

## **ADAPTATION AND SOCIAL MOBILITY STRATEGIES IN FACING INDUSTRIALIZATION IN RURAL COMMUNITIES**

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### **Abstract**

The ongoing industrialization process will certainly influence the dynamics of rural community life. As a basic prerequisite for industrialization, the transfer of land from agriculture to industry causes changes in various dimensions of people's lives. The absorption of workers, especially from outside the region, also gives rise to new communities in rural areas which increasingly add to the complex patterns of social relations that are being built. In responding to the industrialization process, society develops trust, strong interactions between members, as well as new norms or rules that indicate a type of bridging social capital. The basic principle of social capital is that only groups of people who have a set of social and cultural values that appreciate the importance of cooperation can progress and develop on their own. Bridging social capital owned by rural communities produces adaptive capacity. The forms of adaptive capacity developed are flexibility to maintain the sustainability of the rural industrialization process. In the next stage, this adaptive capacity becomes a supporting capacity in facing social change.

**Keywords:** Strategy, Adaptation, Social Mobility, Industrialization

### **INTRODUCTION**

Indonesia is currently one of the countries that is heading towards the development of industrial revolution 4.0, so that all changes that occur must be able to be adapted by citizens as a whole (Purwanto, 2023). It can also be called the era of modernization, where all aspects of human life have been reached by technology and change cannot be stopped (Amiraslani & Dragovich, 2023). The economic aspect is no exception, where many changes have occurred in this aspect. If previously the economic activity of buying and selling was carried out face to face between the seller and the buyer, the seller offered directly, the buyer could check the goods directly, using conventional bargaining methods and so on, but now it has undergone changes by following the changing times that have occurred (Adamseged & Kebede, 2022). Based on this, the changes that occur are a consequence of