

SOCIAL TRANSFORMATION IN AGRARIAN SOCIETY TOWARDS AN INDUSTRIAL SOCIETY

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Abstract

The aim of this research is to describe the social transformation in an agrarian society towards an industrial society using a literature approach. The method used is a descriptive method with a literature approach using 50 journals, both international and national journals. Before publishing this paper, it was discussed by the lecturer concerned and also friends, the aim of which was to discuss and correct if there was something wrong. After it has been repaired and is in accordance with the regulations, this paper is published. The aim of this paper is to increase knowledge and become a learning medium in the future. Based on the results of the literature, it can be concluded that social transformation in an agrarian society towards an industrial society is the first, social change in society is something that often occurs, so there are many consequences of the change itself. Second, an agrarian society is a society that always relies on natural products, while an industrial society is a society that is technologically literate. Third, this transformation causes many impacts, one of which is urbanization. The recommendation of this research is that agrarian society must adapt as much as possible to the times that continue to develop, so that society will grow more prosperous in all aspects, be it economic, social, and so on. An industrial society must be able to balance industry and environmental concerns, so that nature will remain green.

Key words: social transformation, agrarian society, industrial society.

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I. Introduction

Humans will actually continue to grow along with the times, this can be influenced by various aspects from the economy, social, even technology. Humans must follow the times, so that everything can be balanced. In Indonesia, all communities have various types of livelihoods, usually according to the area they

live in. In highland areas they can become vegetable farmers because the weather in the highlands supports the growth of vegetables or can be said to be an agrarian society, while in the lowlands they usually become workers and employees or this could be said to be industrial societies, namely people whose livelihoods rely on technology and machines (Gruetzemacher & Whittlestone, 2022).

Currently, the development of agricultural technology in Indonesia shows very good progress. The Ministry of Agriculture (KEMENTAN) now plays an active role in managing and accelerating the dissemination of information related to fertilization technology, planting periods, harvest seasons, production systems, and various other aspects (Ajib & Habiburrahman Aksa, 2023).

In this contemporary era, we are witnessing major changes at various levels of life, including changes in society from agrarian to industrial. The term 'modern' in the context of modernity is often needed to describe ideas, styles, technologies or cultures that reflect the characteristics of today's times. In more detail, the modern era is closely related to the industrial revolution. If we trace back, the process of industrialization began to become clear in the 18th century with the invention of the steam engine by James Watt, a figure from England, which brought major changes, especially in terms of manufacturing and transportation processes (Mert-Cakal & Miele, 2022).

In agricultural communities, their lifestyle is fixed or unchanging and is tied to existing traditions. The stratified structure of life with land ownership is the main source of power and status in farming communities. The family and the wider community play a major role in socialization, education and basic needs disability. The flow of life is determined by planting and harvest periods, as this creates work patterns of instability and strong dependence on nature. The technology used by the people is relatively simple, passed down from generation to generation, making innovation easier. Knowledge and skills are mostly practical and have a direct relationship to agriculture (Borras et al., 2022).

However, species of change grow with the development of science, the discovery of new technologies, and increasing interactions between other areas. The Industrial Revolution, which began in Europe in the 18th century, was the main

impetus for this total social transformation. The invention of new machines, such as steam engines and agricultural tools, significantly and impactfully changed modes of production. The process of industrialization attracts rural populations to urban centers for certain purposes, and creates jobs in factories (Scoones, 2021).

The transfer of agricultural communities to industrial societies had far-reaching and complex social consequences. The social structure has undergone complex changes due to the development of new classes of industrial staff and capital owners. Social mobility is more likely, but often colored by inequality and class struggle. Social values and norms have also changed, focusing on individualism, rationality, efficiency and material outcomes. Formal education is becoming increasingly important as a means of obtaining the skills needed for industrial work, especially as factories usually apply criteria with a minimum of a bachelor's degree (S1).

Communities in Indonesia have different needs, and this is one of the factors in which people move, both for their place of residence and their work. Usually the people who move are rural people who move to cities in search of a more secure life. This transformation has had various impacts, both positive and negative. The change from an agrarian society to an industrial society cannot be separated from the increasing need for industrial areas. Strategic areas will have an impact on others, especially on the process of optimizing the industry itself (Wathoni, 2023).

Agrarian society and industrial society are interdependent and need each other, the government is also present and participates in developing all of this, the aim of which is to build industry through collaboration in the agricultural sector so that the environment will be balanced (Angga Dwi Permadi et al., 2023). However, industry and agriculture have different problems, agrarian society is more inclined towards problems of backwardness in society, such as lagging behind in technology, technology is something that must be followed and must be utilized for productivity and work efficiency. Apart from that, people will be more dependent on nature, which means that extreme weather will have an impact on agricultural yields and the income earned by farmers. Meanwhile, problems in industrial society tend to be more complex problems such as environmental pollution, often the activities

produced by industry can produce waste that is detrimental to the environment and will cause long-term losses, this waste can pollute water, air, land, etc. so that it will be one of the factors in the surrounding community being attacked by disease. Therefore, the government is here to be a solution to the problems that occur (Mourtzis et al., 2022).

