

Lifestyle changes in rural communities through spatial reproduction practices: A case study in Madiun Regency

Perubahan gaya hidup masyarakat pedesaan melalui praktik reproduksi ruang: Studi kasus dari Kabupaten Madiun

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Abstract

The production of space in rural areas as a result of modernization changes lifestyles not only within families but also at a broader level, namely between communities. This study aimed to examine how spatial reproduction occurs in villages in Madiun Regency by identifying the dominant agent and the stages of the process of spatial reproduction. This study employed qualitative methods. This study found that there are four stages in the spatial reproduction process in Madiun Regency, including outreach, coordination, mutual cooperation, and synergy. These four stages occurred because of the presence of the village head as the initiating agent and Village Owned Enterprises (BUMDes) and the Tourism Awareness Group as organizations that oversee various community activities in the tourism sector. According to the findings of this study, technology has accelerated the process of spatial reproduction, which is reflected in the existence of four regionalizations, including economic, social, housing, and public services. This study concludes that the reproduction of space does not always lead to conflict and social inequality in society. On the contrary, people are able to work together in building shared prosperity with the value of mutual cooperation.

Keywords: *lifestyle changes; rural regionalization; spatial reproduction*

Abstrak

Produksi ruang di pedesaan sebagai akibat modernisasi mengubah gaya hidup tidak hanya dalam keluarga tetapi juga pada tingkat yang lebih luas, yaitu antar komunitas. Penelitian ini bertujuan untuk mengkaji bagaimana reproduksi spasial yang terjadi di desa-desa di Kabupaten Madiun dengan mengidentifikasi agen dominan dan tahapan proses reproduksi spasial. Penelitian ini menggunakan metode kualitatif. Studi ini menemukan bahwa terdapat empat tahapan dalam proses reproduksi spasial di Kabupaten Madiun, meliputi sosialisasi, koordinasi, gotong royong, dan sinergi. Keempat tahapan tersebut terjadi karena adanya kepala desa sebagai inisiator dan Badan Usaha Milik Desa (BUMDes) serta Kelompok Sadar Wisata sebagai organisasi yang menaungi berbagai kegiatan masyarakat di bidang pariwisata. Menurut temuan penelitian ini, teknologi telah mempercepat proses reproduksi spasial yang tercermin dari adanya empat regionalisasi, yaitu ekonomi, sosial, perumahan, dan layanan publik. Kajian ini menyimpulkan bahwa reproduksi ruang tidak selalu menimbulkan konflik dan ketimpangan sosial dalam masyarakat. Sebaliknya, masyarakat mampu bekerja sama dalam membangun kesejahteraan bersama dengan nilai gotong royong.

Kata kunci: *perubahan gaya hidup; regionalisasi pedesaan; reproduksi spasial*

Introduction

Rural communities' populations are declining year after year. According to Badan Pusat Statistik (2023), out of 275,773 thousand Indonesian residents in 2022, 116,100 thousand, or 42.1%, live in rural areas (Direktorat Jenderal Kependudukan dan Pencatatan Sipil Kementerian Dalam Negeri Republik Indonesia 2022). Badan Pusat Statistik (2020) predicts a reduction in the rural population respectively by 40% in 2025, 36.6% in 2030, and 33.4% in 2035. This prediction is supported by World Bank data, which shows that by 2045, only 30% of Indonesia's total population will live in rural areas (Rizaty 2021).

Rural areas' vulnerability is exacerbated by population decline. The vulnerability arises as a result of an imbalance between natural and human resources. This condition has an impact on a variety of sectors, including the environment, which is not being maintained because the population is not proportional to the available natural resources. As a result, (1) the ability to process natural resources decreases, (2) the population's needs cannot be met optimally, (3) reduced village original income (PADes), which is beneficial to the village community's economic welfare, and (4) decreased supervision of village security because teenagers tend to urbanize (Stehlik 2016, Lazarte 2017, Pison 2019, Akhirul et al. 2020).

