Social and economic behavior shift in the suburban society

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Abstract. One of the changes in the suburban area is marked by changes in land conversion, from agriculture pattern to non-farming pattern, which also affects changes in people's livelihoods and occupation such as a craftsman and shoe trader. Using a qualitative approach, this study focuses to examine how changes in social and economic behavior of suburban communities as a result of urban development. This study founded that there was a change of livelihood in village people occupation from farmers to craftsmen and slippers traders. These changes have an impact on changing patterns of social relationships such as social interaction, social awareness, and social solidarity. In addition, the increase in income of village residents also impact on lifestyle changes such as diet and entertainment. Thus it can be concluded that urban development has an impact on suburban societies in social relations and income generation. The results of this study can be used as a reference for the city government and district governments in arranging the layout and build prosperity of the community suburban.

1. Introduction

Studies on the suburban area have been carried out by the experts or scholars, but no one had focused on the social and economic changes in behavior as a result of changes in livelihoods. For example, Phelps[1] examines the contribution of economic growth in suburban areas to the national economy. Phelps found that the suburban area became the center of national economic growth. The growth resulted largely national urbanization and economic activity in the suburban area. Economic growth led to the new settlements in the suburban area. Availability of infrastructure, good transportation into consideration city dwellers prefer to live in a suburban area. With different patterns, research of Xu and Zhang[2] show that some of cities in China have a significant urbanization with a large number of people moving from the city center. Resettlement in suburban pattern is generally different from Western cities, which are mostly associated with the monopoly of the Chinese government regarding the provision of land and public services. As a conclusion, the strength or power of the state, capitalist actors, and professionals have become factors and actors that encouraged China to encourage resettlement in suburban typology.

Felton[3] examines the implications of policy and planning for the creative industry in the suburb of Brisbane, Australia. The results of his study indicate that most of cities in Australia and the majority of Brisbane residents live and more and more work in the suburbs. Rock[4] and Shen[5] examines the suburban area of transport dimensions. Rock and Shen’s study examines the existence and inequality and transportation losses in the suburb of Dublin. The study found, no major problems that affect the population groups are usually susceptible to loss of transportation, such as low-income populations and households that have no a car. This study also highlights the burden of middle-income families and high and they were 'forced car ownership'. Meanwhile, Shen studying the effects of urban
expansion are supported train. These results indicate that the expansion of urban rail support a positive result and a strategic approach can be facilitated effectively by the transportation policy, land-use plans, and equipped with the provision of high quality rail transit services to residents of the suburb.

Research suburban area is also associated with climate change factor. Leichenko and Solecki[6] and Jennifer[7] examines the suburban area of climate change aspects. Leichenko and Solecki assess vulnerability and impacts of climate change. This study found that construction have a decisive role in shaping the path of climate change impacts in suburban areas, such as the potential for increased flooding and degradation of ecosystems. Jennifer examines the suburb as the setting of space are vulnerable to the threat of climate change. The impact of climate change on everyday life British residents in suburban areas require much greater attention. Suburban area will go through a gradual change in climate and extreme events.

The development of urban areas also have an impact on land conversion. Agricultural land in suburban areas changed into offices, housing, industrial areas, commercial areas, and other non-agricultural functions. Conversion of agricultural land has an impact on social and economic life of farmers. Impact of conversion of land to peasant life can be measured using a sensitive index of agricultural land (SIAL). Mazzocchi[8] conducted a study using the SIAL conversion of land in suburban areas of Europe. The findings of this study show that urban growth has affected the vast agricultural area. In the suburban area of land consumption is very tight and make an impact risk of losing the land. Research that was conducted by Nguyen[9] showed that the conversion of agricultural land have different benefits among farmers, but farmers tend to be disadvantaged. Although farmers have an opportunity to change the livelihood of agriculture to non-agriculture, which may have a higher income, they actually face many difficulties in maintaining non-agricultural activities, in finding alternative livelihoods activities were stable, and with using compensation for investment.

