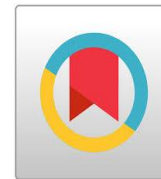# Analysis of Social Change Due to Tourism Development in Ciwaru Village, Ciemas Sub-District, Sukabumi District

Analisis Perubahan Sosial Akibat Perkembangan Pariwisata di Desa Ciwaru Kecamatan Ciemas Kabupaten Sukabumi

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ARTICLE INFORMATION	
Keywords *Social Change;* *Community;* *Ciwaru;* *Geopark;* *Tourism;*	***ABSTRACT*** *Human civilization undergoes dynamic development in tandem with the intricate changes embedded in the fabric of human existence. These changes, inherently tied to human life, are referred to as social changes. It is essential to recognize that the impact of social change is not confined to a single dimension; rather, it radiates across various sectors, creating a ripple effect. This implies that alterations in the social landscape resonate in diverse fields, prominently seen in tourism. Specifically, the social changes in Ciwaru Village, stemming from the advancement of Global Geopark tourism, exemplify this interconnected evolution. This study adopts a descriptive research approach, focusing on Ciwaru Village in the Ciemas Sub-district of Sukabumi Regency. Employing a closed questionnaire as the primary data collection tool, the research delves into the perspectives of the local community. The analysis reveals that 76% of Ciwaru villagers endorse the social changes brought about by tourism development. The establishment of the Global Geopark has significantly influenced social dynamics in Ciwaru Village. This impact manifests in alterations to social interactions, shifts in attitudes and social values, and modifications to behavior patterns within the community. The inauguration of the Global Geopark emerges as a catalyst for transformative social changes in Ciwaru Village, illustrating the interconnected nature of human society and its evolution in response to external influences*
Kata Kunci *Perubahan Sosial;* *Masyarakat;* *Ciwaru;* *Geopark;* *Pariwisata;*	**ABSTRAK** Peradaban manusia terus berkembang dan tumbuh secara dinamis seiring dengan perubahan yang melibatkan sejarah kehidupan manusia itu sendiri. Perubahan tersebut, yang berkaitan dengan kehidupan manusia, dikenal sebagai perubahan sosial. Perubahan sosial tidak dapat hanya dilihat dari satu perspektif, karena dampaknya meluas ke sektor-sektor lain. Ini berarti bahwa perubahan sosial selalu merambat ke berbagai bidang, termasuk bidang pariwisata, terutama ketika terjadi perubahan sosial di Desa Ciwaru sebagai akibat dari pengembangan pariwisata Global Geopark. Jenis penelitian ini adalah penelitian deskriptif, dilaksanakan di Desa Ciwaru, Kecamatan Ciemas, Kabupaten Sukabumi. Dalam pengumpulan data, peneliti menggunakan angket tertutup. Hasil analisis menunjukkan bahwa 76% masyarakat Desa Ciwaru setuju dengan perubahan sosial yang terjadi akibat pengembangan pariwisata. Peresmian *Global Geopark* memiliki dampak pada perubahan sosial di Desa Ciwaru, termasuk perubahan dalam interaksi sosial, sikap, nilai-nilai sosial, dan pola perilaku masyarakat Desa Ciwaru

Introduction

Human civilization has continually evolved dynamically through the shifts that mark various epochs in history. Humans, driven by the imperative to meet the exigencies of life, have consistently employed their cognitive abilities. Confronted with the challenge of satiating biological instincts crucial for the development of intelligent beings, they have perennially contemplated strategies to address these instinctual demands. Social change, a phenomenon impacting human existence, encompasses shifts in social values, organizational behavior patterns, societal strata, institutions, power dynamics, authority, and social interactions. Defined by Martono (2018), social change is a substantial transformation that significantly influences social structures over time. This perspective is fortified by Salim (2002), who characterizes social change as a pivotal overhaul encompassing the entire social framework, behavioral norms, and systems of social interaction. It encompasses alterations in norms, values, and cultural phenomena. Therefore, the study of social change emerges as an exploration into human behavior and its relationship with transformative processes. Change and dynamism stand as indispensable features of social life. Essentially, change is an ongoing event imbued with the historical context of each society. No single culture, whether traditional or modern, maintains a consistent portrayal across different epochs, as every society undergoes continuous transformation.