The phenomenon of decreasing rural population is inextricably linked to globalization (Sacco et al. 2019). The advancement of science and technology has caused rural youth to abandon traditional culture in favor of an industrial-based culture (Bögel et al. 2022). This shift then encourages rural communities to develop their regional potential and reduce the gap between villages and cities. From a social standpoint, rural community culture develops and becomes increasingly contaminated with urban culture, though there are still innate characteristics such as traditions (Seguin et al. 2019, Rongna & Sun 2022). This mechanism is used to boost rural competitiveness, take advantage of natural resources, and promote the culture of rural communities that are more socially cohesive.

The rapid development of human resource quality in Madiun Regency is reflected in the tourist village-based service sector. This sector requires business actors to continue to update regularly and continuously to remain viable in this industry. Tourist villages can be appealing to both local and foreign visitors if the services provided are also of high quality. Badan Pusat Statistik (2022) shows that Indonesia has 83,794 villages, 4,558 of which are tourist villages. Even though the percentage shows that it accounts for only 5% of all villages in Indonesia, the development of tourist villages not only generates revenue for the state budget but also has a sustainable impact on community empowerment.

The development of a tourist village in Madiun Regency has transformed a previously agricultural and plantation-based community into a tourism-based village. Agriculture and plantation industries are typically homogeneous. As a result, people are trapped in jobs that are homogeneous in nature, and stratification tends to be inconspicuous, and difficult to develop (Bakhtar & Abizade 2020). Farmers are frequently forced to "rob Peter to pay Paul" in order to cultivate the land. This means that farming families will be unable to prosper because they are impoverished. Moreover, when the climate is bad, the possibility of crop failure is higher. Farmers can no longer rely on the traditional Javanese planting calendar, "pranata prey" (Harini & Wicaksono 2019, Musta'id 2019).

This condition makes some people choose to become migrant workers. Indonesian workers/ female workers (TKI/TKW) choose to work away from their families in order to improve their family's well-being through better jobs and higher income (Putra et al. 2018). However, while remittances are a possibility, the wait from registration to departure takes years and requires a significant amount of capital. It takes independence, especially financial independence, for village communities to receive complete welfare (Dewandaru et al. 2019, Marta et al. 2019).

The unique natural and historical wealth of each village is both a gift and a useful characteristic that can be utilized. This served as the foundation for the Ministry of Tourism and Creative Economy to inaugurate the 100 digital destinations program. This program is a strategy to realize the visit of 275 million Indonesian tourists and 17 million foreign tourists in 2018 (CNN Indonesia 2018). The existence of an instagramable trend or the trend of uploading content through social media has a significant impact not only on business actors but also on the appearance of creator content and the attractiveness of the public as consumers for vacations.

The development of a tourist village in Madiun Regency has not only social and economic impacts but also spatial ones. This implies that there has been a process in which space has been reproduced in the same, similar, or different ways (Hendra 2018). Villages that have the potential to become tourist villages were rebuilt (Wibowo et al. 2021). Infrastructure has been reorganized in order to maximize existing potential. The pattern of the daily behavior of rural communities in the Madiun Regency is then altered by spatial changes.

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Spatial changes can occur during the production process of spatial reproduction (Manuschevich 2020). Spatial production refers to the process by which space is formed through social interaction, power, and representation (Levebvre 1974). In this context, the development of a tourist village can create a new space, by combining elements from a local culture with tourist experiences.

The value of mutual cooperation which has been instilled in all Madiun Regency residents reduces the emergence of social inequality and unfair decision-making. Uniquely, the development of a tourist village is carried out with the participation or involvement of the local community. Therefore, the management of resources and the distribution of benefits from the tourism industry is optimally utilized. Dominating agents have a tendency to steer society toward positive change.

Several previous studies on lifestyle changes in rural communities have been conducted. However, previous studies that explicitly stated that spatial changes in the village could have a significant impact on changes in rural communities' lifestyles had not been conducted (Mutunga 2018). Previous research has shown that climate change (Ajani & van der Geest 2021), globalization, modernization, technology (Hidayah 2017, Babbage et al. 2020), and urbanization are all influencing changes in rural communities' lifestyles (Guo et al. 2022, Raj & Shekhar 2022).

