Article

The Influence of Globalization on Social Change in Simpang Baru District of Pekanbaru City

Aisyah Lubis, Gracia Tiurmauli, Halila Istigfaroh, Hayati Sakinah, Izzah Tulhusna, Kirana Syafitri, Lodia Mustika, Maisya Ratul Aini, Haryono Haryono [abcdefghi] iD

[123456789] Pancasila and Citizenship Education Study Program, University of Riau, Indonesia
Corresponding Author: halilaistigfaroh@gmail.com

ABSTRACT

Globalization has brought significant and multidimensional changes to the social life of the people of Simpang Baru Village, Binawidya District, Pekanbaru City, influencing patterns of behavior, interaction, and values through the rapid flow of information, technology, and global culture. This study aims to describe and analyze the impact of globalization on technology use, economic activities, cultural practices, and social interaction within the local community by employing a descriptive qualitative approach. Data were collected through observations, in-depth interviews, and documentation involving community members and local stakeholders to obtain a comprehensive understanding of the phenomenon. The findings indicate that globalization has generated positive impacts, particularly in the technological aspect, where easier access to information and communication technologies has improved efficiency in daily activities and expanded community knowledge. Economically, globalization has opened new opportunities through digital platforms, small businesses, and access to broader markets, contributing to improved livelihoods and economic growth. In terms of lifestyle, the community has increasingly adopted modern ways of living characterized by practicality and global connectivity. However, the study also reveals several challenges arising from globalization, including weakened face-to-face social interaction as digital communication becomes more dominant, a gradual decline in local cultural values and traditions, especially among younger generations, and increased dependence on technology that reduces social sensitivity and communal solidarity. In conclusion, globalization presents both opportunities and challenges for the social life of the Simpang Baru community; therefore, it needs to be managed wisely so that its benefits can be maximized without neglecting local cultural identity and the preservation of social cohesion.

Keywords: *Globalization, Social Change, Technology, Culture, Social Interaction, Digital Economy.*

Check for updates

INTRODUCTION

Globalization is a unique and dynamic phenomenon in human civilization that continues to develop along with the progress of global society. It represents an ongoing process through which human life becomes increasingly interconnected across national, cultural, and geographical boundaries. The rapid development of information and communication technology has significantly accelerated the globalization process, making interactions faster, broader, and more intensive than ever before.

The presence of globalization has penetrated almost all aspects of human life, including social, economic, cultural, political, and technological dimensions. While globalization offers various opportunities, it simultaneously creates new challenges and social problems that require serious attention. These challenges emerge as societies struggle to balance global influences with local values and social stability.

The term globalization began to gain prominence around two decades ago and has increasingly evolved into a dominant global ideology over the last ten years. As a concept, globalization is easily accepted and widely recognized across societies because it reflects shared global experiences and interconnected realities that transcend national borders.

According to Waters, globalization is a social process that leads to the reduction of geographical constraints on social and cultural arrangements and eventually shapes collective human awareness (Katsui, 2020). This definition highlights that globalization is not merely an economic phenomenon but also a social and cultural transformation that alters how individuals perceive and interact with the world.

Furthermore, Friedman explains that globalization consists of two major dimensions, namely ideological and technological dimensions (Kasali, 2019). The ideological dimension is associated with capitalism, liberalization, and free-market systems, while the technological dimension is driven by advances in information and communication technologies that enable the rapid flow of ideas, goods, and services across borders.

Globalization can also be understood as a process that accelerates relationships among countries and communities through technology, economics, culture, and communication. Through this process, every region becomes increasingly exposed to external influences, making local societies more open to global interactions and transformations.

Pekanbaru, as a city of trade, business, and government administration in Riau Province, demonstrates a high level of openness to global flows. Continuous development in infrastructure, technology, education, and the economy has positioned Pekanbaru as one of the cities experiencing rapid social change driven by globalization.

Social change is an inevitable phenomenon in human life and may occur gradually or rapidly, affecting social values, norms, institutional structures, power relations, and patterns of social interaction. These changes influence how individuals adapt to new circumstances and reorganize their social relationships.

Social change refers to transformations that occur within social, cultural, and economic spheres of society (Salim, 2014; Azhari, 2016). In the cultural dimension, communities experience shifts in values and traditions (Aslan, 2017; Aslan & Yunaldi, 2018; Aslan et al., 2019), while in the economic dimension, changes in livelihoods and employment patterns emerge due to technological advancement (Manullang, 2019; Manullang, 2020).

Based on these theoretical perspectives, it can be concluded that not all social changes represent progress, as some may lead to social regression. Therefore, this study focuses on unplanned social change resulting from globalization and aims to describe both the positive and negative impacts of globalization on social life in Simpang Baru Village, Binawidya District, Pekanbaru City, using a descriptive qualitative approach.

METHOD

The approach used in writing this scientific paper is a descriptive qualitative approach, in which data are collected and analyzed descriptively. This approach is applied by exploring the development of student competencies in carrying out academic tasks aimed at becoming professional students through the examination of reading materials and bibliographic sources relevant to the research topic.