Social change is a multifaceted phenomenon that transcends a singular perspective, impacting diverse fields. Society's evolution inevitably extends its influence across various sectors, notably encompassing the economic, cultural, and tourism domains. Numerous factors contribute to social change, and among them is a profound sense of dissatisfaction experienced by individuals (Setiadi, 2020). As Setiadi (2020) contends, social change represents a transformation in accepted ways of life, stemming from alterations in geography, material culture, population composition, ideology, or the introduction of previously unknown knowledge within a community. Moreover, the dynamics of social change are not confined solely to internal factors; external elements also play a pivotal role. An illustrative instance is the impact of the tourism sector's growth on social change within a region. The intricate interconnection between the tourism sector and the region facilitates external influences on societal evolution.

Social change is most likely to occur when accessible resources, including natural, human, and social factors, act as supportive variables. For instance, the establishment of a tourist spot in a hamlet can lead to social change (Hilman et al., 2015). Moreover, tourism is recognized as a potential catalyst for social and cultural transformation (Carlos et al., 2011).

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The rise of rural tourism represents a burgeoning trend in the industry, with the dual objectives of fostering local economic growth and enhancing living standards (Choi & Hee, 2010). The community in Ciwaru Village, Ciemas Sub-district, and Sukabumi District stands to benefit from the growth of tourism through job creation and an overall improvement in economic conditions. However, this positive trajectory may also bring about challenges, such as social change. According to experts, the emergence of a sense of dissatisfaction within society can be attributed to various internal and external factors, thereby contributing to social change in people's lives.

According to Martono (2018), social change invariably yields both positive and negative impacts. While certain changes exhibit a greater prevalence of advantageous effects compared to drawbacks, the disparity lies in the magnitude. Conversely, some changes result in more adverse consequences than others. The government's objective of constructing and enhancing the Ciletuh Geopark location aligns with addressing economic challenges faced by local communities. The ultimate goal of social change is to propel the community towards a more favorable trajectory, ensuring that the proximate society derives financial benefits from the presence of the Ciletuh Geopark and the influx of numerous tourists. However, it's crucial to acknowledge that change inherently introduces more intricate and novel challenges for the communities affected.

After the establishment of the Global Geopark, Ciwaru Village has witnessed notable improvements in its social conditions. Numerous aspects have undergone transformation, yielding both positive and negative outcomes. Naturally, the alterations in social and economic conditions have had a cascading effect on the community's structure. As emphasized by Sztompka et al. (2004), changes in societal structure impact the entire system rather than isolated components, making structural changes a focal point in discussions on social change. Consequently, various interconnected factors undergo modification, encompassing dimensions such as social interaction, attitudes, values, and behavioral patterns within Ciwaru Village.

Various studies have explored the social changes induced by tourist destinations. For instance, Gunawan et al.'s research (2015) suggests that utilizing villages as tourist destinations leads to a transformation in the characteristics of rural communities. This includes an enhanced sense of community solidarity and the acquisition of new knowledge through community interactions. However, it is important to note that these positive changes coexist with some negative consequences, notably an escalation in traffic congestion and crime. Moreover, research on Geopark Ciletuh, as highlighted by Wendita (2019), has shown that it influences alterations in the daily interaction patterns of the community. Additionally, it has sparked the

introduction of new batik designs and a revival of art, which has become a marketable commodity for tourists. Concurrently, research focusing on the structural dimension has identified social changes, such as social stratification, contributing to structural shifts, exemplified by increased education in Ciwaru Village (Cholifah & Harianto, 2017).

The intriguing aspect of this research lies in its comprehensive framework, which encompasses various dimensions of the social impact resulting from the presence of the Geopark. This framework paints a broader picture of how social change unfolded in Ciwaru Village following the Geopark's inauguration, illustrating the interconnectedness and mutual influence of different aspects. Notably, the research underscores that social change extends beyond its impact on economic facets, extending to the structure and patterns of community behavior. To illustrate, improvements in education in Ciwaru Village are intricately tied to both social and structural changes. In addition to exploring positive impacts, such as heightened income and local economic growth, the study delves into the intricate facets of social change. Noteworthy are observations regarding potential challenges that may arise concomitant with the burgeoning tourism industry, including shifts in community interaction patterns, issues of traffic congestion, and an uptick in criminal activities. This underscores the reality that social change often accompanies not only benefits but also introduces novel challenges. The research unequivocally reveals that the issues identified in this study represent fresh challenges encountered by the community.