Currently, the shift from an agrarian society to an industrial one has become a global phenomenon that has had a major impact on the economic, social and cultural structures in various parts of the world. In Indonesia, this industrialization process has had a significant impact on many regions, especially for farming communities who have been dependent on the agricultural sector to meet their living needs (Yusfian et al., 2024).

Farmers play an important role in the success of the country's food production and contribution. However, modernization has largely implemented changes in the way that farmers create, interact, produce, and live their daily lives. The development of agricultural technology, urbanization, changes in consumption patterns, and access to global information will have an impact on farmers' socio-cultural systems. Modernization can have both good and bad impacts on agricultural communities. In addition, the development of agricultural technology will increase productivity and efficiency, helping agricultural communities increase their wages. On the other hand, modernization can also represent challenges, such as the loss of traditional agricultural practices, changes in cultural values, and social problems such as urbanization that can affect the social structure in agricultural communities (Buana, 2023).

II. Theoretical Review

1. Transformation

The word transformation comes from the English conversion. In other words, controlling one form over another. On the one hand, transformation can have the process of changing or updating social structures, while on the other hand it means the process of social change. Social change as social change must begin with an

understanding of the social structure of norms, values, social organizations and community institutions which can be interpreted basically as social change. Transformation is another word for change, which is based on several factors driving social change, and therefore there is a close relationship between transformation and change. The aim is that the change will lead to a better direction.

Hill (1996) explained that Indonesia's structural transformation process in the 1966-1992 period stated that Indonesia's structural transformation process was very fast. This is reported by the contribution of the agricultural sector to the father of GDP, which has shrunk to less than half since 1966, only 36% in. This decline appears to follow an increase in the contribution of the industrial sector. This is because structural changes in the economy are supported by direct or indirect government policies to promote the industrial production sector, reflected in the 1993 GBHN.

Progressive Tambunan (2011:6) argues that there are changes in the economic structure as a result of changes in many factors related to factors related to factors related to aggregate demand (AD). Regarding the very dominant advertising factor, the change in domestic inquiry is caused by the increase in actual per capita income and the sense of society. Demand changes not only in terms of consumption, but also in the composition of constituent elements.

Agricultural modernization in Indonesia was introduced by the Green Revolution, which aimed to increase food production using new technologies such as chemical fertilizers, improved seeds and modern irrigation. However, the introduction of this technology has had an ambiguous effect on agricultural society. On the other hand, using the latest agricultural technology will increase productivity and land income. On the other hand, modernization leads to major changes in the socio-economic structure of agricultural enterprises (Utomo, 2020). The economic transformation that shifted from the agricultural sector to industry has had a significant impact on local economic growth. Apart from increasing productivity, these changes also contribute to the creation of new jobs and increased income for local communities.

The word transformation is usually used to describe the meaning of change. This term comes from the English "transform," which means (1) changing in arrangement or structure; (2) change the external appearance or appearance; and (3) change the nature or condition. From this definition, it can be concluded that transformation refers to a change in the composition, structure, appearance, or character of a state. Other terms that are comparable to this word are metamorphose, convert, and transmute. All three have the meaning of change, where not only the level changes but also the type.

Social change, as stated by Wilbert Moore (in Rumanjar 2017: 4), is "an important change in social structure." What Moore means by social structure is patterns of behavior and social interaction, which include norms, values and other cultural phenomena. Apart from that, Moore also believes that social change is not just a symptom that occurs in modern society, but is a universal phenomenon that is part of human life experience.

According to William F. Ogburn (1922), he emphasized the importance of both elements, namely material and immaterial culture, in the process of social change. He shows that material elements have a significant influence on immaterial aspects. Meanwhile, Kingsley Davis (1951) emphasized that social change refers to various changes that occur in the structure and function of society. He believes that change will have an impact on society, whether it is a good impact or a bad impact, according to how society reacts to it. According to Bentley (1999) quoted in the literature review, the transformation process includes several important aspects that need to be considered: 1.) Historical background or initial conditions. 2.) Trigger or driving force, namely internal and external factors. 3) encourage change. 3. Process, mechanisms and dynamics of ongoing change. 4. Certain factors are intentional or interventions carried out. 5. The form or conditions of the changes that occur. 6. Direction or hope for the future. Transformation generally takes place over a long period of time and involves various complex factors that interact with each other.

2. Agrarian society

According to the Big Indonesian Dictionary (KBBI), the term "agrarian" refers to everything related to agriculture, agricultural land, and the lifestyle of farmers. Indonesia, as an example of an agricultural country, has a majority of the population who work in the agricultural sector and depend on fertile land to meet their living needs. KBBI explains that agriculture is related to people who live in the middle of the countryside, whose work is usually related to nature and utilizes natural resources for their livelihood.

According to Munandar Soelaiman in 1998, agrarian societies have an important role in the modernization process, social and economic structures, although their cultural systems, individual attitudes and traditions have not completely disappeared. This change process describes the transition from an agrarian society to an industrial society. These changes occurred thanks to the application of various values and technologies that are an integral part of modernization. According to Samsudin (1982), farmers or agricultural communities are defined as individuals who control a plot of agricultural land, either permanently or temporarily. They manage farming businesses using their own labor and paid labor, thus playing an important role in an agricultural society.

