

Changes in Social and Cultural Phenomena as a Result of Organizing the Sinar Harapan Village Open Volleyball Event

Diko Prasetyo[✉], Sulaiman Sulaiman, Tri Rustiadi

Universitas Negeri Semarang, Indonesia

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Abstract

This research is motivated by the sociocultural changes that have occurred in Sinar Harapan village as a result of the open volleyball sport event. This is a qualitative case study research design. The research collected data from Youth Organizations, Village Leaders, and the community. Techniques for data collection include observation, interviewing, and documenting. Data analysis was composed of four interdependent components data gathering, data reduction, data visualization, and conclusion. The findings of this study were the social conditions of the Sinar Harapan village community. Currently, the village community's primary source of income is farming, but some members work as workers. Community interaction is strong due to collaborative sports activities in the village. Sinar Harapan village's cultural conditions for the majority of Javanese tribes the daily routine of farming and activities conducted by youth and community members every afternoon in the village field. Discussions have begun to take place frequently in the village in order to invite the community to participate in village building activities. The positive impact of holding an open volleyball event in Sinar Harapan village is that the community learns that sports are not only beneficial to health but can also bring together many ethnic groups, ethnicities, and religions through sports interactions. The negative impact is that some people still gamble during volleyball matches. The investigation concludes that the village community's culture is evolving, and members are now routinely participating in sports on the sidelines of their work the community feels motivated to exercise and support village activities.

[✉] Correspondence address:
Kampus Pascasarjana UNNES Jl. Kelud Utara 3, Gajahmungkur
Semarang
E-mail: dikoprasetyo418@students.unnes.ac.id

INTRODUCTION

Sport is a topic that is frequently discussed in numerous communities. Sport is a necessary part of life that cannot be abandoned and must be repeated to preserve health in terms of physical, spiritual, and social development and progress (Kurniawan 2011: 3). Today, sports have taken on numerous dimensions and are critical in intellectualizing the nation, character development, moral education, and balancing physical, mental, and social requirements (Endang Sri Hanani, 2017: 96).

Sport is described as any organized activity that promotes, fosters, and develops physical, spiritual, and social potential (Candra & Rumini, 2014). Its importance as a nation-building and character-building engine has been demonstrated, as sport serves the purpose of developing a national spirit (Pelana, 2017). This shows that sport has long been in high demand and has become a focal point of public attention. Sports activities do not discriminate based on race, class, religion, economic status, gender, or age, because anybody can exercise to accomplish their goals.

Numerous objective indicators in society can be used to demonstrate how sport has penetrated human social life. (Labib Al Hakam, 2015) For instance, there is not a single mass media organization that does not include sports news; in fact, many media outlets in America feel that without sports news, they will go bankrupt due to a lack of readership. A athletic event or competition has captivated the attention of millions of people as fans, cost millions of dollars to plan, and requires significant energy and time to implement or enjoy.

Social and cultural changes in society occur on a periodic basis and are intimately connected. In everyday life, it is frequently hard to determine the line between social and cultural change, because no citizen, rural or urban, without culture (Swandhita, Kebayantini, & Kamajaya, 2016). Social and cultural change share a common feature in that they both include an acceptance of new ways of doing

things or a revision of how a person satisfies his or her needs.

Social change is the presence of a community or association within a larger society that is undergoing movements that have an effect on change as a result of developments or shifts from the original direction to a newer direction (Anugerah, 2018). Social changes occur in people's lives, including cultural changes, in which values and ways of life shift from traditional to modern; changes occur as a result of specific aims; and new knowledge can impact how individuals think and conduct indirectly. become knowledgeable, changes occur in social institutions within a society, and these changes affect the social system; the social change in question encompasses values and patterns of behavior among social groups; every society, at some point in its history, must undergo changes—changes that not only result in progress, but also in setbacks.

Numerous sporting events have been held in various locations of Indonesia, both cities and villages, with the goal of showcasing individual hobbies or abilities, accomplishing accomplishments, and for entertainment. Thus, sporting activities in the village can serve as a recruiting ground for athletes who excel in their chosen field and wish to take their accomplishments to the next level. Along with the growing popularity of event volunteering, there is evidence that event volunteering is a part of the millennial generation's lifestyle (Novella & Azeharie, 2020).