Everett S. Lee[12] look at the land conversion from agriculture to non-agricultural or urbanisation was when a failure in adjusting to the social environment and its auxiliaries. Success of someone is determined by the ability of communities to adapt the changing environment. The failure will result in the suburban community of a very high level of urbanization in urban areas. As the theory of migration, the distance affects the urge to move. Distance Suburban with urban area including close that the suburb have two tendencies. First, a suburb of the city affected by the construction and become part of the urban planning as evidenced by the land conversion. Second, enter into the economic structure of the city to be a circular migrants. Thus, a suburb of the city failed to provide a buffer for the limited capacity of the city. These conditions resulted in rising unemployment and underemployment.

Another option is widened to the informal sector such as an alternative to expanding employment opportunities. In suburban communities, urban sprawl has destroyed the economic structure. Options to build a network with the economic structure is an inevitable, despite the inability to understand the structure of the city's economy, especially the financial system will destroy it. The case in the Wedoro village, Sidoarjo, East Java, when the surrounding environment moving to non-agricultural sectors, most members of the public to make shoes and slippers. Occupational changes will affect other aspects of community life such as changes in social and economic behavior.

This study aimed to describe the changing patterns of social and economic behavior suburban artisans and merchants of shoes and sandals.

2. Methods
This study took place in the Wedoro village, Sidoarjo, East Java. By using a qualitative approach, this research used observation and in-depth interviews as a data collection instrument of accession. Purposively artisans and merchants shoes and sandals have been selected as the subject of research.
Data were analyzed by using descriptive analysis. The resulting data illustrates changes in social and economic behavior.

3. Results and discussion
3.1. Shifting Social Affairs
Social and economic changes as a result of the development of urban areas makes suburban communities keen to plunge into the industrial sector. They assume that there is a division of industry sector jobs. The changes are able to change the layout with a suburban area that are characterized by the conversion of land, constriction of agricultural land, and rising unemployment. To adjust a change, suburban communities develop the informal sector as an alternative to capture employment opportunities. Such conditions experienced by the villagers of Wedoro, District Waru, Sidoarjo regency, East Java. The findings of the data shows that the village is located adjacent to the area Wedoro area of Surabaya Industrial Estate Rungkut (SEER), Surabaya. Although administratively Wedoro village became part of Sidoarjo regency, however geographically Wedoro village is a suburb of Surabaya.

Sidoarjo city officials’ policy, that are developing industry in that region, has a SEER social and economic impact of the strong against Wedoro Village community. Some of the changes found are the land conversion of agricultural land into industrial zones, residential areas, and commercial area. Agricultural land in the village is more getting narrower, even all agricultural land has been converted. This has an impact on people's livelihoods. Many previous population work as farmers have social mobility. Population into the informal sector. One of the informal sector is a craftsman and trader of shoes and sandals. Production and trade of shoes and slippers in the village Wedoro growing rapidly. These developments make Wedoro village known as a center of production and trade of shoes and sandals not only in East Java but Indonesia. Almost the whole village was working as a craftsman and trader of shoes and sandals. Production of shoes and sandals that are not only sold locally in showrooms in the village, but also supply shoes and sandals throughout Indonesia.

The rapid development of production and trade of shoes and sandals that have an impact on social and economic life of the village community. The findings of this study indicate a change in social and economic life of the community. Social and economic change is indicated by the change in social relations and improving social welfare. Judging from the social relations, the villagers experienced a shift in the pattern of social interaction. Social interaction between the villagers shifted from social interaction that emphasizes verbal and nonverbal communication directly and face to face shifted to indirect social interaction. Production activity and trade shoes and sandals are increasingly congested causing villagers did not have enough time for social interaction. The characteristics of the community as a communal society shift. Exchange visits (silaturahim) between villagers had not found anymore. The villagers only been to the neighbor's house on certain events such as attending a wedding invitation, khitanan (circumcision) invitations, and invitations to religious events. Communication between people is also shifting from face to face communication into communication by using the mobile phone media. The development of information and communication technology enables such communication. The characteristics of the rural communities that are characterized by their social interactions face to face and intimate is not found in the rural community.