Tonnies introduced the concept of *gemeinschaft* to describe agrarian society. This concept reflects the existence of a communal bond in which members are connected through deep, lasting and authentic interpersonal relationships. In looking at the rural community in Sentul, which is largely dependent on agricultural activities, the characteristics of a cohesive and homogeneous society are clearly visible, which emphasizes the importance of community solidarity. Society there tends to maintain traditions, with little clear division of labor and without requiring special skills or high education to participate in the economy. In addition, adherence to existing norms and values has become an inseparable part of agrarian society, where these principles are considered honorable and become standards that must be followed.

Agrarian societies are faced with various challenges, ranging from natural forces, human error, to the existing socio-economic system. To overcome these problems, they relied on physical, material and spiritual efforts, which ultimately

formed the unique culture of this agrarian society. The transition to an industrial society occurs when the proportion of the population working in the agricultural sector decreases below 50%. This condition indicates significant socio-economic changes in society. Muhammad Abed Al Jabiri (2000) defines an agrarian society as everything inherited from previous generations, starting from positions, inheritance, to social status or nobility attached to individuals. Every agrarian society will pass down its culture from generation to generation with the aim of ensuring that culture does not disappear from civilization.

According to Zainun (2015) describes the traditional community as an individual or community group that has a closeness to tradition, upholds the teachings of the ancestors, and holds firmly to the values of existing customs. Traditional society is a society that obeys its ancestors so that they will practice traditional values that have been available from previous times. Meanwhile, R. Redfield (2017) divides traditions into two categories, one of which is large traditions that originate from their own group, which includes ways of thinking and involves a relatively small group of people. Agrarian societies usually have a social structure based on groups or families. In this context, social relations tend to be closer, established through ties of kinship and a spirit of mutual cooperation.

3. Industrial society

Industrialization is a process of socio-economic change that shifts people's livelihood patterns from agrarian, which focuses on agriculture, to industrial society. The term "industrialization" itself is taken from the word "industry", which refers to the activity of processing or processing goods using machine-based facilities and equipment (Poerwadarminta, 1987 in Jamaludin, 2016). This process is part of modernization which is characterized by social change and economic development which is closely related to technological innovation (Rizik et al., 2021).

The ideal industrialization strategy for Indonesia should focus on developing the following industrial groups: 1) Industry that utilizes agricultural commodities and mining resources as the main raw materials. 2) Industry which includes

machines, production tools, components, spare parts, and other materials aimed at reducing dependence on imports. 3) An external market-oriented industrial approach, with an emphasis on the production of goods that not only meet the needs of the domestic market but also have high competitiveness in the global market.

In the era of industrialization, society began to focus more on economic aspects. Types of work are becoming more diverse and specific, accompanied by increases in salaries and income. In the midst of this process, changes also occurred in the philosophy of human life; people began to view their social environment with a more rational approach. Actions taken are based on judgment, efficiency, and calculation, rather than on existing morality, emotions, customs, or traditions.

As an illustration of world economic history, Jamaludin (2016: 157) explains that industrialization is a process of interaction between technological development, innovation, production specialization, and trade between countries. This process ultimately contributes to increasing people's income, which in turn encourages changes in the economic structure in various countries, from one that was initially agricultural-based to industrial-based.

Raul Prebisch, a liberal economist, presented his theory about Import Substitution Industries. He believes that agricultural countries like Indonesia need to industrialize in order to progress, following in the footsteps of previously developed countries. In this idea, Prebisch suggests that commodities that are usually imported from abroad can be produced domestically, so that dependence on developed countries can be reduced.

Industry is a key component in national economic development. This sector not only has great potential to make economic contributions through added value, job creation and foreign exchange, but also plays an important role in the nation's cultural transformation towards the modernization of people's lives. This effort supports the formation of stronger national competitiveness.

Problems of Agricultural Industrialization in Indonesia. Agricultural problems in Indonesia continue to be a significant challenge in the context of economic development. With the vast amount of agricultural land it owns, Indonesia actually has great potential to encourage economic growth through the agricultural

sector. One important factor in industrial development in rural areas is the availability of resources and access that can be utilized to support economic growth.

Agriculture not only plays a role as a food provider, but also as a producer of industrial raw materials and a source of income for farmers spread throughout Indonesia. Apart from that, this sector also contributes to the country's foreign exchange after the oil and gas sector.

To overcome problems in agricultural industrialization, one step that can be taken is to apply agricultural commercialization techniques or processes. This approach is expected to increase efficiency, productivity, and ultimately, the welfare of agricultural business actors.

Zul Asyri LA explained that industrial society consists of individuals involved in technology, economics and business activities in production centers. In this context, these communities uphold values such as respect for time, accuracy, productivity, and an entrepreneurial spirit, all of which contribute to their attitudes and behavior at work.

Apart from individualism, another impact of industrialization is the emergence of secularism. This phenomenon is a topic that continues to be discussed and debated among sociology and anthropology scholars. In simple terms, many European thinkers thought that modernization would distance society from the influence of religion, so that society prioritized world affairs rather than following religious teachings.

