

INDUSTRY AND SOCIAL CHANGE IN MAJALENGKA

Hendra Mulyadi¹, Efan Saeful Anam², Supriyadi³, Firly Ayu Kusumawardani⁴, Bambang Yuniarto⁵

Institut Agama Islam Negeri (IAIN) Syekh Nurjati Cirebon, Indonesia

Email : h3ndramulyadi@gmail.com, efan6994@gmail.com, supriyadi99yusuf@gmail.com, firlyayukusumawardhani@gmail.com

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ABSTRACT

Majalengka Regency is a potential industrial destination for economic players both on a macro and micro scale. The indication of industrial interest is marked by the switch of several factories or companies in the Karawang, Cikarang and Bekasi regions that build branches of production sources in this region. With consideration of income and its outcomes on the progress of the company, attracting local and foreign investors competing to advance every line of business that is pioneered and developed. In less than 2 years, this phenomenon underlies the basis for a shift in the social dynamics of the Majalengka regency community along with the development of industry in the region. In the course of the business world, both macro and micro entrepreneurs always improve every strategy to capture the maximum income and reduce any ineffective expenses. In the struggle and competition of the strategy, there is a decrease in the effectiveness of local entrepreneurs who are starting to be marginalized and starting to go out of business.

INTRODUCTION

Change is a necessity for people living in this world. These changes will affect each other because humans are social creatures. Changes that occur in individuals, will have an impact on people around them, both families, communities, and sometimes even bring such a broad social impact. Vice versa, changes that occur in the world, will affect individual lives. Changes that exist in the world can sometimes change the values, social order and culture of society.

Social change is a change in the social structure and cultural patterns of a society over time. Broadly speaking, there are two factors that cause social change, namely internal and external. Internal factors here are such as population changes, new discoveries, conflicts in society and rebellions in community members. The external factors are such as natural factors, wars and cultural influences from outside the region. Based on other expert theories, social change is the relationship between stable social and cultural structures in society. The importance that exists in social change as an underlying element, not infrequently the existence of these elements triggers collisions or conflicts (dahrendorf). An example of change that is so real and we can feel today is change in terms of scientific progress. Now the influence of modernization has spread throughout the world. Modernization in the economic sphere meant the growth of large industrial complexes, where the production of consumer goods and means was mass-created. This began since the era of the

industrial revolution 1.0 with the invention of the steam engine by James Watt around the 18th century on the European continent (Industrial Revolution 4.0 and the challenges of social change, ITS Journal). The industrial revolution 2.0 occurred in the 19th century marked by the use of electrical resources for human life, this makes the industrial world more effective and efficient. After that the world entered the phase of the industrial revolution 3.0 around the 1970s marked by the use of computerization. Entering the 21st century, the world is faced again with the industrial revolution 4.0 with the emergence of intelligence engineering and the internet of things used in the industrial and communication sectors, the point is that the industrial revolution 4.0 is more utilizing internet-based technology. Until today we have entered the 5.0 industrial revolution, which is the integration of virtual space with physical space. The term industrial revolution itself was first coined by Professor Klaus Schwab. A famous German economist who wrote a book: *The Fourth Industrial Revolution (The Role of Art Education in the Era of Society 5.0 for the Industrial Revolution 4.0*, Indar Sabri, Unnes Journal). At the beginning of the industrial revolution 1.0, the majority of countries outside the European continent were still in the colonial period which was done by European nations themselves. Then all the technology was spread to all corners of the world initiated by European colonizers who conquered many regions of Asia, Africa and America. So after the colonies broke away from the clutches of the Europeans, these nations continued their previous industrialization. This also happens in Indonesia, we can see traces of the legacy of the Dutch colonizers in several regions, and the most is in the field of plantations such as tea plantations, in the field of transportation such as trains, and others.

Industrialization has also penetrated into the agricultural sector, such as in the use of equipment to plow fields, which in the past farmers used to use livestock such as cows or buffaloes, now they switch to tractor machines. And the latest is in the use of harvesting equipment which usually farmers use traditional tools, namely sickles to cut rice plants when harvested, now they have switched to using machines. This will certainly bring indirect social changes to the farming community. With the use of machinery in agriculture will make farming time more effective and efficient, so that it will increase agricultural productivity. On the other hand, the use of machines will make employment narrower because it has been taken over by him. The initial spirit of technological progress was to make human life easier. Since the invention of the machine and the beginning of the automation era, production has multiplied and cut time and costs that Issued. However, in the end all these conveniences have a major impact on humans, because they make the use of human labor significantly reduced. As a result, there will be an increase in the number of unemployed.