Method

This research falls under the category of descriptive research employing a quantitative approach. As articulated descriptive research aims to explore circumstances, conditions, or other factors that have been explicitly identified, with the outcomes presented in the format of a research report (Arikunto. 2013). further elucidates that quantitative research methods align with positivism philosophy, involving the selection of specific populations or samples (Sugiyono. 2013). These methods encompass the utilization of research instruments for data collection and employ quantitative or statistical analysis to test pre-established hypotheses.

This research was conducted in Ciwaru Village, Ciemas Sub-district, Sukabumi, with a focus on understanding the social changes resulting from tourism development. A total of 100 respondents, all of whom were heads of families in Ciwaru Village, participated in the study. Notably, Ciwaru Village has a population of 3,362 family heads. To streamline the research process, the authors employed the Slovin formula, allowing for a 10% margin of error. This

calculation led to the selection of 100 family heads as the representative sample from the overall population of 3,362 family heads in Ciwaru Village.

In the data collection process, researchers employed a closed questionnaire as their technique. A closed questionnaire is structured in a manner where respondents are required to simply mark (v) in the provided column. The questionnaire comprises 20 statements categorized into three indicators: Social Interaction, Social Attitudes and Values, and Behavior Patterns (Arikunto, 2006). The scoring interpretation criteria for this study is outlined as follows:

No	Percentage	Criteria
1	20-40	Not Agree
2	41-60	Less Agree
3	61-80	Agree
4	81-100	Strongly Agree

Table 1. Interpretation Score

The validity of quantitative data is assessed through validity and reliability tests. These tests aim to evaluate the appropriateness of the questions listed in the questionnaire filled out by respondents, ensuring that the questions are effective in collecting reliable data.

Validity is a metric that indicates the degree of accuracy and reliability of an instrument (Arikunto, 2006). To assess validity through factor analysis, it is deemed valid if the correlation between the factor scores and the total factor analysis surpasses the critical r table value. Conversely, if the correlation coefficient falls below the r table value, the instrument for that factor is considered invalid. The significance level for the t table is set at 5%, specifically at 0.244. The formula employed for gauging validity is the product-moment correlation, expressed as follows:

$$\text{Rxy} \frac{N\sum XY - (\sum X)(\sum Y)}{\sqrt{(N\sum X^2 - (\sum X)^2 - (N\sum Y^2 - (\sum Y)^2}}$$

Description:

Rxy : Correlation Coefficient

N : Number of Respondents

$\sum X$: Item Score Value

$\sum Y$: Total Score Value

$\sum X^2$: Sum of Squares of X Values

$\sum Y^2$: Sum of Squares of Y Values

Reliability indicates confidence in the dependability of an instrument as a suitable tool for data collection. This assurance stems from the instrument's inherent quality (Arikunto, 2006: 196), as measured by the alpha formula:

$$r11 = \left[\frac{k}{k-1}\right]\left[1 - \frac{\sum ab^2}{ab^2}\right]$$

Description:
R11 : Instrument reliability
K : Many items or questions
$\sum ab^2$: sum of item variances
ab^2 : total variance

To determine the variant of each item, the following formula is employed:

$$\sigma^2 \frac{\sum(X)^2 - \frac{\sum(X)^2}{N}}{N}$$

Description:
$\sigma 2 : Varian\ tiap\ butir$
$X : Jumlah\ skor\ butir$
$N : Jumlah\ Responde$

In addition, the obtained r11 for each question is compared with the critical r table value corresponding to a 5% error level (α). If the value of r11 is greater than or equal to the critical r table value, the item is considered valid. On the other hand, if the value of r11 is less than the critical r table value, the questionnaire item is deemed invalid (Sugiyono, 2001).

Result and Discussion

This section will showcase the research findings conducted by researchers. The presentation will commence by elucidating the history and development of tourism in Ciwaru Village. Subsequently, it will delve into a discussion of the social changes observed in Ciwaru Village. This discussion will be based on predetermined indicators, encompassing changes in social interactions, behavior patterns, attitudes, and social values within the community of Ciwaru Village.

