

IKRAM MUKTI HARTONO. 2025. Perubahan Interaksi Masyarakat Pasca Pembangunan Heha Sky View. Di bawah arahan dosen pembimbing Eko Murdiyanto.

ABSTRAK

Penelitian ini bertujuan untuk (1) Mengkaji interaksi masyarakat sebelum adanya Heha Sky View, (2) Mengkaji proses Perubahan interaksi pada masyarakat pasca Pembangunan Heha Sky View. Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus. Subjek penelitian terdiri dari informan kunci yaitu Bapak Edyy, informan utama yaitu Ibu riris, Bapak Suhardi, Serta informan pendukung yaitu Bapak Irfan. Sumber data menggunakan data primer dan skunder dengan Teknik pengumpulan data melalui observasi, wawancara, dan dokumentasi. Keabsahan data menggunakan triangulasi sumber, teknik, dan waktu. Teknik analisis data melalui pengumpulan data, reduksi data, penyajian data, dan penarikan Hasil penelitian menunjukkan bahwa (1) interaksi sosial masyarakat Kalurahan Patuk sebelum hadirnya HeHa Sky View. Interaksi berlangsung secara langsung melalui pertemuan antarwarga, rapat RT, dan kerja bakti dengan bahasa Jawa sebagai alat komunikasi utama. Media komunikasi yang digunakan meliputi alat tradisional seperti kentungan, toa masjid, handy talky, serta handphone yang masih terbatas penggunaannya. Kehidupan sosial masyarakat juga ditopang oleh keberadaan organisasi seperti karang taruna, ormas, remaja masjid, serta kelompok RT, RW, dan tani. Hal ini menunjukkan bahwa sebelum masuknya sektor pariwisata, masyarakat telah memiliki sistem interaksi yang kuat dan berbasis budaya lokal. (2) Proses perubahan interaksi sosial masyarakat kalurahan patuk setelah adanya Heha Sky View terjadi melalui kontak sosial dan komunikasi sosial. Perubahan interaksi terdapat pada media penunjang interaksi, masyarakat lebih terbuka dengan menggunakan teknologi yang lebih modern. Bentuk perubahan interaksi masyarakat bersifat disosiatif yang masih terkendali karna kontravensi yang terjadi dalam masyarakat masih dapat di selesaikan dengan adanya norma-norma sosial dalam Masyarakat seperti toleransi, gotong-royong, musyawarah, dan saling menghargai antar sesama masyarakat. Sehingga perubahan-perubahan yang mengarah pada pemisahan dapat diselesaikan.

Kata Kunci: Interaksi sosial, Kontak sosial, Komunikasi sosial

IKRAM MUKTI HARTONO. 2025. *Changes in Community Interactions After the Development of Heha Sky View.* Under the guidance of supervising lecturer Eko Murdiyanto.

ABSTRACT

This study aims to (1) Study community interaction before the presence of Heha Sky View, (2) Study the process of changing interactions in the community after the construction of Heha Sky View. This study uses a qualitative approach with a case study method. The research subjects consist of key informants, namely Mr. Edyy, main informants, namely Mrs. Riris, Mr. Suhardi, and supporting informants, namely Mr. Irfan. Data sources use primary and secondary data with data collection techniques through observation, interviews, and documentation. Data validity uses triangulation of sources, techniques, and time. Data analysis techniques through data collection, data reduction, data presentation, and withdrawal. The results of the study show that (1) social interactions in the Patuk Village community before the presence of HeHa Sky View. Interactions take place directly through meetings between residents, RT meetings, and community service with Javanese as the main means of communication. The communication media used include traditional tools such as kentungan, mosque loudspeakers, handy talkies, and mobile phones whose use is still limited. The social life of the community is also supported by the existence of organizations such as youth organizations, mass organizations, mosque youth, as well as RT, RW, and farmer groups. This shows that before the entry of the tourism sector, the community already had a strong interaction system based on local culture. (2) The process of changing social interactions in the Patuk village community after the presence of Heha Sky View occurred through social contact and social communication. Changes in interaction are found in the media supporting interaction, the community is more open by using more modern technology. The form of change in community interaction is dissociative but still controlled because the controversy that occurs in society can still be resolved by the existence of social norms in society such as tolerance, mutual cooperation, deliberation, and mutual respect among fellow members of society. So that changes that lead to separation can be resolved.

Keywords: Social interaction, Social contact, Social communication