Sinar Harapan is one of the villages where the community is distinct from the surrounding villages. Sinar Harapan Village is located in North Lampung Regency's Sungkai Barat District. Sinar Harapan village is located in a mountainous environment with a calcareous soil structure that makes it extremely difficult to hold water reserves in the soil, rendering it barren and less productive. As a result of this circumstance, the land in Sinar Harapan village is extremely unsuited for agricultural purposes. Indirectly, as a result of these natural factors, the economic status of residents in Sinar Harapan Village is worse than in other parts of North Lampung Regency. Seeing these conditions,

Sinar Harapan adolescents took the risk of leaving their families in quest of a better way of life outside the Ray of Hope area. Sinar Harapan adolescents have strong personalities; they are averse to returning home if they have not improved their life.

Sinar Harapan hamlet has a population of 675 elderly, 455 adults, 236 teenagers, and 599 children, for a total population of 1965 people. The number of immigrants from Sinar Harapan Village is increasing as a result of family members and those who migrate in order to achieve economic success.

The average Sinar Harapan village youth migrates to the city of Bandar Lampung and some even to the island of Java to complete their education. Others migrate in search of work to Bandar Lampung, Palembang, and provinces on the island of Java. The presence of Sinar Harapan village youths who migrated benefited the village since those who returned brought experience and a large sum of money. Sharing events, including as sports tournaments, are held annually in Sinar Harapan village by youth organizations.

In 1990, the Sinar Harapan village youth group was founded. The Sinar Harapan village youth club is made up of junior high school and senior high school students, as well as teens who are currently employed in the community. There were 54 youth and youth youth organizations, 36 of which were male and 18 of which were female.

There has been a void in the Sinar Harapan village youth organization's youth activities for nearly a decade. The Sinar Harapan Village youth group's activities are limited to assisting with village government-organized events and non-sporting activities such as children's coloring competitions, religious competitions, adhan competitions, reading the Quran, and tausiah.

The youth activities in the sports sector in KarangTaruna and Sinar Harapan Village began with the 2017 Open Volleyball Championship. Initially, many were opposed to the Open Volleyball activity due to the Sinar Harapan community's lack of experience with

sports activities. Instead, the Sinar Harapan village community expressed interest in inviting a dangdut singing ensemble.

The inaugural Sinar Harapan Village Open Volleyball Championship quickly established itself as a symbol of the Sinar Harapan community. This is the impetus for the Sinar Harapan Village youth to organize sporting events each year to entertain and encourage the Sinar Harapan village community to adopt healthier lifestyles via exercise.

Six male teams and four female teams competed in the 2017 Open Volleyball event. In 2018, twelve men's teams and eight women's teams participated. In 2019, there were 16 men's teams and ten women's teams competing. Each year, the number of participants in open volleyball in Sinar Harapan village increases, as volleyball is a popular sport among the village residents.

As a result of the foregoing, the author is extremely interested in researching social and cultural phenomena within the Sinar Harapan Village community, as detailed in a scientific thesis titled "Changes in Social and Cultural Phenomena as a Result of Organizing an Open Volleyball Event in Sinar Harapan Village, North Lampung Regency."

METHODS

This research used a qualitative technique using a case study design. The researchers collected data for this study by observation, interviews, and documentation. The study's subjects included youth youth organizations, village government, and the Sinar Harapan Village community. On November 1, 2021, the research was conducted in the village of Sinar Harapan. The researchers interviewed youth youth organizations as pioneers in creating the open volleyball event, then interviewed the village head of Sinar Harapan as mentors, and last interviewed members of the community as event participants and connoisseurs. Researchers were involved in youth organizations in the village of Sinar Harapan.

Table 1. Research Data Collection

Research Variable	Indicator	Data Source
Social Condition	Income	Youth Organization Village Authority Community
	Education	
	Collaboration	
Culture Condition	Tribe	Community
	Routine	
	Discussion	
Impact of Open Volleyball event	Event organization Behavior Change Motivation	

The data validity techniques was accomplished through the use of triangulation of source data and techniques. The researchers collected data from Youth Youth Organizations, Village Heads, and the Community and then developed it in ways that are still tied to the development of information collected through observation, interviews, and documentation.

The data analysis technique used in this study is based on an interactive analysis model developed by (Miles, M. B., humberman, A.M., & Sldana, 2014) Data analysis consists of 4 interacting components, namely, Data Collection, Data reduction, Data Display and Conclusion. The four components are a continuous cycle.