III. Methodology

The method used is a descriptive method with a literature approach that uses 50 journals, both international and national journals, to analyze social transformation in an agrarian society towards an industrial society. Before publishing this paper, it was discussed by the lecturer concerned and also friends, the aim of which was to discuss and correct if there was something wrong. This paper discusses how the living patterns of agrarian and industrial communities shift, the impact of industry on surrounding communities, the movement of rural communities to cities, and the strategies needed by farmers in

facing industrialization in the future. This is a general description that has been analyzed and produced a paper. Communities, whether rural or urban, are required to be able to face industrialization with challenges that are certainly different, but in this paper we also discuss the best solutions to face these challenges, and not harm any part of society. After it has been repaired and is in accordance with the regulations, and the journal owned is appropriate and has a relationship with this paper, this paper will be published. The aim of this paper is to increase knowledge and become a learning medium in the future.

IV. Result

1. Shift in production patterns from agricultural to industrial

The production pattern of village communities or agricultural communities includes everything that is related to tradition, usually people are more inclined to farming, raising livestock, and so on. In other words, people prefer to depend on nature and utilize the natural resources available. Over time and after a long and long time, agrarian society has changed its pattern to an industrial pattern, this is something that really changes the habits they do, and definitely requires a very long adaptation. This pattern will have an impact on how society will change.

The agricultural sector provides a great deal for the economic development of the country. This is due to the agricultural sector, a sector that provides food and raw materials for several industries in the country. The agricultural sector can provide the factors needed to export other sectors such as the industrial sector. The agricultural sector is the basis of major market relations that can have a spread in the development process. The agricultural sector is a source of currency needed for input for community development and labor and income (Suwandi & Daulay, 2022).

The pattern of an agrarian society will utilize its natural wealth, they will think that nature will provide all of society's needs, however, in reality society must try to meet their daily needs and not just utilize natural wealth. Village communities usually produce it on a small scale and the scope is only for neighbors and local

people, so that the community will generate a small income and only barely enough for themselves (Costa et al., 2023).

Agricultural communities are not yet able to utilize technology, usually in terms of sending goods or distribution, people will only send their produce to areas that are affordable and that are definitely close to where they live, this is because people do not yet recognize the innovation of being able to send their produce to distant areas. In this way, people rarely socialize and chat with other people about innovations or developments that can be made, this can have an impact on how people's abilities will be low and they will always carry on traditions that have been passed down from generation to generation. However, with the advent of industrialization, society will change existing patterns towards industrial production patterns (Eckert & Peters, 2022).

All agricultural production patterns will change to industrial production patterns, this pattern will utilize many aspects and bring benefits and will be more practical. Industrial production patterns will utilize technology such as using machines, replacing humans with robots, this will make production faster and more practical (Alarcón, 2021). Society will be required to be able to compete both locally and globally, this must be conquered because society must not be left behind and unable to adapt so that society will be worse off. The emergence of modern agricultural technologies driven by globalization often leads to difficulties in maintaining traditional agricultural practices (J. Zhou et al., 2023). Traditional communities that do not have access to technology or large assets are often marginalized by communities that can apply modern agricultural techniques. This reliance on technology also undermines cleaner local agricultural areas, and is based on traditional wisdom (Veltmeyer & Petras, 2021).

The economic crisis will affect people and the environment around the world. After historical development, human consumption patterns have existed since birth. The types of consumption available to society are always experiencing development, this has increased the shift from agrarian society towards industry. This change starts with using it as technology. Changes influence the management of natural resources on this planet, both on land and on water (Ariningtyas Prabawati, 2022).

Industrialization is a process of socio-economic transformation that changes the livelihood system of traditional society into a modern society. Structural transformation is a change in the economic structure in traditional sectors, from less productive to highly productive economic sectors (Han & Lin, 2021). Because of the industrial sector, its strategic role as an engine of economic development for the industrial sector, increasing basic capitalization value, the ability to absorb large-scale labor, and the ability to create added value. If Indonesia wants to be more advanced, it will be very important to increase the role of industry if the processing industry grows and improves the quality of the economy, and industrialization must be a solution to increase people's income because it is related to economic and social problems (Oentoro et al., 2024).

The economic transformation from the agricultural sector to industry is problematic, with complex and deep problems. First, identify factors that promote or hinder this change. This includes analysis of country guidelines, infrastructure, technology, labor markets and access to capital that will affect the economic transition. Second, we also need to pay attention to the social impacts of this transformation, such as changes in population mobility patterns, developments in social infrastructure such as education and health, and the redistribution of income between economic sectors. Additionally, it is important to understand how this transformation affects the environment, both through the use of natural resources and indirect effects on consumption patterns and pollution. Third, the geographical distribution aspect of this economic transformation must be considered, as economic potential and access to public services often exist between urban and rural areas. If you understand this problem (Sahetapy & Macpal, 2024).

2. The impact of industrialization on the social life of village communities

Industrialization is a very long process because there are lots of changes that will be created, not just social and economic changes, industrialization can change bigger things such as technology and so on. Industrialization is a change that occurs in society because from an agrarian society it moves to an industrial society, this is related to people's activities, namely working to fulfill their living needs.

Industrialization will change people's perspective, which originally always had a traditional perspective, however, with industrialization, society can change its perspective towards modern society, this is all because of industrialization (Ayu Purnamawati et al., 2023).