A. History of Tourism Development in Ciwaru Village

Due to its inherent potential, Ciwaru Village, located adjacent to the Geopark area, is encompassed within the Ciletuh-Pelabuhanratu Geopark. Palangpang Beach, also recognized as Ciletuh Beach, stands out as a prime natural asset of Ciwaru Village, along with its numerous waterfalls. Since the initial introduction of the Geopark concept by researchers from Padjadjaran University, Ciwaru Village has witnessed minimal

transformations. However, the village experienced a significant shift following its recognition by UNESCO as an international Geopark within the Global Geopark Networks in 2018. This recognition triggered a notable surge in visitor numbers, with statistics indicating an increase from 766,191 visitors in 2016 to 1,175,258 visitors in 2018. These figures are derived from the Recapitulation of Visits to the Ciletuh Geopark Area, as reported by the Geopark Information Center. To enhance the visitor experience, the government has constructed a new 33-kilometer route from Simpang Loji Pelabuhanratu to Ciemas District (Gistansya et al., 2021). As a village with inherent potential situated within the Global Geopark area, Ciwaru Village has experienced a transformative shift within its community dynamics following the inauguration of the Geopark. The rapid social changes witnessed among the Ciwaru villagers are a direct outcome of the alteration in the status of the National Geopark to UNESCO Global Geopark Ciletuh. A key catalyst for these changes is the enhancement of technology and infrastructure. Consequently, the author is intrigued by examining the social transformations within the community, particularly those influencing aspects of social interaction, attitudes, values, and behavior patterns in Ciwaru Village.

B. Social Interaction

Humans are inherently social beings, relying on one another for various aspects of their daily lives. Consequently, constant interaction with others becomes a necessity. Social interaction encompasses human connections on an individual level, relationships with groups, and interactions between different groups (Sarwono & Meinarno, 2018). The outcomes of research conducted on the Ciwaru Village community, exploring shifts in social interaction, are illustrated in the following figure:
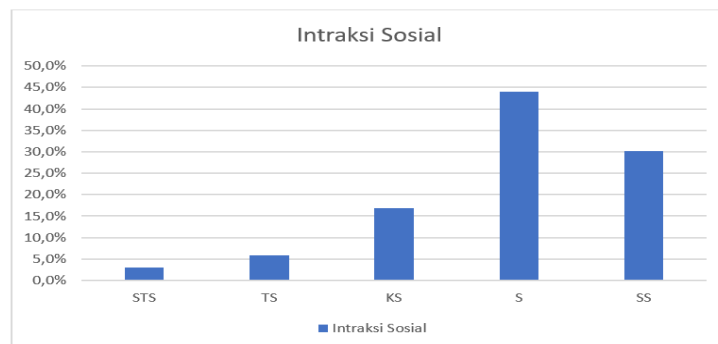

Figure 1. Social Interaction Analysis Chart
Source: Research Results

Figure 1. illustrates a notable shift in social interaction within Ciwaru Village attributed to tourism development. A significant 50% of Ciwaru Village residents expressed agreement with the changes in social dynamics, while a mere 3% strongly disagreed. This observation underscores the impact of tourism on community interaction, necessitating collaboration in managing local attractions and engaging with visiting tourists. Given that tourists often lack familiarity with the local culture and characteristics, acquiring new knowledge becomes essential in facilitating meaningful interactions.

According to (Soekanto & Sulistyowati, 2017), effective communication is a crucial factor for fostering cooperation. When there is clear and positive communication, it enhances cooperation between the local community and visiting tourists. In Ciwaru Village, the language dynamics have undergone a shift due to the influence of tourists frequenting local attractions. Historically, Sundanese was the predominant daily language in Ciwaru Village. However, with the emergence of tourist destinations, both the management and the community have found it necessary to adapt to using Indonesian as the primary language. This linguistic transition is not the sole change; there is also a shift in interpersonal interactions. The introduction of the 5S approach—Smile, Greeting, Good Manners, Politeness, and Professionalism—has become integral in providing services to tourists. This represents a novel practice for the residents of Ciwaru Village, many of whom are traditionally employed in Agriculture and Fishing. Consequently, the community is now required to offer services, presenting a unique challenge to the predominantly working-class population of Ciwaru Village.