In conducting this study, the author employs a bibliographic method, which involves collecting data from theoretical sources obtained through the review of books, scholarly articles, and internet sources related to the impact of globalization on social life in Indonesian society, particularly in Simpang Baru Ward, Binawidya District, Pekanbaru City.

The data collection instrument used in this scientific paper is an observational study, supported by data collection techniques commonly applied in library research. These instruments are designed to systematically gather and organize information from various written sources relevant to the research objectives.

The literature review serves as the primary data collection instrument and consists of secondary data sources categorized into two types. The first includes primary sources, such as documents containing scientific knowledge, established facts, or theoretical ideas, including books, papers, and academic articles. The second includes secondary sources, namely

documents that provide information about primary sources, such as reference books and bibliographic materials.

The informants involved in this study include the Head of Binawidya District, the Heads of Neighborhood Associations at both RW and RT levels, youth leaders in Binawidya District, religious leaders, and educational leaders. These informants are selected to provide diverse perspectives on the social impacts of globalization within the local community.

A literature review is an essential activity in the preparation of scientific reports or academic papers, as it involves searching for, reading, and critically reviewing research reports, scientific articles, and library materials containing theories relevant to the study being conducted. This process forms a fundamental component of the scientific approach and must be carried out in all research and academic writing across disciplines.

The results of the literature review provide the theoretical foundation or conceptual framework for the research. In research proposals, reports, or scientific papers, this material is systematically presented in the literature review section to support analysis, interpretation, and discussion of the research findings.

RESEARCH RESULTS AND DISCUSSION

Pekanbaru is the right place to pursue and realize their "dreams" or imaginations—as the Indonesian expression goes, " chasing " " Dream for a better future" is the right slogan to describe the daily life of the people of Pekanbaru. Young people in Pekanbaru. They come from various regions in Riau Province and elsewhere. Most of them left their villages because they wanted to get an education and become modern. Pekanbaru is city or places experiencing rapid urbanization, and globalization in Pekanbaru Also develop rapidly. This of course brings several changes, both positive and negative, which are caused by globalization in Pekanbaru.

Globalization is a process that expands relationships between countries and between people through advances in technology, transportation, and communication. In the context of social life, globalization changes the way people interact, think, work, and adapt to changing times. In the region urban like intersection Village New, which is known as one of the centers growth resident Pekanbaru, globalization increasingly visible through changes in infrastructure, the digital economy, access to information, and popular culture.

intersection New is A sub-district with a diverse population, consisting of students, workers, and traders. Over the past decade, this sub-district has experienced significant development, marked by the emergence of new housing, modern culinary centers, foreign cultural influences, and the increasing use of digital technology. Therefore, research on the impact of globalization on social change is relevant to understanding ongoing social dynamics.

Technological developments have been significant influence Simpang Baru. Almost everyone now uses smartphones, the internet, and social media in their daily activities. Communication has become faster and more convenient, but direct interaction between residents has decreased as most activities have shifted to digital platforms, such as online shopping, cashless payments, and app-based transportation.

Economically, society has also undergone significant transformation. The presence of online motorcycle taxis, digital MSMEs, and modern culinary businesses has changed the way people work and conduct business. Traditional merchants are slowly adapting to online marketing, despite facing fierce competition from digital-based businesses and shifting consumer preferences, which now favor fast and convenient services. Some traditional markets have even begun offering delivery services through digital platforms to attract consumers.

Culturally, people, especially young people, are increasingly familiar with global popular culture. Phenomena like K-pop, Korean fashion, Hollywood films, and fast-food influence everyday lifestyles. Fashion, communication patterns, and forms of entertainment are increasingly modern, blending local and foreign cultures.

Mutual cooperation back (mutual assistance) activities meeting social (cooperation), meetings social (arisan), and activity Neighborhood associations (RT) are less active than before, as residents spend more time individually using digital devices. However, interaction on social media has actually increased. WhatsApp association neighborhoods, online communities, and local forums have become new alternatives for maintaining social connections.

In education, the use of technology is increasing. Schools are starting to utilize e-learning, Google Classroom, and other learning applications that give students broader access to information. However, these advances also bring challenges, such as distractions from social media, lack of control over device use, and decreased focus on learning.

All these changes are accelerating due to the strong driving force of globalization in Simpang Village. Its strategic location near the city center, the high number of newcomers and students living in boarding houses, the rapid development of modern housing complexes, the availability of adequate internet infrastructure, and the abundance of modern culinary and entertainment facilities are factors that support and strengthen the flow of globalization in this region.

Globalization not only provides easier access to information and increases economic opportunities, but also presents various challenges for society. At Simpang Di Desa New, impact The negative aspects of globalization are clearly visible in the decline in direct social interaction as people communicate more frequently through digital media, the increasing dependence on technology in daily activities, the erosion of local values and culture due to the influx of more dominant foreign cultures, the unbalanced economic competition between traditional traders and digital businesses, and the shift in consumer consumption patterns towards an increasingly consumerist society. These challenges highlight the need for efforts to strengthen local values and utilize technology wisely so that society can reduce impact negative globalization.