RESULT AND DISCUSSION

Social Condition

Income

Most income in Sinar Harapan Village from plantation farmers who grow cassava, corn, and other crops. During the harvest season, the community might earn money. At the moment, the community's economy is reliant on agricultural products. Some residents of Sinar Harapan village are now teachers in schools, while others have migrated to earn more income.

Table 2. Sinar Harapan Village Community Income

Occupation	Persentase
Farmer	55
Teacher	10
Private employees	15

Laborer	20
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The majority of Sinar Harapan's people make their living through farming; revenue is earned when the harvest arrives. Certain individuals participate in the weekly market. However, many people have become teachers and have migrated to work, allowing them to send their children to school in Lampung Province's capital city and even on the island of Java. The Sinar Harapan village community's present revenue is significantly higher. Thus, at each sports event organized by the youth of Sinar Harapan Village, the community collects funds for the purpose of arranging future sporting events in Sinar Harapan Village.

Education

While the majority of Sinar Harapan Village community education graduates have graduated from high school, some elementary school graduates remain for parents in Sinar Harapan village. Youth in Sinar Harapan Village who dropped out of school owing to financial constraints. Individuals with the financial means can enroll their children in schools in the provincial capital and on the island of Java.

The Sinar Harapan village community now understands the value of education; they understand that education may expand knowledge and allow for interaction with people from all walks of life. Youths who migrated from outside the hamlet of Sinar Harapan became pioneers in arranging volleyball sports events in the area; they contributed valuable experience to the village.

Collaboration

The community of Sinar Harapan village came together to clean the village, and the youth organized a field clean-up near the location of the community's afternoon activities in Sinar Harapan Village. Every time they do gotong royong (communal work) together, the neighborhood was delighted. Youths work in collaboration with the Sinar Harapan Village community to clean the village field used for sports.

People frequently engage with one another due to the community's collaboration and cooperative activities. A positive relationship between communities can help to enhance communal cooperation and reduce conflict in Sinar Harapan Village.



Figure 1. Community Communal Work

Culture Condition

Tribe

Sinar Harapan Village is a transient place from the island of Java, and hence the majority of the tribes are Javanese. There are also native Lampung tribes and other tribes, but they are few. Ethnic tensions provoked conflict in Sinar Harapan Village. Oftentimes, divergences in society's perspective occur. The open volleyball tournament in Sinar Harapan Village became a symbol of this distinction. The volleyball sports tournament galvanizes the community in preparation for the yearly Sinar Harapan Village event.

Table 3. Tribes in Sinar Harapan Village

Tribe	Percentage
Java	50
Sunda	15
Lampung	25
Palembang	10

Exercise Routine

The community's sports routine is a beneficial element in Sinar Harapan Village. In the afternoon, people engage on athletic activities such as volleyball or badminton, which are played in the yard. The activity was conducted with the local community in the Sinar Harapan Village field in the morning. Sport in the village of Sinar Harapan is something that must be done by the community in order to maintain the community's passion for the town's yearly open volleyball event. Sports are related to people's life. In the midst of society, sport becomes a unifying factor. Sport is a type of physical activity that is extensively practiced by a variety of demographics, including children, adolescents, adults, men, and women.

Discussion

The village community of Sinar Harapan resolved the issue through discussion. In the past, confrontations frequently happened in this community since there was no one to mediate for discussion to take place; instead, problems were resolved by fighting. For the time being, the village head is significantly aided by young people who have returned from wandering and brought their knowledge to the village, establishing pioneers who believe that mediation and discussion are preferable than conflict.

Impact of Open Volleyball Event

Event Organizing

The Sinar Harapan Village Open Volleyball event was pioneered by village youth and youth organizations. The Open Volleyball event was organized by village young who enjoy volleyball, with the assistance of village youth who had returned home from school and work. The youth expressed his desire to conduct an open volleyball event to the village head of Sinar Harapan. The local youth's positive actions were enthusiastically acknowledged by the Sinar Harapan Village Head. By hosting an open volleyball tournament, it is intended that youth will become more engaged in sports and abandon undesirable activities such as consuming alcohol, staying up late, and gambling, as well as urge others to participate in

sports. This is a significant transformation for the Sinar Harapan Village community.