In Ciwaru Village, there have been notable shifts in the way people communicate about their attire. This change aligns with Barthes' theory of 'the language of fashion,' which posits that every fashion choice conveys specific signals the wearer intends to communicate (Gistansya et al., 2021). Previously, prior to their involvement in the tourism sector, residents tended to opt for makeshift clothing and footwear, showing reluctance to purchase new attire under the belief that it was unnecessary. However, with the increasing emphasis on providing enhanced services, encompassing hospitality and aesthetics, tourism managers now actively consider their attire, recognizing its role in meeting these evolving demands.

In this context, fashion, specifically clothing, serves not merely as a means of body covering and adornment, but rather as a powerful communication tool. It functions to express the individual's personal, social, and cultural identity within a community. Additionally, fashion is employed as a means to convey conceptual messages (Muhammad, 2013). The impact of fashion extends beyond altering communication through attire; it also

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influences behavioral changes in interpersonal interactions. Notably, tourism plays a role in fostering an awareness of the significance of service within tourism activities. Service becomes a pivotal factor in determining the quality of a tourist attraction.

C. Social Attitudes and Values

Social values are the standards employed by a society to discern what is deemed commendable or unacceptable within that society. Suparto elucidates that social values serve various purposes within a community. They act as a set of tools that guide individuals' thoughts and actions. Furthermore, social values play a pivotal role in shaping human behavior as individuals fulfill their social roles, their actions ultimately influenced by these values. Serving as a catalyst for community cohesion, social values foster a sense of unity among people. In addition to providing a guiding framework, social values function as a regulatory tool. They exert a certain amount of pressure and establish bonds that encourage individuals to align their behavior with these values. According to Woods, social values are timeless, universal principles that govern behavior and habits in everyday life. Koentjaraningrat emphasizes that a culture's set of values often serves as the most effective model for appropriate behavior. In the context of research conducted in Ciwaru Village, the impact of changing attitudes and social values within the community is depicted in the accompanying image:
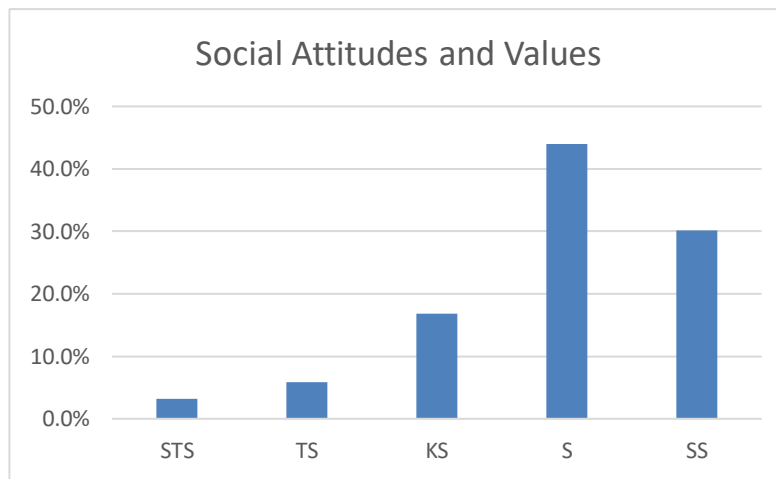

Figure 2. Analysis Chart of Attitudes and Social Values
Source: Research Results

Figure 2 illustrates the shift in social attitudes and values within Ciwaru Village attributed to tourism development. A notable 44% of the Ciwaru Village community expressed agreement with these changes, while a mere 3% strongly disagreed. This indicates that tourism development in Ciwaru Village is indeed fostering alterations in social

perspectives, necessitating adaptation from the local community. The impact of such changes on social attitudes and values in tourism destinations can be either positive or negative, contingent on factors like effective tourism management, interactions between tourists and residents, and the community's awareness of the implications of tourism on their environment and culture.

The advancement of tourism has positively influenced the residents of Ciwaru Village, fostering an augmentation in knowledge and the acquisition of new skills across diverse domains. This favorable outcome can be attributed to several factors propelling the expansion of the tourism sector, including the escalating influx of tourists and the evolution of information and communication technology. The burgeoning tourism industry presents a gateway for entrepreneurs to cultivate inventive and forward-thinking enterprises. These newfound skills play a crucial role in spearheading the well-being of the inhabitants of Ciwaru Village.