So the common thread can be drawn that industrialization is a process of significant social and economic change that involves society, which originates from an agrarian society to an industrial society. Industry is part of industrialization, industry is the process of processing raw goods into raw goods, while industrialization is a process of economic change involving industry (Tri et al., 2021).

Humans are part of society and should have the nature of needing each other or it is usually said that society is a social creature. In fact, social creatures definitely need other people to help each other, especially neighbors or the surrounding community. In village communities, there is a very strong tradition of mutual cooperation, even once a week the village community carries out mutual cooperation. That's why village people prefer to socialize with each other (Prananta et al., 2022). When industrialization enters the life of rural communities, it will definitely give rise to various changes. Social change is a form of change that does not repeat the units of the social system. Social change can be interpreted as changes that occur. More precisely, there are differences in the conditions of certain systems for different periods. Social change is all changes in a society's social system that affect the social system including values, attitudes, behavioral patterns, social norms, social organization, power and authority, and social interactions (Ichsan et al., 2024).

The concept of modernization of social change means that people who live traditionally prefer to live in a modern way. This means continuous change, which means that social change also affects society (Moll, 2021). Social changes in each region will experience differences. Social Change can occur immediately in a region, but in other areas change can be very slow. In this case, of course, there are several factors influencing change. For example, there are ideas and principles that are accepted by the community itself regardless of whether they are good or not (Meutya et al., 2022).

There are many impacts on society due to the introduction of industrialization, both in terms of the environment, health, technology, and so on. From an environmental perspective, industrial processes will definitely cause water, air and even soil pollution. Water is a basic human need that must be fulfilled every day, if there is no water then humans will be in trouble because all community activities use water. Clean water will create health, and vice versa, if the water is polluted then health will be slightly disturbed (Sarker et al., 2021). Bacterial risk contamination caused by waste. Both come from household waste or industrial waste. Industrial waste and organic waste originating from household waste can generally decompose in the form of waste which can be rotated by microorganisms or, which can lead to the development of microorganisms and pathogenic microorganisms which can develop in various microorganisms. The physical condition of the water is revolting and smelly from industrial waste remaining due to environmental contamination of the water. Under water quality control and water pollution regulation No. 82, contaminated water is defined as the invasion or inclusion of living creatures, matter, energy, or other components through human activities, because water quality is connected (Tenriawaru, 2022).

In the case of water, air becomes part of it, and an environmental element that is quite important for protecting industrial areas, and exposure to residual waste in waste structures or aviation structures. Poor air quality or disturbance will have a profound effect on the oxygen inhaled by people engaged in activities throughout the day. Therefore, many people suffer from disease due to poor health due to industrialization. Healthy people can carry out more productive activities, with industrialization people must be more aware of their own health, by eating nutritious food, getting enough rest, and drinking lots of water, in this way they will anticipate unhealthy conditions due to lots of pollution (Bachri & Muliwati, 2021).

The most striking social change in rural communities is digitalization. The development of digitalization in rural communities has provided more accurate direction in the commercial sector, especially in the field of business digitalization. This phenomenon is reflected in the number of village entrepreneurs who take advantage of digitalization. This change in behavior has changed the economic and

cultural patterns of villages, and products made by the community will be sent to remote areas, this has a big impact on industrialization in rural communities (Sari & Diana, 2024).

3. Urbanization and social mobility in agrarian societies

The migration of agrarian communities to cities is an event that is now increasingly common, this is because people want to risk their fate in urban areas which makes their future more secure. Because in reality living in urban areas will be more secure than in rural areas in terms of income. In urban areas, the regional minimum wage (UMR) is more satisfactory than in rural areas, therefore many people want to change their fate in urban areas.

According to Harjoko in (Ramdhani, 2013), the concept of urbanization is defined as a process of changing people and areas in non-urban areas into urban areas. Spatially, this is believed to be a process of differentiation and specialization of space use, where certain sites receive a disproportionate proportion of settlers and amenities. This theory was confirmed by Dr. PJM Nas (2010), who describes that urbanization is the process of forming cities from community mobility driven by structural changes, so that villages which were previously associated with an agrarian life structure and nature of life, gradually or progressively acquire urban characteristics (Rijal & Tahir, 2022).

Based on the definition of urbanization previously described, it can be said that population mobility from rural to urban areas is one of the causes of population increase in urban areas. Urbanization itself is classified into two categories, namely (a) Permanent mobility and (b) Temporary mobility. The intention to move from the village to the city is often due to strong influences in the form of invitations, mass media, personal dreams, urgent economic needs, etc. (X. Zhou et al., 2021).

The phenomenon of mobility and urbanization can be seen as a natural demographic event. In this context, mobility and urbanization become a necessity for residents who want to achieve the level of life they expect. Economic and social demands to reach certain economic and social strata often make many people move. Migration from rural areas to urban areas is one of the most common phenomena.

Therefore, mobility and urbanization will always continue as long as there are still differences between one region and another (Lu et al., 2022).

The impact of this phenomenon can be positive or negative, depending on the management applied to deal with the situation. However, the negative impacts arising from mobility behavior, especially urbanization carried out by rural to urban communities, are often much more numerous and complex than the positive impacts (Hidayati, 2021).

Population mobility actually has a significant role in the development process, both in the area of origin and in the destination area. Most of the workforce and lower level economic actors in urban areas come from rural areas, either as non-settled residents who return home periodically or who travel back and forth every day (Pilehvar, 2021).