Rural lifestyle changes have an adverse influence on the emergence of social and economic inequality within rural communities (Vorobyov & Bugai 2019, Liu et al. 2020, Rashid et al. 2021). This is consistent with a study conducted by Ziwei Qi (2019), which found that changes in lifestyle lead to gender inequality in access to resources and services. Changes in lifestyle exacerbate environmental issues such as agricultural land loss and environmental degradation (Bakhtar & Abizade 2020, Ohy et al. 2020).

Based on empirical and previous research, this study is intriguing because it aimed to investigate how spatial reproduction that occurs in villages in Madiun Regency with the value of mutual cooperation can change the lifestyle of the community as a whole. This study also attempted to identify the dominant agents and stages of the process in the reproduction of space in Madiun Regency's rural areas. This study also sought to contribute to SDG's target village number nine, namely village infrastructure and innovation according to needs.

Research Method

This study employed qualitative methods by collecting data using semi-structured in-depth interviews and non-participatory observation. This study included 34 informants who were determined purposively. The collected data were processed by transcribing the interview results, taking notes and observations, and classifying other data based on sources of information and needs in answering the problem formulation. The following step was to read the entire data set with a broad understanding of the information obtained and then reflect on the overall meaning. Then, overlapping and unused information were classified and summarized. The classification was based on the significance of the data.

Finally, the data were interpreted, allowing the researchers to construct the essence of what was conveyed by the data. Comparisons were made between research data and information derived from theory and other literature in the form of broader and deeper meanings. It was possible to obtain new and significant ideas related to the research context. The researchers provide accurate and detailed information, descriptions, and data from processed data.

Result and Discussion

Stages and agent networks in the rural space reproduction process in Madiun Regency

The process of spatial reproduction in Madiun Regency is inextricably linked to various parties who are actively involved in the planning and stages of change. This indicates that the changes made in the tourist village scheme have been planned. As a result, in this study, there are parties who regulate the process of implementing a tourist village, known as agents. The roles and actions taken at each stage serve as a catalyst for changing the lifestyle of rural communities in the Madiun Regency.

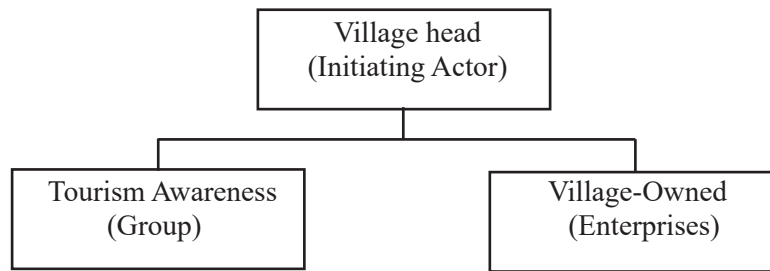


Figure 1.
Mapping of agent networks in the process of rural spatial reproduction in Madiun Regency
Source: Primary data

In Madiun Regency, Figure 1 depicts who and how agents develop during the spatial reproduction process. The village head is seen as the initiating agent in the process, which then develops into parties within the tourism awareness group and the Village-Owned Enterprise as the implementing party. The dominant role of the village head does not become an ongoing conflict because of several factors, including (1) the average education level of the village head is a bachelor's degree, (2) the charisma of the village head, (3) family background which has been hereditarily respected, and (4) a network with strong stakeholders. Although some people initially refused because they were concerned about the consequences of shifting from the agricultural/plantation sector to the tourism sector, the conflict was resolved with the village head's four agents. This is as told by MUR, 47 years old:

“The people here initially refused because agriculture has been passed down from generation to generation. The community already knows where to harvest, buy fertilizer, and select seeds. We are also illiterate. We will be concerned about what work we will do later if we switch to tourism. Is it based on our abilities? Our land eventually vanished. We have a family to support. But in the end, we trusted the village head because he had a high school education, already had a thorough plan in place when it was socialized, and had a network for financing in the Madiun Regency DPRD. As a result, we trust him.” (Informant MUR).