Not just social shifting interaction, awareness and social awareness on the rural communities have also begun to fade. Waning of social sensitivity is evident from the reluctance of members of the public to visit the neighbors who are facing a disaster like the sick who are hospitalized, even the unfortunate death. Artisans and merchants in the village prefer to maximize benefits to the production and trade of shoes and sandals. This shows that there has been a shift in thinking population toward rational thinking. Artisans and traders are more concerned with maximizing profits from the business rather than establish social interaction with neighbors. The mindset that emphasizes the rational way of thinking has led to concern and social sensitivity is low.

Shifting the livelihoods of farmers become craftsmen and merchants shoes and sandals are also devastated the rural community of social solidarity. Wedoro Village Community previously characterized by mechanical solidarity shifted towards society characterized by organic solidarity. The research data shows that activities such as working for the benefit of the village and mutual
cooperation (gotongroyong) as the collective consciousness of the villagers was not found again. Residents are more oriented to maximize profits from the manufacture and sale of shoes and sandals rarely participate in such activities. According to craftsmen and traders, they do not have enough time to participate in the activities. Therefore, the collective consciousness as it was no longer a factor that has the ability to integrate society. Collective consciousness as it has lost its function and was replaced by relationships in the work function. Social integration of rural communities was caused by the relationships function in the occupation, that the employment relationship between craftsmen, traders, and buyers.

3.2. Income and Lifestyle Changes
Livelihood of farmers' shift to the artisans and merchants of shoes and sandals bring prosperity and lifestyle changes. Since becoming a craftsman and trader of shoes and sandals, the Wedoro village communities were increased in their welfare. Revenue craftsmen and merchants increased dramatically. The increase in revenue has resulted in a change in lifestyle of the village community. Simple lifestyle that characterize farming communities in rural areas has shifted towards a modern lifestyle. The frequency and intensity of solid job and supported by an adequate income, generated new demands. They are not only able to fulfill basic needs such as food, clothing, housing, health, and education, but also able to fulfill other needs that are secondary, even tertiary. After the primary needs are fulfilled, they consider recreation to some good tourist destination in East Java and other regions in Indonesia as a requirement that must be fulfilled. For those visiting the attractions to be part of an effort to relieve boredom and happy family.

3.3. Without a Government Social Engineering
shift livelihood from agriculture to non-agriculture experienced suburban communities, such as Wedoro village communities, not through government social engineering, but rather a development without planning, which is carried out independently both individually and community groups. It was evident from the production activities carried out in people's homes as a home industry. Showrooms are used as a product sales of shoes and sandals utilize their houses. Traders change the function of the house into a showroom to perform renovations on the front of the building. The living room and front room converted into a showroom. When the production and trade of shoes and sandals in the village increased, traders build new showrooms.

4. Conclusion
The development of urban areas has a strong impact on the people who live in suburban areas. One such impact is the conversion of the land, from agricultural land into industrial land, housing and trade. Changes in land use had led to the people's livelihood suburban shifted from agriculture to non-agriculture. One new livelihoods is a suburban community become artisans and merchants of shoes and sandals. Since becoming artisans and merchants, social relations and social welfare suburban changed. Social interaction face to face and intimate that characterize the village community had shifted through communication by using the media and information communication technology. Due to the frequency and intensity of work, intimate and face to face social interactions are beginning to be abandoned. Suburban communities have also begun to decline concern and social sensitivity towards the social environment. In addition, the social solidarity that characterize the mechanical solidarity of the type of society to shift toward community-type organic solidarity. Collective consciousness in the form of activities for the benefit of villages, mutual cooperation of the community began to fade adhesive straps replaced with the relationships between functions. Livelihood shift also impacts on the welfare of society. Along with the increase in income, welfare of communities in suburban areas also increased. Increased welfare affects people's lifestyles. A suburban community is not able to fulfill basic needs, it is also able to fulfill the needs of others is secondary or tertiary. They fulfill of secondary and tertiary needs to support their lifestyles.

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