Assessing the positive aspects of population mobility and trying to optimize them is a step that needs to be considered, especially because the process of urbanization and mobility is impossible to avoid. By prioritizing positive values, negative views regarding mobility and urbanization can be more balanced (Zhang et al., 2022). Increasing these positive values also has the potential to reduce negative impacts that may arise.

There are five perspectives that can be used to analyze urbanization. First, from a demographic perspective, urbanization is a process that causes changes in population distribution and influences the population in an area. Second, in the economic field, urbanization triggers structural changes in the community's livelihood sector, causing many rural residents to choose to become non-agricultural workers or laborers in the city, leaving their jobs in the agricultural sector. Third, from a scientific perspective, urbanization behavior can be seen as a process of adjustment carried out by individuals in facing the complexity of changing situations, which are triggered by technological advances and changes in daily life. Fourth, socially, urbanization is closely related to the influence that city life has on the life attitudes of people living in rural areas. Finally, from a geographic perspective, the phenomenon of urbanization is observed through aspects of

distribution, diffusion of change, and patterns that emerge over time and place (Salim, 2023).

Urbanization occurs as a result of two main factors, namely pull factors and push factors. Pull factors refer to the conditions that make someone interested in moving to urban areas. This attraction often comes from the various comforts and desires offered by cities, such as better facilities, higher living standards, more adequate education, and more job opportunities (Ge et al., 2023).

On the other hand, there are push factors that encourage someone to leave rural areas for the city. These factors often include poverty, lack of facilities, and low standards of living and education. Individuals who feel pressured by these conditions ultimately decide to move to urban areas in the hope of improving their quality of life and developing themselves.

Thus, urbanization is not just a demographic problem, but is also related to economic dynamics in the areas of origin and destination of these urbanites.

Migrants with low human resource backgrounds are one of the migrant groups who contribute to the development of slum areas. Their presence can trigger various problems, such as environmental degradation, social insecurity, crime, unemployment and poverty. Data from the Migrant Profile Publication Results from the National Socio-Economic Survey show that only 14% of migrants in urban areas have a college degree, while the majority have an education at high school level or below, and 19.1 percent do not even have a diploma. Many of them came to the city on a dare, without careful planning. Research shows that the increase in the number of migrant workers in Makassar City is not commensurate with the growth in available jobs. As a result, unemployment and poverty levels have increased. The presence of migrants with conditions like this is an additional burden for the destination city, because their presence often triggers various social problems (Solu Nor Amaya et al., 2024).

According to Inayah Hidayat (2021), urbanization can trigger chaos in urban areas. This is caused by the fairly high density of urban planning. Apart from that, urbanization also contributes to traffic jams that hit various corners of the city, as well as increasing the risk of traffic accidents. The cause is the imbalance between

the number of public transport and passengers, as well as the inability of road infrastructure to accommodate the increasing population. The chaos that occurs in urban environments, in turn, can lead to environmental degradation. This degradation is characterized by decreased air quality due to pollution, decreased water quality, and various other environmental problems. As a result, the environment becomes uninhabitable, which ultimately harms human health and aspects related to daily life.

Factors that draw attention in comparisons between rural and urban life include better access to education, health services, and modern lifestyles in urban areas. In villages, educational facilities and infrastructure are generally more limited than in cities. Many villages only have primary or junior high schools, and on the other hand, the competency and qualifications of teachers in villages tend to be lower.

In terms of health services, facilities in villages are also limited, often there are only small community health centers or polyclinics, and the availability of medicines and medical equipment is minimal. Meanwhile, education in the city offers more complete facilities and infrastructure, many choices of schools and levels of education, and teachers who are generally more qualified. Facilities such as libraries, laboratories and digital technology are also more easily accessible in city schools.

Health services in the city are also better, with a wide choice of facilities, ranging from clinics, health centers, to hospitals. The availability of medicines and medical equipment is more guaranteed, and the number of medical personnel, including doctors, nurses and midwives, is much more diverse and numerous.

In addition, the lack of job opportunities in villages compared to cities, low incomes, and limited access to education encourage many parents to move their children to cities to get a better education. Urbanization has a significant impact on society and the environment. Although rapid urban growth can create new job opportunities, as well as increase access to public services and infrastructure development, urbanization also has the potential to cause problems such as congestion, high population density, soaring housing prices, and social inequality.

Therefore, it is very important for the government and society to manage the city wisely. This includes mature urban planning, development of adequate infrastructure, improvement of public services, as well as policies that take into account social, economic, political and cultural aspects. The ultimate goal is to build a city that is sustainable, inclusive and has a quality of life for all its residents.

The phenomenon of urbanization is often related to socio-economic conditions both in the area of origin and in the destination area. However, the socio-cultural aspects of this phenomenon are still rarely discussed. In fact, the changes that occur as a result of urbanization not only have an impact on socio-economic aspects, but also have a significant influence on socio-cultural changes in local communities. As stated by Zelinsky (1971), population mobility is not just about moving from one location to another. This mobility plays an important role in socio-cultural transformation, by bringing people from a traditional way of life to a modern lifestyle influenced by culture from other regions (Shinta, 2024).