The initiating agent then became involved in the process of realizing the Madiun Regency village development plan, which was facilitated by the Tourism Awareness Group and Village-Owned Enterprises. Both of them became parties who were then tasked with conducting community outreach and awareness in order to support the process of change that occurred. After becoming tourist villages, both have also become a forum for village communities in Madiun Regency to carry out economic, social, and cultural activities. The tourism awareness group is responsible for socializing and coordinating the community's relationship with the development of tourist objects and land use. Meanwhile, Village-Owned Enterprises provide outreach and coordination for creative businesses and the utilization of village potential in order to make the community self-sufficient.

Each agent in the spatial reproduction process conducts reflective monitoring of all social practices, focusing not only on routine aspects but also on stages of outreach, coordination, mutual cooperation, and synergy. This means that all aspects of society must not only manage but also monitor various other aspects of their actions. Agents are aware that decisions implemented by actions may result in outcomes that cannot be predicted in advance. Because of this, reflective monitoring is carried out on a continuous basis.

Aspects that are the initial target of agents in carrying out their reflective monitoring in order to minimize the emergence of various things outside the plan include (1) the availability of facilities both physical (objects) and non-physical (knowledge and expertise) required in carrying out actions, (2) community responses to efforts and suggestions made, and (3) predictions of phenomena that will occur when actions are carried out. In reality, these three aspects may succeed in delivering the agent to ideal conditions based on the goal, but there are other scenarios in which the agent must make various adjustments. As a result, the agent always prepares several scenarios for both anticipation and resolution. Reflective monitoring also enables agents to identify various potentials that can aid in the creation of more efficient and effective social and economic conditions, which is the primary goal of development (Giddens 2010b, Achmad 2020, Puspitasari & Ruwaida 2021).

Table 1.
The role of agents in the stages of spatial reproduction

AGENTS	The role of agents in the stages of spatial reproduction			
	Outreach	Coordination	Mutual cooperation	Synergy
Village Head	<ul style="list-style-type: none"> -Development plan formulation -Holding village meetings with an initial outreach agenda for the development of Tourist Villages 	<ul style="list-style-type: none"> - Holding village meetings with the agenda of finalizing the tourist village development plan - Distribution of tasks for the development of tourism objects - Managing Village Owned Enterprises (BUMDes) legality and tourism awareness groups 	<ul style="list-style-type: none"> -Coordinating and monitoring the implementation of tourist village development both in the field and virtually 	<ul style="list-style-type: none"> - Managing the participation of BUMDes Usaha Mandiri and Watu Rumpuk tourism in competitions at various levels - Managing programs and collaboration with the government, private sector, and universities - Coordinating and monitoring the implementation of advanced development of tourist villages in the field and virtually - Managing the running of the BUMDes business unit - Managing programs and collaboration with the government, private sector, and universities
Village-Owned Enterprises	<ul style="list-style-type: none"> -Approaching potential residents individually and in groups according to the needs of developing the tourist village 		<ul style="list-style-type: none"> -Developing Watu Rumpuk tourism through mutual cooperation 	<ul style="list-style-type: none"> - Managing the participation of BUMDes Usaha Mandiri and Watu Rumpuk tourism in competitions at various levels technically with Tourism Awareness Group (Pokdarwis) - Managing programs and cooperation with the government, private sector, and universities technically with the Tourism Awareness Group (Pokdarwis)
Tourism Awareness Group			<ul style="list-style-type: none"> -Monitoring potential residents who were previously registered or have the desire to take advantage of existing facilities in the BUMDes business unit 	<ul style="list-style-type: none"> - Coordinating the implementation of advanced development - Managing various activities, human resources, and facilities in the tourism business unit - Coordinating competition preparations and workshops for all tourism managers

Source: The research data is modified by the author

“Due to the rejection from the clove farmers, we finally approached the residents one by one. For example, there are residents whose houses are wide and have room facilities that are not used. then it has its own parking lot, has a kitchen and bathroom which is not just one. We then take advantage of this potential and then we discuss it with the homeowners to make it a homestay. Because this is a tourist village, the concept is that visitors must interact directly with the owner. Like a family like that. There were also residents who previously processed cocoa, but still used traditional tools. Now this is what we have developed with the support of modern equipment.” (Informant SUP).

