

ABSTRAK

Arip Prianto, 1188030018, 2025, Perubahan Gaya Hidup di Kalangan Buruh Pabrik (Studi Kasus di Desa Karangjaya, Kecamatan Pebayuran, Kabupaten Bekasi)

Penelitian ini bertujuan untuk menganalisis latar belakang, proses, dan bentuk perubahan gaya hidup buruh pabrik di Desa Karangjaya, Kecamatan Pebayuran, Kabupaten Bekasi. Perubahan gaya hidup ini menjadi relevan untuk dikaji karena mencerminkan dinamika sosial akibat pergeseran dari kehidupan agraris ke kehidupan industrial.

Peneliti menggunakan teori tindakan sosial dari Max Weber dalam penelitian ini, teori Webber ini memperkenalkan istilah menuju pemahaman makna tindakan seseorang, mengemukakan bahwa seseorang ketika melakukan sesuatu tidak hanya melakukan tetapi mereka juga dapat menempatkan diri dalam pemikiran dan perilaku orang lain. semua orang. Pendekatan ini mempunyai konsep yang lebih mengarah pada tindakan yang dimotivasi oleh tujuan yang ingin mencapai tujuan tertentu.

Pendekatan Kualitatif dengan metode deskriptif yang digunakan dalam penelitian ini. Sehingga, peneliti memperoleh data melalui wawancara mendalam dengan informan dari kalangan buruh pabrik serta observasi dan dokumentasi di lapangan. Sumber data yang digunakan dalam penelitian ini yaitu sumber data primer dan sumber data sekunder. Sumber data primer ini dikumpulkan di lapangan, baik dari observasi partisipan maupun wawancara mendalam dengan narasumber dari kalangan buruh pabrik yang ada di Desa Karangjaya. Sumber data sekunder yang digunakan diperoleh dari buku, internet, web resmi, jurnal dan sumber lain pendukung penelitian.

Hasil penelitian menunjukkan bahwa perubahan gaya hidup buruh pabrik dilatarbelakangi oleh peningkatan pendapatan tetap setelah mereka bekerja sebagai buruh, yang mempengaruhi pola konsumsi dan cara hidup. Proses perubahan berlangsung melalui lima fase: ketidakmampuan memenuhi kebutuhan dasar, adaptasi, pemenuhan kebutuhan dasar, difusi impulsif, dan fase konsumtif. Adapun bentuk perubahan gaya hidup terlihat dalam pola konsumsi baru, seperti berbelanja di supermarket, memiliki kendaraan bermotor secara kredit, membeli perabot rumah tangga modern, hingga mengganti telepon genggam secara berkala. Perubahan tersebut tidak hanya dipicu oleh kondisi ekonomi, tetapi juga oleh faktor eksternal seperti globalisasi, tren budaya populer, dan pengaruh lingkungan sosial, serta faktor internal seperti motivasi, persepsi, dan dorongan psikologis. Kesimpulannya, transformasi gaya hidup buruh pabrik di Desa Karangjaya merupakan gambaran perubahan sosial masyarakat pedesaan menuju pola hidup masyarakat industri yang lebih konsumtif.

Kata Kunci: Gaya Hidup, Buruh Pabrik, Konsumtif, Perubahan Sosial, Desa Karangjaya.

ABSTRACT

Arip Prianto, 1188030018, 2025, *Lifestyle Changes Among Factory Workers (Case Study in Karangjaya Village, Pebayuran District, Bekasi Regency)*

This study aims to analyze the background, process, and form of lifestyle changes among factory workers in Karangjaya Village, Pebayuran District, Bekasi Regency. These lifestyle changes are relevant to study because they reflect the social dynamics resulting from the shift from an agrarian life to an industrial life.

The researcher uses Max Weber's theory of social action in this study, Weber's theory introduces the term towards understanding the meaning of a person's actions, stating that when someone does something, they not only do it but they can also place themselves in the thoughts and behavior of others. everyone. This approach has a concept that is more directed at actions motivated by goals that want to achieve certain goals.

A qualitative approach with a descriptive method is used in this study. Thus, the researcher obtains data through in-depth interviews with informants from among factory workers as well as observation and documentation in the field. The data sources used in this study are primary data sources and secondary data sources. The primary data sources were collected in the field, both from participant observation and in-depth interviews with informants from among factory workers in Karangjaya Village. The secondary data sources used were obtained from books, the internet, official websites, journals and other sources supporting the research.

The results of the study showed that changes in the lifestyle of factory workers were motivated by an increase in fixed income after they worked as laborers, which affected consumption patterns and lifestyles. The process of change took place through five phases: inability to meet basic needs, adaptation, fulfillment of basic needs, impulsive diffusion, and the consumptive phase. The form of lifestyle change can be seen in new consumption patterns, such as shopping at supermarkets, having motorized vehicles on credit, buying modern household furniture, and replacing cell phones periodically. These changes were not only triggered by economic conditions, but also by external factors such as globalization, popular culture trends, and the influence of the social environment, as well as internal factors such as motivation, perception, and psychological drive. In conclusion, the transformation of the lifestyle of factory workers in Karangjaya Village is a picture of social change in rural communities towards a more consumptive industrial community lifestyle.

Keywords: *Lifestyle, Factory Workers, Consumptive, Social Change, Karangjaya Village.*