4. Strategy for empowering farmers in adapting to industrialization

According to the Big Indonesian Dictionary (KBBI: 2020), farmers are individuals who work in the field of farming. As part of the farming business, farmers have a very important role in caring for plants or livestock so that they can grow optimally. He functions as a farming business manager. Agriculture itself is a production activity based on the growth process of plants and animals. In a narrower sense, agriculture is referred to as people's agriculture, while in a broader sense, agriculture includes people's agriculture, forestry, animal husbandry and fisheries. All of these aspects have a significant role in our lives (Umanailo, 2023).

Agricultural problems in Indonesia continue to be a challenge in the context of economic development. As an agricultural country, Indonesia should be able to make maximum use of the agricultural sector. With a total land area of around 191.09 million hectares, Indonesia has great potential in agriculture, where around 95.90 million hectares (50.19%) can be used for agricultural activities. Until 2015, land available for agriculture reached 34.58 million hectares. With this large

potential land area, Indonesia should be able to encourage economic development through the agricultural sector (Nkosi et al., 2024).

Industry and the agricultural sector have a very close relationship in the industrialization strategy. Industry requires raw materials from the agricultural sector to produce various industrial goods at more competitive prices (Wang et al., 2021). On the other hand, the industrial sector also needs land to build infrastructure that supports the industrialization process. These two sectors have great potential to support each other and contribute to sustainable economic growth.

Conceptually, agricultural industrialization can be understood as a transformation from traditional agriculture to modern agriculture that provides added value. The agricultural sector has a very important role as a driving force for development and economic growth, which is realized through increasing people's income and consumption. This strategic view is rooted in the assumption that local market development will be achieved in line with increasing local community income, which in turn can be realized through increasing productivity in the agricultural sector. In the context of the agricultural industry, it is very important to identify activities that create added value. This will support the necessary investment, which can be achieved through research in the fields of marketing and processing, application of biotechnology, design and restructuring of distribution systems (Irpan et al., 2023).

In the industrial strategic plan, the agricultural sector can be further processed through increasing productivity and significant development. Increasing productivity in the agricultural sector has the potential to increase wages for agricultural workers, household income, and reduce poverty levels in rural areas (Angga Dwi Permadi et al., 2023).

Industrialization in rural areas has a significant impact on the economic empowerment of farmers, both directly and indirectly, with impacts that can be positive or negative. The agricultural sector has a close relationship with the processing industry, where the agricultural sector functions as a provider of raw materials for these industrial activities (Prisca Ugomma Uwaoma et al., 2023).

The agricultural sector continues to play an important role in the national economy. This is reflected in its contribution as a provider of food, industrial raw materials and a source of income for farmers spread throughout Indonesia. Apart from that, this sector also functions as a foreign exchange earner for the country, after the oil and gas sector. Agriculture includes various subsectors, such as food crops, plantations, forestry, livestock and fisheries. However, the agricultural sector cannot stand alone; it needs support from other sectors. Along with the times, many changes have occurred in society, especially in villages, most of which are caused by the industrialization process.

The existence of the agricultural sector plays a very important role in the development of a country. Its significant contribution can be seen in providing food needs, providing raw materials for industry, increasing the country's foreign exchange, as well as its impact on increasing people's income. According to research, agricultural development can be an effective tool in encouraging innovation and sustainable development, thereby supporting the contribution of the agricultural sector to the country's economic and social development (Wardhiani et al., 2023).

The development of the agricultural sector also relies heavily on the role of human resources. In many developing countries, agriculture is the main economic sector, supplying more than 50% of the population's food needs. Apart from providing food, agriculture also produces raw materials for industry and is a source of income for many people. The rapid growth of crop production has become a key factor in meeting food and biofuel needs at the global level. More than that, agriculture is considered an effective approach in overcoming the problem of poverty in various countries (Mursalat et al., 2024).

According to Ernawati et al. (2023), to increase the effectiveness of training, an in-depth analysis of training needs is needed so that the material presented can suit the needs of participants. Apart from that, Mursalat (2022) also stated that training has the potential to provide benefits and deeper understanding to participants, which can then be applied in human resource development.

Generally, farmers still rely on traditional marketing methods that involve various institutions in distribution channels. However, the longer the marketing

channel and the number of institutions involved, the less profits farmers can obtain as producers. In addition, there is a significant difference between selling prices at the producer and consumer levels, which often gives rise to the perception that business actors in distribution channels are taking excessive profits.

With training, farmers are expected to be able to utilize various digital platforms, such as social media (Facebook, Instagram, WhatsApp Business) and e-commerce, to expand the marketing reach of their products. This empowerment program not only contributes to improving the economic welfare of farmers but also strengthens their ability to face market challenges in the future (JASMINE, 2021)

The development of the agricultural sector in Indonesia needs to anticipate the development of processed products towards industrialization. This aims to ensure that exports of agricultural products can gradually shift from primary products (raw materials) to processed products. Apart from that, there are also efforts to reduce dependence on imported processed products. By improving and developing processing technology and building employment institutions through coaching and training, we can increase the knowledge and skills of human resources in making processed products. In addition, the development of marketing institutions for processed agricultural products is very necessary. All these steps will help divert primary agricultural products into more valuable processed products, supporting the development of the agricultural industry in rural areas (Elizabeth et al., 2021).