Agents' roles are summarized into four stages based on aspects of social practice in space and time, including outreach, coordination, mutual cooperation, and synergy. Table 1 depicts the roles of agents at each stage.

The outreach stage began with a village meeting during which the Mendak Tourist Village development plan was explained and a question-and-answer session was held for all residents. Rejection from some residents prompted the continuation of the outreach process through a different mechanism, namely inviting other agents to approach potential residents based on existing needs. The agents' outreach gradually gained the community's full trust and support. Even though the planning process was formulated unilaterally, the support and trust given to the originating agent's proposal provide additional motivation to carry out various activities according to plan.

“Meeting at the village hall. So let it be transparent and all residents want to be accommodated. At that time, we also conveyed details of everything that would be carried out according to the short, medium and long term plans that had been prepared. later we will adjust it to the residents' suggestions.” (Informant NUR).

The village head then organized village meetings with an agenda of the initial outreach of tourist village development using reflective monitoring. During the outreach process, the initiating agent performed reflective monitoring so that they could take the ideal course of action from the situation at hand. When confronted with unexpected rejection from several residents, the originating agent once again took rational action by collaborating with other agents to help carry out outreach. Pokdarwis and BUMDes had the status of official village institutions for village heads because the plans that had been developed were thorough. Pokdarwis and BUMDes as agents consistently conduct outreach to residents on this basis, which Giddens refers to as rationalization.

The second stage was coordination. This stage began with a village meeting with the agenda to finalize the tourist village development plan followed by the assignment of tasks for developing tourism objects and managing the legality of BUMDes and tourism awareness groups. Implementation of village meetings, of course, went through a series of processes starting from scheduling, determining the location, discussion agenda, duration, and the scheme applied. Agents who previously played a role in the outreach stage make various arrangements in this process, both for themselves and for the schemes that will be implemented to provide ease of understanding for the community to coordinate.

During the deliberation process, agents continued to conduct reflective monitoring with various adjustments made both discursively and practically, for example, when responding to residents' suggestions, such as the names that later made their way into the BUMDes and Pokdarwis management structures. Acceptance and adjustments to normative regulations carried out by agents are nothing but ways of regulating their own actions. Likewise with residents whose names are proposed.

Monitoring conditions where there is trust from other residents to be given more roles raises motivation for them to be able to carry out the responsibilities given. The discursive and practical awareness possessed by BUMDes administrators and Pokdarwis were further used to create new social practices, for example, managing cooperation and legality, using the knowledge and skills possessed to consider the working mechanism of each business unit, as well as the parties to be partnered with in order to maximize the potential and existing resources.

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The third stage is mutual cooperation, in which the results of task division and legality management were realized. The development of tourist villages with unique characteristics was the main focus of mutual cooperation. It was also at this stage that agents began to prepare all of their needs in accordance with their livelihood options, which included houses used as homestays, MSME development, and other trades.

"It is divided based on neighborhood (RT). For example, today is neighborhood one (RT 1), tomorrow is neighborhood 2 (RT 2) and so on. if it's finished it's good to go to RT 1. Female residents are tasked with meeting consumption needs, while men meet needs in the infrastructure sector. So you already know what each one has to do." (Informant SUP).

At this point, the community understood when and what to do, just as men and women did. Each resident then conducted reflective monitoring of the conditions encountered, including the assignment of specific tasks, abilities, and knowledge. The choice of the task was nothing more than rationalization and motivation to be able to provide the best performance possible so that support from development realization can be carried out efficiently and effectively.