Industrialization continues to grow rapidly in Indonesia, we can see today the change and spread is not only concentrated in big cities, but also began to penetrate into rural areas and villages, one of which is to the Majalengka regency, with its province of West Java. Majalengka whose population reaches 1.3 million people, if we look at its geographical location, the distance between Majalengka and the city of Bandung as the capital of West Java province as far as almost 100 Km, or with Jakarta as the capital of Indonesia as far as 190 Km. But along with the better communication technology and also transportation facilities today with the presence of highways, makes the flow of change so fast. Since then began to present a textile factory industry in the Majalengka area where the owners are not natives, but from outside the area who invest in this region. Of course, there are many things that make these capital owners interested in investing their capital, including land prices

that are relatively cheaper than in urban areas, in addition to lower labor wages that make production costs cheaper. The growth of the industrial world in West Java Province was recorded to show a number of changes. This is suspected by the provisions of MSEs in districts or cities that have differences. (i.e. based on the small minimum wage for employment of a region). In West Java Province itself in 2023, it is recorded on the official website of the provincial government the following table:

No	City / Regency	UMK
1.	Bekasi City	Rp5.158.248,20
2.	Karawang District	Rp5.176.179,07
3.	Bekasi District	Rp5.137.575,44
4.	Bandung City	Rp4.048.462,69
5.	Cimahi City	Rp3.514.093,25
6.	West bandung district	Rp3.480.795,40
7.	Sumedang District	Rp3.471.134,10
8.	Bandung District	Rp3.492.465,99
9.	Sumedang District	Rp3.471.134,10
10.	Bandung District	Rp3.492.465,99
11.	Indramayu District	Rp2.541.996,72
12.	Cirebon City	Rp2.456.516,60
13.	Cirebon District	Rp2.430.780,83
14.	Majalengka District	Rp2.180.602,90

In the table, Majalengka is an area that has relatively low MSEs, even much lower than the West Java province which in fact is a subscription to entrenched large industries located next to / inside JABODETABEK. Majalengka Regency itself is a district that has a low Minimum Work Wage level that is included in MSEs. With the low UPK, it is a factor accelerating the industry in this district. With the nearest area, Majalengka is still relatively low and affordable and tempting for industrial business activists. The Bandung region itself with its big name as the provincial capital does not attract industrial business players to emphasize their business focus in the area. With its closest areas, Cirebon regency and Cirebon city, Majalengka regency is still much lower with a difference of Rp. 250,000, with economists considering that the difference when multiplied by the number of all employees will create large costs and burden the company.

Harrison (2005) took a study in 100 countries, some of which are developing countries, with a time gap of 1960 - 2000. He said that bargaining over workers' wages (as well as labor share), workers and capital owners jockeyed for influence. The thing that benefits capital owners is that capital is easier to move than labor. Globalization makes taxing capital difficult, so governments generally tax labor. This resulted in reduced labor share because it was cut by the government.

On the other hand, better infrastructure facilities are also the main attraction where this area can be accessed via the Cipali toll road. In addition, the existence of Kerta Jati International Airport or better known as West Java International Airport (BIJB) further adds to the enthusiasm of investors in Majalengka. The airport, which is designed with international standard capacity and services, is expected to replace Husein Sastra Negara airport located in Bandung City as the official airport of West Java Province. To this day, the government in collaboration with the private sector continues to improve and prepare other supporting facilities to optimize the use of West Java International Airport. One of the works that is now the government's concern is the construction of a connecting toll road between the city of Bandung as the capital of West Java province and West Java Kerta Jati International Airport located in the Majalengka area. It is hoped that easy access can increasingly attract passengers and airlines to use the airport. Because so far the people of West Java if they want to travel outside the island or abroad by airplane, they must first go to Soekarno-Hatta airport Jakarta which must travel quite far. Not to mention the congestion in the capital area which is getting worse day by day. On the other hand, Soekarno-Hatta International Airport is already very dense serving aircraft flights both at home and abroad.

RESEARCH METHODS

In this journal the method used is a qualitative method with a descriptive approach to analysis. Qualitative research is research that intends to understand phenomena about what is experienced by research subjects such as behavior, perception, motivation, action, etc. holistically, and by means of description in the form of words and language, in a special natural context and by utilizing various natural methods. The research obtained is presented in the form of sentence descriptions. The focus of this study presents an analysis of socio-cultural changes and social activities of the Majalengka community due to industry.