Figure 2. Sinar Harapan Village Volleyball Event

Behavior Change

The changes in people's behavior as a result of the open volleyball event are quite obvious; positive changes in conduct indicate that people are now engaged in physical activity and are cognizant of the fact that sport can unify individuals in social interactions. Due to changes in undesirable conduct that slightly disrupted the community's efforts to organize this open volleyball game, some individuals used the match to gambling. This type of action frequently creates trouble during the competition.

Motivation

The Sinar Harapan Village Open Volleyball event has a different purpose for the village community. Where the community participates in sports on a regular basis and works cooperatively to keep the field clean for sports activities. When arranging community events, it's beneficial to see how the event grows in popularity year after year. The motivation obtained via the event's organization is beneficial to the Sinar Harapan village community. The adolescents continue to embrace their younger siblings in order to develop into successors in this beneficial activity.

DISCUSSION

The Sinar Harapan village community earns the majority of their income from plantation commodities. The Sinar Harapan

village community is now experiencing sociocultural changes as a result of some young people daring to relocate in order to continue their studies and work. Social evolution is a process of social transformation that occurs in stages (Suprihatin, 2014).

Numerous Sinar Harapan locals now possess high school and even undergraduate degrees. The youth's strong motivation to the village's development is visible. As with education in general, it is well established that education is a universal activity in human existence, occurring both in the family context, with parents serving as educators, and in the school and community environments, with teachers serving as educators (Amin, 2018).

Since the beginning of the Sinar Harapan village open volleyball event, the Sinar Harapan village community has cooperated. The community jumped at the opportunity to organize the open volleyball event. As a result, the village economy will benefit from this event. To some extent, rural areas experience comparatively slow economic development, making it sensible to organize sporting events in rural areas in order to maximize the economic, social, and cultural potential of local communities (Andayani, Martono, & Muhamad, 2017). People take advantage of sporting events that bring in many people from various villages by trading around the event venue.

Sinar Harapan Village is a community transmigrant region from the island of Java. The majority of the locals are Javanese and there are some indigenous Lampung people that live there, with a strong harmony making the open volleyball tournament function successfully. The execution of the Sinar Harapan Open Volleyball event made the enthusiasm of the community increase again, not only about health and physical fitness, the community obtained enjoyment and income owing to the Sinar Harapan village open volleyball sport event. Culture is a way of life that develops and is shared by a group of people and is passed down from generation to generation (Yoga S, 2018).

Since the first volleyball event, the community has been passionate about working

together to clean the Sinar Harapan Village sports field. KarangTaruna, the youth who organized the first Open Volleyball event, was especially pleased with the excitement of the villagers, who previously lacked weekly activities. The Open Volleyball event has brought the community closer to the village's agenda. Gotong royong is a material representation of culture that develops as a result of community social interactions and develops into a human need for both individuals and society (Kurniawan & Tinus, 2019).

Sport in the village of Sinar Harapan is something that must be done by the community in order to maintain the community's passion for the village's yearly open volleyball event. Sports are inextricably linked to people's life. In the society, sport becomes a unifying factor. Sport is a type of physical activity that is extensively practiced by a variety of backgrounds, including children, adolescents, adults, men, and women (Hervi & Qoriah, 2021).

The Sinar Harapan Village Open Volleyball event was pioneered by village youth and youth organizations. Motivation is associated with the concept of movement, and to put it simply, a motivation is something that inspires or moves us to act in a particular way (Nanang Rudi Harsono, 2013). By holding an open volleyball event, it is intended that youth will become more engaged in sports and leave undesirable activities such as consuming alcohol, staying up late, and gambling, as well as urge others to participate in sports. This is a significant change for the Sinar Harapan Village community.

CONCLUSION

The majority of villagers in Sinar Harapan have completed high school and work as gardeners. Organizing volleyball tournaments encourages village communities to interact more frequently each week through sports and mutual cooperation activities; this positive impact reduces tension between village communities. The cultural conditions of the Sinar Harapan village community are diverse; while Javanese predominate, the village is home to a small

number of indigenous Lampung tribes and other tribes. The first open volleyball event in Sinar Harapan Village has helped to alleviate community conflict at this time; routine activities that are played together result in frequent interactions across communities, which helps them unite. The positive impact of organizing the open volleyball event in Sinar Harapan Local may be noticed in the changes in the village youth's behavior; they now understand that sport is a daily obligation. Despite the detrimental consequences of the implementation, some villagers continue to use open volleyball tournaments as a gambling event.

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