The conscious and unconscious motivations of the entire community, ranging from ingrained culture to the desire for a new source of income, served as the foundation for full participation in the development process. The knowledge and abilities acquired were used to make various decisions, such as agreeing not only to help physically but also to bring the carpentry tools owned to be used either personally or lent to others. This capital was reflectively used not only as a reason for conducting activities but also as a stimulus for other residents to conduct similar activities.

During the development process, the agent indirectly monitored the facilities, activities, and resources that later have the potential to create dynamics of social and economic life as a tourist village. The final stage was synergy which focused on developing and expanding cooperative relationships with both internal and external parties to be able to maximize facilities and resources so that goals can be achieved. In this case, synergy is more than just working together to manage each BUMDes Usaha Mandiri unit as a supporting institution, particularly the Mendak Village community's economy. However, it is also about how to develop habits in all agents and agents involved so that they all have the same goal, including taking action, throughout the journey.

The synergy stage began when the tourist village is opened to the public. The synergy stage demonstrated how the tourist village community's social and economic activities operate. From a social standpoint, how are activities related to traditions, customs, and interactions intertwined? For example, adaptations were made by villagers in carrying out activities virtually, particularly through the WhatsApp social media group. Meanwhile, from an economic standpoint, it included activities in the agricultural sector, fisheries, animal husbandry, BUMDes, and others.

"Because my house is far away, so there is someone who takes care of it technically. This social media is a tool for us to be able to coordinate. Especially on the day of the event, we definitely have our own group and carry out group calls so that if there are problems we can immediately follow up." (Informant WID).

The social and economic practices of the village community in Madiun Regency have shifted and even changed in response to the ongoing efforts to turn the area into a tourist village. These stages contribute to increasing the knowledge, expertise, and creativity of the village community to continue to carry out development. Therefore, in the process, development continues according to the plans that have been designed and supported the full involvement of the community. Various actions performed using reflective monitoring, action rationalization, and action motivation create new and dynamic system conditions within a tourist village framework.

According to Giddens (2010a), when implementing the three action structures, agents do not have complete freedom in shaping their social lives, but there are constraints that must be followed, such as power, values, and norms. Giddens refers to this as an agency, where various things are socially

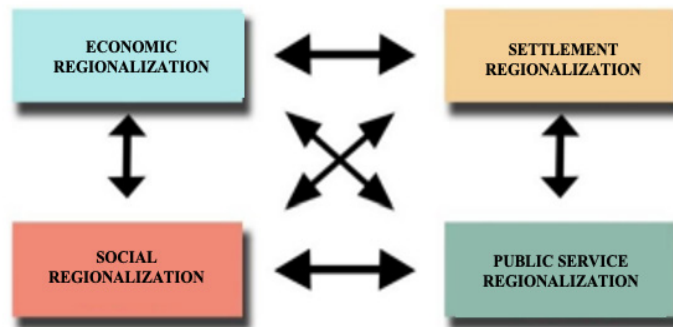
produced and then distributed in a variety of ways so that when acting, the agent has varying levels of ability depending on the status and role that is being carried out in space and time (Daher 2019, Dalla Torre et al. 2020). The agency is also linked to identity, which is linked to structure, allowing activities in each space and time to be more colorful, including variations in the actions of agents (Ritzer 2011, Supriadi 2017).

Changes in the lifestyle of rural communities in Madiun Regency as a consequence of spatial reproduction

In this study, the reproduction of space is understood in terms of a broader range of social practices. Meetings between residents in their environment, as facilitated by the previously mentioned social activities, have the potential to change and develop the socioeconomic life of the village community as a whole. According to Giddens, space and time have derivative concepts, namely regionalization and routine (Giddens 2010b). The agent’s role is routine, whether done directly or through observation. Meanwhile, regionalization is an activity with event characteristics that are seen not only from a physical but also from a non-physical standpoint (Giddens 2010a).

Regionalization is a measure of how villagers position themselves in space and time and make decisions about establishing routines. This study divides regionalization into four categories, including economic, social, housing, and public services. Settlement regionalization represents a physical aspect or environmental setting. Meanwhile, economic, social, and public-sector regionalization are non-physical factors. The four regionalizations are interconnected, as illustrated simply in Figure 2.

