

ISSN 2302-7517 (Print)

EISSN 2302-7525 (Online)

# Sodality

Jurnal Sosiologi Pedesaan

# Jurnal Sosiologi Pedesaan



SKPM IPB - ISI

Website : [journal.ipb.ac.id/index.php/sodality](http://journal.ipb.ac.id/index.php/sodality)

ISSN 2302-7517 (Print)

EISSN 2302-7525 (Online)

---

# Sodality

---

## Journal of Rural Sociology

Sodality: Journal of Rural Sociology accredited Sinta 2  
by Directorate General of Strengthening Research and Development  
Ministry of Research, Technology, and Higher Education of The Republic of Indonesia  
SK No. 36/E/KPT/2019; issued on 31<sup>st</sup> December 2019

Indexed on



# Sodality: Journal of Rural Sociology

## Chief of Editors:

M. Shohibuddin, M.Si, Departement of Communication and Community Development Science, Faculty of Human Ecology, IPB University, Indonesia

## Editorial Board

- Dr Nuraini W Prasadjo, Departement of Communication and Community Development Science, Faculty of Human Ecology, IPB University, Indonesia
- Dr Andi Ishak, Agricultural Technology Research Center (BPTB) Bengkulu, Agricultural Research and Development Agency, Ministry of Agriculture of The Republic of Indonesia
- Dr Bayu Eka Yulian, Departement of Communication and Community Development Science, Faculty of Human Ecology, IPB University, Indonesia
- Dr Annisa Utami Seminar, Departement of Communication and Community Development Science, Faculty of Human Ecology, IPB University, Indonesia
- Dr Alfian Helmi, Department of Communication and Community Development Science, Faculty of Human Ecology, IPB University, Indonesia

## Technical Editors:

- Tatie Soedewo, MA, Department of Communication and Community Development Science, Faculty of Human Ecology, IPB University, Indonesia
- Hana Indriana, SP, MSi., Departement of Communication and Community Development Science, Faculty of Human Ecology, IPB University, Indonesia
- Fatimah Azzahra, SKPm, MSi, Departement of Communication and Community Development Science, Faculty of Human Ecology, IPB University, Indonesia
- Elsa Destriapani, SKPm, MSi, Departement of Communication and Community Development Science, Faculty of Human Ecology, IPB University, Indonesia
- Dede Surya Atmaja, SPd, Departement of Communication and Community Development Science, Faculty of Human Ecology, IPB University, Indonesia

## Publisher:

Departement of Communication and Community Development Science, Faculty of Human Ecology, IPB University in collaboration with Ikatan Sosiologi Indonesia (ISI)

## Address:

Departement of Communication and Community Development Science, Faculty of Human Ecology, IPB University, Indonesia

FEMA State, Wing 1 Level 3 Kamper Street, IPB University, Dramaga Bogor, 16680, Indonesia  
Telp. +62 8423252/8627793; Fax +62 8627793

Email: [journalsodality@apps.ipb.ac.id](mailto:journalsodality@apps.ipb.ac.id)

Website: <http://journal.ipb.ac.id/index.php/sodality>

## PREFACE

It has been a long time that social scientists are of the opinion that it is necessary to keep watching the movements of socio-economy, politics, culture, ecology, communication, and social community that happen in the local social system (villages), because in this area intensity of high living dynamics is found. History has noted that the complexity of dynamics in the social community relations that exists in villages occurs as an active response to the dynamics of developing economy- social-culture-politics carried out by a variety of agencies and structures whose location is not always in a village. This means that the social-structure of extra-local and locality (villages) occurs in a close and inevitable interconnection. The closeness of locality social system (villages) and extra-locals (state, market, non-village social organization, city, capitalist economy) becomes intense, when the social change regime adopts one single idea which later on is known as a *developmentalism ideology*. To understand the social life dynamics wholly as a result of its active interaction with outside world, a variety of themes and topics of rural social research have been developed by making use of classic or contemporary social research methods. The development of rural social research is aimed singly to find out the recent status (state of the art) of social dynamics development in rural areas as a result of the existence of social relation dynamics that is embedded with the structure of extra-local.

With the accumulation of knowledge on local social dynamics, social scientists actually look forward to understanding well the social events or phenomena that are going on and have gone on in rural areas. A significant accuracy on understanding the local socio dynamics (in rural areas) will in turn give benefits to the development of social sciences and to other practices, such as an input to formulate planned social-change policies which are meaningful, realistic, and down-to-earth. The results of field observation and a conceptual-thinking process about local social community system (villages/rural areas) need to be well-documented so that the important lessons they contain can be continuously utilized and become inspirations for the next generation researchers. A systematic scientific documentation will enhance a scientific debate on various academic discourses that appear in the academic world. For these reasons, the Department of Communication and Community Development Sciences, IPB University, has initialized the idea of developing “Sodality: Trans- discipline Journal of Sociology, Communication, and Human Ecology” since 2007.