The source of data in this study is in the form of writing, both observations, actions, and additional data such as documents and profiles of Majalengka. Next, researchers collected primary and secondary data. The primary data source is obtained from the results of the majalengka data search. While secondary data is in the form of written sources, archives and documents.

RESULT AND DISCUSSION

Industrial Growth in Majalengka Regency

In today's era of globalization, every city or regency is competing to improve the progress of its region. One of the sectors that each region focuses on is how they can attract entrepreneurs to want to invest as much as possible. Because their presence will greatly help improve the regional economy. This is also in line with what is expected by the central government as conveyed by Mr. President Joko Widodo when visiting several neighboring countries with one of the agendas is to invite their entrepreneurs to invest in Indonesia. Based on data from the Investment and Integrated Services Office, Majalengka was ranked 11th for domestic investment out of 27 districts in West Java with an investment value of around 633 billion more during January to June 2022. When compared to the Bekasi and Karawang regencies, the achievement is still very far away, but the Majalengka regional government is very optimistic that for the following years, there will continue to be increasing interest in investors to invest in this area.

The local government has made spatial planning for the industrial acceleration program. In accordance with Law Number 26 of 2007 concerning Spatial Planning Article 11 Paragraph 2, the district government is authorized to carry out district spatial planning.

The arrangement includes district spatial planning, district area space utilization, and control of district area space utilization.

The functions of the district or city spatial plan include:

- a) Reference in space utilization or development of district or city areas.
- b) Reference to realize the balance of development within the district or city area.
- c) Reference in the preparation of regional long-term development plans and regional medium-term development plans.
- d) Reference location of investment in various districts or cities carried out by the government, community, and private sector.
- e) Guidelines for the preparation of detailed spatial plans in the district or city area.
- f) Reference in defense administration.

The benefits of regional spatial plans, namely:

- a) Realizing the integration of development within the district or city area.
- b) Realizing the harmony of the development of the city district area with the surrounding area
- c) Ensuring the realization of quality district or city spatial planning.

Majalengka has some areas whose slopes fall into the category of gentle slopes / lowlands. So to support the regional investment program, the Majalengka district government has made a spatial plan pattern for this region which will be emphasized for industrial development priorities. This is to accelerate regional development and also to align provincial policies with the construction of Kertajati International Airport. There are two locations that will be devoted to industrial estates, namely:

- a) An integrated industrial area located in Kertajati sub-district, hereinafter referred to as the Kertajati Industrial Estate, with an initial planning area of approximately 1500 hectares, and will be increased to 2600 hectares.
- b) An industrial area located in Palasah sub-district hereinafter referred to as Palasah Industrial Estate with an area of 459 hectares.

The industrial sector that dominates in the Majalengka Regency area of the 1700 existing companies, which absorbs the most labor includes the non-metal excavation industry sector, followed by the apparel industry sector, then the food industry.

Sugar Factory Your History Now

Majalengka also actually has superior commodities in the Dutch colonial period to this day. The commodity was a sugarcane plantation that was first promoted after the Dutch East Indies government began enacting agrarian laws around 1870. With the law, private parties are given the opportunity to open plantations for certain commodities, including sugar. In Majalengka district, sugarcane plantations were opened in Jatitujuh area, Kadipaten and Jatiwangi.

With the emergence of sugarcane plantations and the establishment of sugar factories in several sub-districts in Majalengka, it has encouraged social change, because many farmers and residents of the surrounding community became laborers in sugarcane plantations. But over time, business challenges and competition are getting stronger, so that local sugar is unable to compete with imported sugar that began to flood the domestic sugar market. The sugar factories that still survive to this day are only those in Jatiseven, while in other regions they have closed due to the lack of raw materials and sugar import policies. The crisis experienced by local sugar factories is not only a shortage of raw material supplies, but also the rise of illegally imported sugar. As a result, local sugar prices dropped dramatically, causing some sugar factories in the North Coast of Java to be threatened with going out of business.

The Fate of the Roof Tile Industry

Previously, the Majalengka area and its surroundings were already known for their tile and brick industries, although the name for the tile product was better known as Jatiwangi which was taken

from a sub-district name. The tile industry began to grow since 1905 which was introduced by H. Umar bin Ma'ruf by establishing a factory in Cikarokok, Burujul Wetan village, Jatiwangi district. To develop his industry, H. Umar brought in a tile maker named Barnawi from the Babakan Jawa Majalengka Islamic boarding school. With a very simple tool, H. Umar began to produce tiles and in a relatively short time Jatiwangi sub-district grew into a tile industry center. The tile products can be accepted and liked by the people around the West Java region because of their good quality. Even before the appearance of tiles produced by industrial factories made of metal and the like, Jatiwangi tiles became the main choice for residents who wanted to build their homes. This clay-based tile industry has absorbed thousands of local workers, because more of its manufacture is done manually, so it is classified as a labor-intensive industry. In the 1980-1990s, Jatiwangi tile has penetrated the international market. Europe, Malaysia, and Brunei Darussalam are the destination countries for shipments.