Figure 2.
Relations between regionalization



Source: Primary data

Economic regionalization is related to how agricultural/plantation lands become a means of transactional and social interaction between residents. Similarly, after undergoing transformation into a tourist village, where previously the majority of economic activities were carried out in agriculture, it is now carried out in both physical and non-physical sectors in BUMDes and Pokdarwis business units. “Agriculture is no longer the main thing now, maybe there are only fruits left. Residents now work in services under BUMDes and Pokdarwis. Some become traders, some become park officials, manage homestays, and MSME products.” (Informant NUR).

Social regionalization is associated with a variety of encounters, both routine and periodic, that shape social practices, including the intensity of ongoing interactions between individuals and groups in Madiun Regency villages. Settlement regionalization is also related to housing as a physical marker associated with village geography in Madiun Regency. Regionalization of public services is linked to the continuation of activities related to community services in the lives of villagers. The land in the village is divided into two categories: private property, which is owned by individuals (citizens), and Perhutani property. Physically, the majority of the privately owned land is planted with agricultural commodities that are constantly worked to remain productive. Agriculture is the main economic granary

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of the village community. However, shifting agricultural land is used for the purposes of the tourism service sector. Because of that, Perhutani’s land is currently used for the tourism sector as well. Privately owned land currently tends to be used for home stays and MSME activities.

“In the past, it was not like now, which was centered on the village office here. Even the village clinic rarely opened. But since it became a tourism village, now the community is comfortable, so for example, if you need referrals from the village office and to the clinic, you can coordinate quickly. Moreover, if there are activities from the health office for example, we from the village government can monitor it more easily too.” (Informant NIN).

Public regionalization is also related to the arrangement of public facilities. The NIN informant indicated that there has been total development related to the arrangement of public spaces. The village polyclinic which was not active at first, when it was rebuilt adjacent to the village office, became active again. This will also have an impact on improving the quality of public health. Apart from that, it also takes care when tourist visitors meet health problems.

Economic regionalization appears to be the driving force behind one of the residents’ social activities, namely night patrols through agricultural land. This routine is done especially when approaching the harvest. Through training/counseling and discussions, farmer groups become facilitators for village farmers to stay productive and up to date on current developments. Economic activity in the agricultural sector is not time-bound in the sense that it is not like the activities of office workers, where there are working-hour provisions that must be followed. As a result, routine weekly activities like *yasinan* and village cleaning can take place during working hours and days. *Yasinan* is held on Friday at 13.00 WIT for women, and on Thursday night after the maghrib martial arts for men. The village is cleaned on Friday mornings at 05.30 WIB by female residents, and on Sunday mornings by male residents. The location settings used for cleaning the village are also in accordance with the regionalization of settlements because the residents of the village, according to the existing demography, tend to be on the roadside.

It can also be seen in the villagers’ participation in the implementation of mutual cooperation in the construction of residents’ houses and village facilities. Because residents will participate in construction and renovation activities, the owner only needs to provide consumption and pay for one to two construction workers. This routine activity is also carried out as a result of free time in economic activities, allowing residents to help other residents in need as a form of outreach. This includes when all residents contribute to tourism development. This regionalization demonstrates how the village community’s culture remains strong through mutual cooperation.

When determining the mechanism of tourism development, settlement regionalization is taken into account. Because of the presence of landslide-prone areas, the division of labor based on the Neighborhood Associations (RT) area was chosen with the understanding that some Neighborhood Associations are quite far apart from others. Furthermore, social activities become more efficient and effective as a result of the proximity of adjacent residents’ houses, which facilitates coordination. For example, when female residents must collaborate to prepare food for consumption. Residents will find it difficult to coordinate if the distribution is done through a hamlet mechanism because the distance between its Neighborhood Associations (RT) is quite large.