Tourism development, although accompanied by numerous advantages, can also give rise to various adverse effects. One notable negative consequence is its impact on crime rates, particularly in Ciwaru Village. Instances of crimes such as vehicle theft have been observed, with a notable trend of involvement by members of immigrant communities. Furthermore, another detrimental outcome is the upsurge in the abuse of illegal drugs, attributed to heightened mobility and openness associated with tourism development. As tourism destinations become more accessible to external influences, there is an increased flow of people and goods, including illegal drugs.

D. Behavior Patterns

Society undergoes transformations in various dimensions, such as shifts in social values, norms, organizational behavior, the composition of social institutions, social strata, power and authority structures, interpersonal relationships, and other facets of community life. Selo Soemardjan defines social change as "any alteration in the social institutions of a society, impacting its social system, including values, attitudes, and behavioral patterns among community groups" (Birsyada & Juang, 2018). The findings from research conducted in Ciwaru Village on changes in social interaction are illustrated in the following figure:
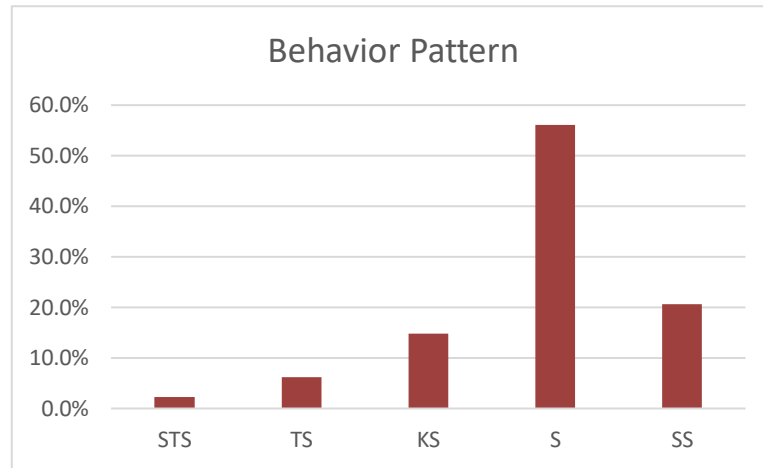
Figure 3: Graph of Behavior Patterns
Source: Research Results

Figure 3 illustrates the shift in community behavior within Ciwaru Village attributed to tourism development. Notably, 56% of Ciwaru Village residents expressed agreement with alterations in social interaction, while a mere 2% strongly disagreed. This indicates that the introduction of tourism indirectly necessitates an adaptation by the local community to various changes affecting their accustomed ways of life. These changes may stem from shifts in geographical conditions, alterations in material culture, fluctuations in population composition, modifications in ideology, or the dissemination of new societal concepts. The level of community engagement in geopark conservation initiatives plays a pivotal role in influencing changes in community behavior. This impact extends to the utilization of natural resources and the environment, as well as the community's participation in social activities that endorse the development of geopark tourism.

Every individual's life is inevitably marked by change—whether those changes are confined or expansive, swift or gradual, particularly when it comes to behavioral shifts. Behavior patterns, in this context, denote the strategies or processes employed by individuals or groups in their interactions with the surrounding environment (Diharjo, 2019). The evolution of Ciletuh Geopark tourism has exerted a positive influence on altering the behavior patterns within the Ciwaru Village community. These transformations extend beyond individual behaviors, impacting the social and cultural values of the local community. This includes changes in the community's appreciation for preserving and perpetuating local cultural traditions amidst the shifts brought about by tourism. Moreover, it encompasses the community's receptiveness and adaptation to new values and practices arising from interactions with tourists. The impact of Geopark tourism development extends

beyond the cultural sphere, reaching into the realms of education and employment within the local community. The people of Ciwaru Village are increasingly cognizant of the significance of knowledge. One manifestation of this change is the heightened community involvement in training and educational programs related to tourism, such as those focused on geology and biodiversity within the Geopark. This change isn't limited to tourism comprehension but also extends to formal education, reflecting an augmented awareness of education's importance for societal progress. This heightened awareness stems from the dynamic interactions between local communities and tourists, which bring forth new perspectives and knowledge, enlightening the people of Ciwaru Village about the pivotal role of education in fostering advancement.

