three hamlets, it can be said that the hamlet that is most active in holding activities is from rw 2. This is at least based on what we observed for approximately a month.

Social Dynamics

In line with the geographical location, the residents of Pamriyan village also have diverse characteristics and also tend to have circles in their social circles. The most visible circle is from the social circles of the village youth. There are at least three big names for the existing youth groups, namely: Arjuna, Remik, and Rebok. Each name also has a meaning, the first is Arjuna, the next is Remik, an abbreviation of Remaja Pamriyan Krajan, and Rebok comes from Remaja Bolo Konco. There are several possible causes for the formation of this circle. The author briefly divides it into two factors, namely internal and external.

Internally, this can be influenced by the personality of each individual who is different and then naturally forms a group that has the same personality frequency, besides the need to feel part of something bigger, or to have a strong social identity, can drive someone to look for

a group that reflects who they are or who they want to be. Then externally there is one factor that influences is the geographical factor or proximity of location. Young people who live close by are more likely to form social groups because they often interact and have easier access to each other.(Yulianti, 2016).

Village Potential

According to data from <https://pamriyan.kendalkab.go.id/penresident> The population of Pamriyan village is 2097. Then, we have conducted a village potential survey to 1173 residents divided into 593 males and 580 females. From that number we classify them into education levels.

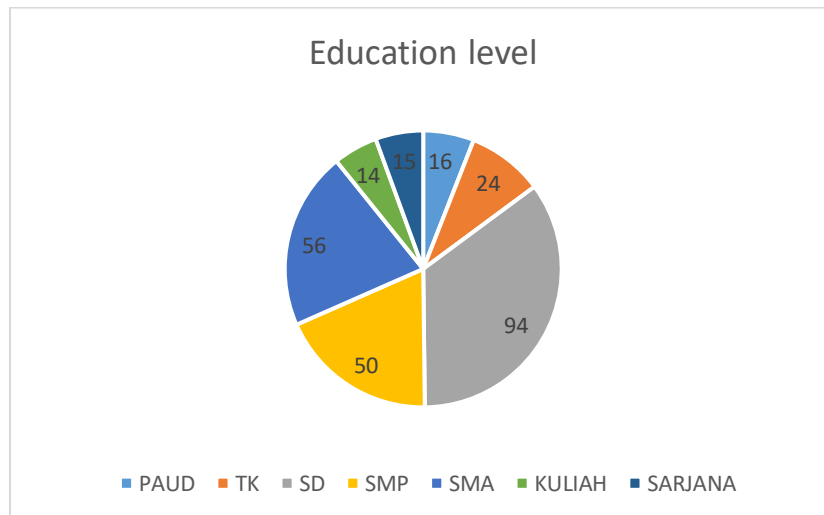


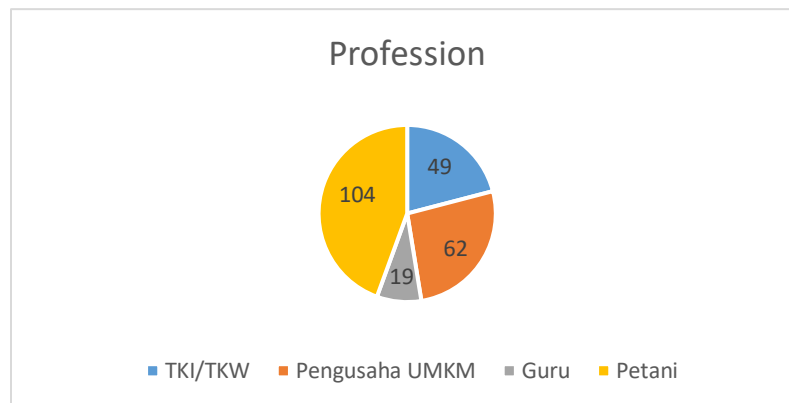
Figure 2: Education level diagram

Judging from the data above, the people of Pamriyan village have a good level of educational awareness. This is reflected in the presence of students and graduates in the village. The presence of 15 graduates shows that this village already has several individuals who have achieved higher education, which can be an important asset in village development, both in terms of education and other development.

The existence of residents who are studying at various levels shows the potential for growth and development of human resources in this village. The relatively large number of students at the elementary and secondary levels (elementary to high school) shows that formal education is still a priority for villagers, which can encourage improvements in the quality of life and welfare of the community in the future.

However, more attention is needed to improve access and quality of higher education, considering the number of residents who continue to college and who have graduated is still relatively small. This effort can be done through improving educational facilities, scholarships, and community training and empowerment. With the existing educational potential, Pamriyan Village has a great opportunity to produce a more educated and competent generation, which in turn can contribute significantly to village development and welfare.

Then, if seen from the profession aspect, the residents of Pamriyan Village mostly have a profession as farmers. This is because the environment of Pamriyan Village also has many tobacco, corn, and some red onion rice fields. The following is a table of the types of professions from the sample data we took.



Picture 3: Profession

Pamriyan Village, Gemuh District, Kendal Regency, has diverse economic and social potential based on the professions of its residents. With 104 people working as farmers, the agricultural sector is the main basis of the village economy. This shows that the majority of the population still depends on the agricultural sector for their livelihood, which can be further developed through improving agricultural techniques, market access, and the application of modern technology. In addition, as many as 62 people in this village are MSME entrepreneurs, reflecting a strong entrepreneurial spirit. The MSME sector has great potential to improve the local economy, create jobs, and strengthen village economic independence if supported by training, access to capital, and the right marketing strategies.

In the field of education, there are 19 people who work as teachers. Their presence is an important asset for the village in efforts to improve the quality of education, which will have a direct impact on the quality of human resources in the future. These teachers also play a role as drivers of social change and community development. Meanwhile, as many as 49 residents of Pamriyan Village work as TKI/TKW, showing the contribution of this village's workforce abroad. Sending TKI/TKW not only helps reduce unemployment rates, but also improves community welfare through the remittances they send. However, it is also important to create more local job opportunities so that the community does not fully depend on work abroad. The potential for diverse professions in Pamriyan Village, if managed properly, can encourage more sustainable economic growth and improve the quality of life of the community as a whole (Sarmini et al., 2013).

CONCLUSION

Based on the social dynamics in Pamriyan village, actually there are groups in society which is a common thing. However, the thing that needs to be watched out for is the problem of conflict between groups that is very likely to occur. If we look at it in everyday life, small divisions like this do not have a significant impact. However, if we discuss it in the context of national development which really requires the unity of all elements of society, this is worth questioning. The progress of this nation is very dependent on the way of thinking of its people. The values of struggle and togetherness if continuously fostered will foster a high sense of empathy. By empathizing and understanding differences, humans as individuals will be able to maximize their intellectual potential.

A very important point from the results of this observation is that the Pamriyan community actually has a fairly high level of educational awareness. This is reflected in the enthusiasm of parents who support the tutoring program that we hold. However, what is a stumbling block in building progress is the prestige between groups that is still evident,

especially among teenagers. Once again, it is not intended to bring down dignity. However, this criticism must still be carried out for mutual improvement. This article still needs correction if there are errors. Further research must still be carried out for improvement.

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