Jatiwangi tile is made from high quality soil raw materials. At that time, some people in Jatiwangi were rich thanks to tile business. There were 600s of jebor or tile factories standing at that time. Starting from Kadipaten to Sumberjaya, as far as our eyes can see, there will be piles of tiles offered in front of residents' homes. From the tile business, Jatiwangi transformed into a rich small town. Don't imagine a small village with many residents with rickety huts.

But along with the times, with the presence of tiles made of asbestos and metal which are relatively cheaper and easier to install, many people have switched and began to abandon tile products made from clay. This certainly has an impact on the tile industry in the Majalengka area. One by one the existing tile factories began to go out of business because of the lack of orders. Those who are able to survive the challenges of modern industry are only those who have considerable capital, although I don't know how long they can stem the strong flow of this change. Now we can see the decayed remains of uninhabited wooden buildings, as well as towering chimneys. And also the holes of the soil used for scratching used as material for making tiles that are left alone. Some of the former factory land that has been closed has been converted into plantations and rice fields.

In fact, it was recently mentioned that, not a few entrepreneurs in the Jatiwangi tile industry have gone out of business. This condition was revealed by one of the Jatiwangi tile entrepreneurs, H Enceng Budihartono SPd. According to the tile entrepreneur from Burujul Wetan Village, Jatiwangi District, tile entrepreneurs are increasingly difficult. It turns out that the main cause is that it is increasingly difficult to find raw materials in the form of soil.

"We have difficulty finding land as the main raw material because the land for tile production is running low," H. Enceng told Radar Majalengka. Besides being difficult to get raw materials, Jatiwangi tile entrepreneurs also have difficulty getting labor to boost production. "We also find it difficult to get labor, because residents prefer to work in garment factories and other industries rather than working in jebor," said the man who serves as Secretary of the Jatiwangi Tile Entrepreneurs Association (Apegja). According to him, not a few tile entrepreneurs stopped the tile production business and chose their land for other factories because the price was relatively higher. However, in the midst of the crush of problems that hit the tile business that he has been running for decades, orders are increasing.

With many tile factories going out of business, this certainly has an impact on the economic life of the surrounding community, where most residents rely more on income as tile factory workers. Most of the young people try to find work in big cities that are more promising to get a job, such as Bandung and Bekasi or Jakarta. There are also those who try to find luck by pitting their fate in the country of people into a workforce dominated by women.

CONCLUSION

With the development of part of Majalengka Regency into an industrial area, it will certainly greatly impact the social life of the surrounding community. The changes that occur can be seen

very clearly, among the positive changes are:

1. Social change occurred in Majalengka district. Starting from external factors in the form of the entry of industrial culture and the latest technology, which has an impact on internal social changes, namely changes in the culture of the people of Majalengka Regency.
2. With the increasing number of industries in Majalengka Regency, it will open up greater job opportunities, so this will reduce the unemployment rate in Majalengka Regency itself.
3. With so many workers in the industrial area, it will automatically move the wheels of the economy around the area, ranging from trade, housing, education, health, hospitality, warehousing, and others.
4. Urbanization, with the existence of industrial estates, will be a magnet for local residents and also job seekers from around the Majalengka Regency area to seek their fortune in Majalengka. In addition, it will reduce the level of urbanization of Majalengka residents to big cities, such as Bandung and Jakarta.
5. Local revenues will increase from the tax sector.

But, on the other hand, industrial development will also have a negative impact including:

1. Environmental pollution, and besides that waste produced from industry and also households will be a big problem if not anticipated by the local government.
2. Congestion, with many community movement activities in industrial areas, will affect road use, especially during working hours, so that it will cause congestion in the area.
3. The reduction of agricultural land, with the increase in industrial estates, will make agricultural land and rice fields decrease, not only for industrial estates, but also for settlements and housing. This will certainly have an impact on decreasing regional and national food production, especially rice, because the land used on average is what was previously rice fields. Meanwhile, the population from time to time is growing. This of course must be found a solution so that how rice production can continue to be increased with a small amount of land.

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