The word “*sodality*” has been chosen as a “key word” for this journal because based on the rural social research, it is shown that the interconnection between the structure of locality (villages/rural areas) and that of extra-local is not always harmonious. The dynamic closeness of the locality structure (villages/rural areas) and extra-local structure in fact more often creates disharmony, such as misunderstanding, tension, disconnection, and even social conflict. In other words, there is always a critical meeting point, and in this ‘*sodality room*’ there is a place for social segregation potential on the mechanism of a close relationship that is formed and taken care of between local structure and extra-local structure. This social disharmony room is later on known as *sodality* and it will always become a concern for social scientists, especially those from Bogor *mazhab* (social scientists from IPB University) who always think of planned social change in rural areas. “Sodality: Trans-discipline Journal of Sociology, Communication, and Human Ecology”, further called as “Sodality”, focuses on three areas of study that are under the Department of Communication and Community Development Sciences, IPB University, namely: rural sociology and community development; communication and agricultural extension; and demography, agrarian and eco-politics. However, on its development, Sodality Journal is substantially more directed to rural sociologystudies. This refers back to the key terminology of the word “Sodality” in which the dynamic structure of local (villages/rural areas) and that of extra local has created social disharmony so that it needs analysis and multidiscipline sciences to explain empirical facts of socio-economy-ecology dimensions in villages or rural areas. One of the multidiscipline sciences is related to the three areas of study that are under the Department of Communication and Community Development Sciences, IPB University, which is attached to the synthesis to analyze the dynamics of rural community life. Moreover, in the future Sodality Journal is expected to accommodate aspirations and conceptual thinking of various contexts: local, national and international, in the field of rural sociology. Sodality Journal is also expected to become a center for scientific documentation and dissemination of systematic thoughts to enhance the room for scientific debates on various actual and existing academic discourses. With reference to that, through the Sodality Journal workshop on Thursday, 13 October 2011, the Editor Board of Sodality Journal decided that Sodality Journal: journal of disciplines: Sociology, Communication, and Human Ecology became

Sodality: Journal of Rural Sociology. Sodality: Journal of Rural Sociology for this edition is Volume 11 Number 1 April 2023.

Finally, this journal is expected to give contribution to studies on social sciences in Indonesia. May the Almighty bless us for our academic efforts to publish this journal. We hope that this journal will give benefits to anyone who search for the research result articles and conceptual thinking.

Editor in Chief

## TABLE OF CONTENTS

The Happiness of Farmers in Tegal Bedug Village, Indramayu District <i>Naomi Soetikno, Mitta Yesia, Yohannes Carlos Youpiter, Hanny Lyana, Sarah Dwita Aprilia, Rizky Syahputra Harahap, Naomi Maurilla Santoso</i>	1-12
Social Relation of Production and Conflict of Economic Interests in Smallholder Oil Palm Plantations: A Case Study of Sintang District, West Kalimantan <i>Kharis Fadlan Borni Kurniawan, Arya Hadi Dharmawan, Titik Sumarti, Mohammad Maksun</i>	13-26
Entrepreneurship Ethical Embeddedness of Weaver Women in the Social Structures of Bugis Ethnic Group in South Sulawesi <i>Muhammad Syukur, Akhmad Akhmad</i>	27-42
Understanding the Dynamics of Village Economic Activities and Development in a Developing Country: A Case Study in Java Island, Indonesia <i>Putu Mahardika Adi Saputra</i>	43-58
The Process of Dramatizing Messages in The Formation of a Millionaire Village (Study at Sekapuk Tourism Village, Ujung Pangkah Subdistrict, Gresik Regency) <i>Zamroatul Fuaddah, Ismi Dwi Astuti Nurhaeni, Andre Noevi Rahmanto</i>	59-75
The Pentahelix Model in the Development of Agro-Culture-Based Edutourism in the Taman Nasional Bromo Tengger Semeru Buffer Village Area (A Study in Tosari Village, Pasuruan Regency and Sapikerep Village, Probolinggo Regency) <i>Novy Setia Yunas, Anik Susanti, Nyimas Nadya Izana, Wiwit Widyawati</i>	76-85
Rational Choice Practices for Village Women as MSMEs in Kediri Regency in Improving the Family Economy <i>Moh. Hamzah Fansuri</i>	86-96
Covid 19, Inequality and Poverty in Rural Indonesia <i>Sofyan Sjaf</i>	97-110