In the regionalization of public services, the special feature shown is the placement of government services (village offices), health services (Poliklinik desa), and cultural services (Karawitan halls) which are concentrated in one location. There are no special features that represent village representation in the physical aspect of the building, both culturally and socially. The transformation of Mendak Village into a tourist village represents a new regionalization in which, from a spatial and physical standpoint, what was previously dominant was carried out in agricultural fields. The space used shifts to larger spaces as economic activity changes, depending on the available livelihood sectors. Physical space in economic regionalization is carried out in each other’s homes, and it can take the form of tours. Economic regionalization is carried out in the tourist village context frame in an integrated manner, for example, in economic and social activities related to comparative studies. The physical space is comprised of BUMDes business units.

Tourism activities, such as the presence of homestays, become profitable. Other economic activities emerge in the form of buying and selling transactions for cooking ingredients that will later be used as a treat, which the homestay owner must tidy up. Transactions also occur in conjunction with residents' houses known as Micro, Small and Medium Enterprises (MSME) production houses, where the economic activity is related to the transformation of raw agricultural products into official products, which will then trigger buying and selling activities with visitors. Similarly, to tourism-related activities, complex events occur when the Pokdarwis Panorama Wilis management coordinates with village officials on the layout of chairs and tables used for holding meetings. Placement is not done arbitrarily but is determined by the context of the activity. For example, if an activity requires an LCD screen and a projector to make a presentation, these two objects must be placed in front of all visitors. Furthermore, the number of chairs and tables required is adjusted to meet the needs. The activities undertaken are solely concerned with the regionalization of the economy, settlements, and social and public services. Meetings between Mendak Village residents with interactions related to the event to be held demonstrate social regionalization. The majority of the village community has formed business units and engages in social interactions ranging from adjusting the tasks carried out in accordance with the space and time that have been informed, to the process of coordination between related residents.

Some of the regionalization narratives presented above are still only partially explained, but one regionalization is related to others because there is a structural attachment to one another. The relationship that exists between regionalization and changes in the structure of village communities is a process of development. The actions and activities carried out by the community as a result of regionalization are nothing more than social practices that are produced and reproduced in relation to events that occur in space and time (Giddens 2010a).

When it comes to the process, village development into a tourist village is part of the plan. It is possible to conclude that the development process was carried out by the initiating parties through careful planning, as evidenced by the development plan, the various competitions that were participated in, the selection of BUMDes and Pokdarwis as institutions that overshadow the community, and the collaboration that has been or will be carried out. The initiating parties are nothing more than driving agents whose actions are influenced by their own rationality and the encouragement of structures that exist around them. Various existing plans directed the community, which had initially slumped, particularly economically, to rise and begin to show independence, as evidenced by various new economic activities through BUMDes business units as well as old economic activities, namely those in the agricultural sector with non-agricultural commodities that are still being developed.

Conclusion

The concept of regionalization as a form of spatial reproduction proposes that space is the result of interactions between economic and social forces that influence rural communities' way of life and worldview. This theory is very relevant in the context of changes in the lifestyle of rural communities because changes in the lifestyle of rural communities are frequently influenced by economic and social factors. In practice, changes in the lifestyle of Madiun Regency's village communities can occur as a result of structured and directed planning. The social dynamics that influence these changes become an important factor in space reproduction efforts.

Spatial reproduction in Madiun Regency took place in four stages, including outreach, coordination, mutual cooperation, and synergy. These four stages have a cumulative effect on the physical, social, economic, and cultural environments of the Madiun Regency. These four stages were carried out with the assistance of agents who collectively move the village community towards a more self-sufficient society.

In this process, technology is extremely important. Rural areas are known for their non-strategic location. However, in Madiun Regency, access to internet networks and use of social media is widespread. Adults, as well as teenagers, use social media to carry out the four stages of regionalization in their daily activities. This condition is a factor as well as a type of lifestyle change in Madiun Regency's

rural communities. Changes in lifestyle brought about by the use of technology in rural areas of Madiun Regency demonstrate that village people can develop more independently and prosper. This optimism must be sustained not only by the government and the community but also by national and international stakeholders in terms of capital and increasing the village community's knowledge.

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