DISCUSSION

Times have developed rapidly, following existing technology, and this is the beginning of change. Change will continue to exist forever, change is something that every person in the world will definitely experience, whether small children, adults, or even old people, they will all experience changes, such as what this paper will discuss, namely about social transformation in an agrarian society towards an industrial society.

An agrarian society is a society that depends for its life on the wealth of natural resources, both biological and animal. According to what they need, that is what they will produce. For example, when people want to consume vegetables, farmers will produce vegetables and then sell them to the public. Agrarian societies have very unique habits that industrial societies do not have, namely, agrarian societies will always follow traditions that have existed from time to time and the great thing is that they will do so forever.

Agrarian society prioritizes their energy and the spirituality they adhere to, people will not care about the level of education, position or even expertise, they will prioritize the power of nature and believe in nature that nature will provide the best harvest for society. Agrarian communities will always be together or can be said to be in solidarity, this means that they like to do work together with the aim of making their work easier, especially since they still use simple tools and only have human capital, which means that the mass of people will quickly get tired if the work is too hard.

Life will continue to run the same as an agrarian society, they will also continue to walk in order to create the future, so that an agrarian society will become an industrial society, where they have their own factors such as, because basic commodities such as rice, chilies, and others continue to increase so that an agrarian society will continue to need more income, therefore they will become an industrial society.

This transformation is very significant, many aspects have changed. Industrial society is a society that is modern, aware of technology, and most of the work uses machines so it is faster and more practical. This is a major change if applied to an agrarian society.

Industrial society is a society that has a variety of jobs, no longer just a farmer or livestock breeder, they have many skills in this case. Education is something that is taken into account, at least a bachelor's degree. The industrial community will take advantage of their expertise and compete to find jobs with promising salaries. This is a common occurrence in industrial societies.

This change still has factors that hinder why it is very difficult for an agrarian society to become an industrial society, the first is about education, most agrarian people are only junior high school graduates, education is the most important factor in this case, they are willing to sell their land, rice fields and houses just to continue their education for a more qualified job. Because if ability is not accompanied by knowledge then it will be in vain. The second is about technology, industrial society will always use new technology, this technology is not all agrarian society can use, therefore it will take a very long time to adapt, and other factors, but with that this change has a significant impact on life.

The transformation from an agrarian society to an industrial society resulted in urbanization. The movement of rural people to the city has an impact on everyone, both negative and positive. The first negative impact is, if too many people move to the city in droves and only occupy one place, it will cause slum areas because there are too many people, so that the houses and environment will become increasingly cramped and dirty. Secondly, job opportunities are dwindling, competition in looking for work will become tighter so that city residents will feel competitive and it will be difficult to find work. Thirdly, if too many people descend into industrialization, environmental pollution will increase, water, air and land batik will become more rampant, especially air pollution, pollution will be everywhere, causing the emergence of new diseases and other negative impacts.

For every negative there must be a positive, including the MSMEs in the surrounding area will continue to increase, because many people are moving in, businesses owned by local residents will be more advanced, especially the rice stall business which is a very important need and cannot possibly not be met. Furthermore, there is a positive impact, namely, advancing the village, people going from the village to the city to seek new knowledge and experience, so that this will be applied to the village, so that the village will be more prosperous and know everything, and other positive impacts.

Villagers are generally farmers, village farmers generally don't understand how to plant and sell their produce. This requires collaboration that can make farmers prosperous. As far as possible, farmers receive direct assistance programs,

namely assistance to buy fertilizer and new planting equipment so that farmers will be more enthusiastic about working. Indirect assistance is also needed, such as training and seminars on how to produce quality agricultural products so that they have high marketability. These are all efforts to empower farmers so that farmers do not feel left behind, and guarantee our food needs.

Rural communities and urban communities must have balance in all matters, thereby creating a society that loves peace, prosperity and goodness.

V.CONCLUSION

The patterns of agrarian society and industrial society are very different, so this creates something unique in itself, agrarian society is more inclined to do what only they can, without needing skilled abilities, so they prefer to farm and raise livestock, in contrast to the pattern of industrial society, they will always prioritize the economic sector, so they always have high competitiveness, and flock to look for work that is more satisfying for themselves, and industrial society will usually always be curious about technology.

Industrialization has had a significant impact on the lives of rural communities. The biggest impact of change is the introduction of digitalization. With digitalization, society will be more inclined towards individualism and this will change the culture that exists in rural communities. Village communities are generally solid communities, when one person does work in the community, everyone will help each other, however, with the advent of digitalization, little by little this habit will disappear.

Community migration. From village to city it has become a normal thing nowadays, they will move if there is encouragement and pressure to look for something that is only available in urban areas, with this, there are lots of new things happening in urban areas, and they require special attention, because too many people moving will not be good for city people. Therefore, urban and rural communities must balance and live in harmony with each other.

Farming is a job that is always needed by Indonesian people, if there are no farmers then all people will not be able to live. Therefore, farmers must have the best

facilities so that their agricultural products will be of high quality. However, before that, the first step that must be given to farmers is knowledge about how to plant properly and produce harvests, these are all efforts to empower farmers so that farmers become enthusiastic.

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