Based on research findings, globalization is unavoidable, but it can be managed wisely. The people of Simpang Baru Village need to be aware of how to utilize globalization positively, particularly in the fields of technology and economics, without neglecting existing cultural and social values. The role of families, community leaders, and educational institutions is crucial in instilling local cultural values and ethical practices in the use of technology. Thus, globalization can be a means to improve people's quality of life if it is balanced with efforts to preserve culture and strengthen social interaction. A balance between modernization and local values is key to preventing communities from losing their cultural identity amidst the increasingly powerful currents of globalization.

Based on interviews and observations conducted, the research results show that globalization has brought significant changes in various aspects of the lives of the people of Simpang Baru Village, Binawidya District, Pekanbaru City. In the field of technology, most people have utilized information and communication technology, especially smartphones and the internet, to support daily activities such as communicating, accessing information, entertainment, and economic activities, so that access to information has become faster and wider. However, the use of this technology has also caused changes in communication patterns, where face-to-face interactions between residents have begun to decrease and are replaced by digital communication, and have created a dependency on technology, especially among the younger generation.

From an economic perspective, globalization opens up new business opportunities through the use of digital technology and social media as marketing and trade tools, which provide increased income for some people who are able to adapt to these developments, although on the other hand, the entry of products from outside the region and abroad creates increasingly fierce competition and has the potential to threaten the sustainability of small and traditional businesses. In terms of culture, globalization influences changes in people's lifestyles, especially in clothing styles, consumption patterns, and forms of entertainment, where modern culture and global popular culture begin to replace local cultural values, so that interest in local traditions and cultural activities decreases, especially among the younger

generation. In addition, research results also show changes in social interactions in society, where the values of togetherness, mutual cooperation, and social solidarity begin to weaken due to increasing individualistic attitudes and reduced community participation in social activities, although social media still allows for virtual communication. Overall, the people of Simpang Baru Village have diverse perceptions of globalization, where some view it as an opportunity to improve the quality of life, while others consider it a threat to cultural values and social harmony, so efforts are needed to utilize globalization wisely so that its benefits can be felt optimally without ignoring local cultural identity.

CONCLUSION

Globalization has brought significant changes to the social life of Simpang. In the community New, thing This is evident in the increasing influence of technology, the development of the digital economy, cultural changes, and shifting patterns of interaction between populations. Globalization offers many benefits, such as easier access to information, new economic opportunities, and a broader perspective on modern developments. However, globalization Also present challenge significant, including weakening interaction social directly, eroded values culture local, and increasing style life consumerism as well as dependence on technology. Based on results study and discussion, can concluded that globalization has given significant impact to change social public Village intersection New, District Binawidya, Pekanbaru City. Pekanbaru as cities that are experiencing urbanization and development rapid globalization become room for society, especially people young, for chase education, work, and a more modern life. Globalization push acceleration development technology information and communication that makes it easier access information, expanding network social, as well as open opportunity economy new through digitalization activity economy and education. However, on the other hand others, globalization Also bring impact negative in the form of decrease interaction social in a way direct, increasing dependence to technology, weakening values togetherness and mutual assistance cooperation, and erosion culture and tradition local consequence domination culture global popularity. Besides that, competition an increasingly growing economy strict between business traditional and business digital- based participation bring up challenge new for sustainability economy public local. By Because that is globalization no can avoid, but need managed in a way wise through strengthening values culture local, improvement digital literacy, as well as role active family, institution education, and figure public in guide society to be able to utilise globalization in a way positive without lost identity social and culture local. Balance between modernization and preservation mark local become key main in guard sustainability life social public Village intersection New in the middle current increasing globalization strong. In a way overall, Simpang Public New has respond globalization with adapt through use technology and adapt style life daily them. So that the changes this balanced, required awareness collective for utilise globalization in a way positive without ignore identity and values culture local. With method this, society can enjoy benefit globalization at a time minimize impact the negative.

REFERENCE

Friedman, T.L. (2000). *Lexus and the Olive Tree: Understanding Globalization.* Farrar, Straus, and Giroux.

Goa, L. (2017). Social Change in Community Life. *SAPA: Journal of Catechesis and Pastoral Care,* 2(2), 53-67.

Manullang, SO (2021). Social Change in Rural Communities in the Technological Era. *Cross-border,* 4(1), 83-88.

Prasetio , DE Globalization and Liberalization.

Rosidi, I. (2020). Muslim Youth in Pekanbaru: Consumption, Identity, and Globalization. *MADANIA: Jurnal Islam,* 10(2), 67-72.

Saputri, YW, Rhodinia , S., & Setiawan, B. (2024). The Impact of Globalization on Lifestyle Changes in Indonesia. Jurnal Maksimal: Scientific Journal of Social, Economic, Cultural, and Educational Issues, 1(5), 208-217.

Saputri, YW, Rhodinia , S., & Setiawan, B. (2024). The Impact of Globalization on Lifestyle Changes in Indonesia. Jurnal Maksimal: Scientific Journal of Social, Economic, Cultural, and Educational Issues, 1(5), 208-217.