According to the five previously mentioned indicators, the analysis results indicate that the social change in the Ciwaru community can be illustrated in the following figure:
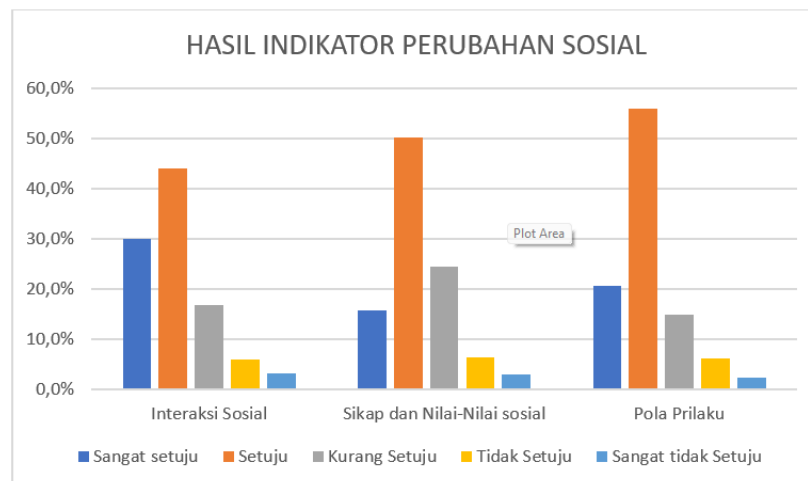

Figure 4. Graph of Social Change Indicator Results
Source: Research Results

The study reveals a 76% approval rate among the residents of Ciwaru Village for the social changes attributed to tourism development. Noteworthy alterations encompass shifts in social interactions, specifically in communication with neighboring communities and the efficient management of local attractions and visiting tourists. The community of Ciwaru Village is characterized by its openness and friendliness, creating an environment where tourists feel welcomed and respond positively to their experiences. Moreover, the influx of tourists has influenced the locals' attire, reflecting the diverse cultures brought by visitors from various regions. Beyond changes in social interactions, there is evidence of shifts in social values and behavior patterns within the Ciwaru Village community. Many individuals have acquired new skills as a result of tourism development, contributing positively to the

overall growth. However, it is essential to acknowledge some unfavorable outcomes, such as a rise in the crime rate. Despite these challenges, the community has shown increased awareness and respect for the preservation of local culture. Furthermore, there is a heightened focus on education, resulting in positive impacts on the overall development of tourism in Ciwaru Village.

Conclusion

The inauguration of the Global Geopark has brought about notable social changes in Ciwaru Village. These changes manifest in various aspects, including alterations in social interactions, attitudes, social values, and behavior patterns within the local community. In terms of social interactions, a significant transformation is observed in communication practices. Individuals are now expected to adhere to the 5S principles (Smile, Greeting, Greeting, Polite, Polite) when providing services to tourists and engaging with other members of the community. The impact of tourism development on Ciwaru Village is multifaceted. On the negative side, there has been a discernible increase in the crime rate within the village. Conversely, positive changes are evident in the form of heightened knowledge and the acquisition of new skills across various domains. Furthermore, the advent of tourism has fostered an augmented awareness and appreciation for the preservation of local culture. This heightened cultural consciousness, coupled with an increased emphasis on education, has yielded positive effects on tourism development in Ciwaru Village.

In the study examining the effects of the Global Geopark's inauguration on social change in Ciwaru Village, the researchers offer several recommendations for future investigations. One suggestion is to undertake a long-term analysis to gain a more nuanced understanding of social changes that unfold over time following the Geopark's inauguration. The goal is to provide a comprehensive portrayal of the evolving social impacts that may manifest over an extended period. Additionally, it is advised to delve further into the economic impacts of tourism development. This entails analyzing the additional income generated by the community, the distribution of income, and the broader implications for the local economy. This recommendation is made because the research did not sufficiently explore the economic sector, warranting a more thorough investigation into the economic ramifications of the tourism development.

Acknowledgments

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