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## SOCIAL CHANGE OF RICE WINE (BALLO) DRINKERS COMMUNITY IN GOWA REGENCY, SOUTH SULAWESI, INDONESIA

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### Abstract:

*This research aimed to analyze the social change of rice wine drinker community. This research applied descriptive qualitative method by using phenomenology approach and case study. Techniques of collecting data used in this research were interview, observation and documentation. This research found three change factors of the rice wine drinker community in social process. They are 1) Family environment, 2) Conflict, 3) The effect of knowledge because of educational development.*

### KEYWORDS:

Social process, rice wine drinker community, conflict, individual awareness, change and education.

### 1. INTRODUCTION

Ballo is one kind of beverage which is like rice wine or arrack. It is produced traditionally by the the farmers – farmer who focuses on date palm. Palmyra in Indonesia is a kind of fan palm. It is known as *Borassus flabellifer*. The cluster of palmyra has various plants in Indonesia. It depends on the area in which it grows up. Rice wine (ballo) comes from palmyra which is consumed by the rice wine drinker community. Community of rice wine drinker is a group of individuals that has same perception and purpose. Rice wine community potentially appears because the population of palmyra is large enough. It is also caused by the large number of farmers who produce rice wine although they produce it with traditional tools which are easy to get. Tambunan (2010) said that palmyra could be found easily in south sulawesi especially in Jeneponto, Takalar, Gowa and Bone. The spread of palmyra is about 41 – 43 % as productive plants whereas the plants that are produced about 22 – 23 %.

Kaharuddin, Zainudin, Nursalam, Erwin, Farida, and Ernawati, (2013) stated that the large number of rice wine production is influenced and supported by climate and geographical location. Production period of rice wine on April and on August to February every year. In those months are known as the biggest production of rice wine. All people can not drink all rice wines that they produce. Rice wine which is usually consumed as a bavarage is produced to be vinegar. Sap water or water from date palm can be directly drank as well. It is very fresh. On the other hand, it is let to get fragmentation by the microbe and becomes a traditional bavarage that can cause the drinker drunk.

Tambunan (2010) and Wikipedia (2010) explain ballo contains 5 % - 10 % alcohol. It will cause the side effects if it is over consumed. The effects could be organic mental disorder which is disfunction of thinking, feeling, and behaviour. The other effect, when it is over consumed, is individual or social conflict.

There are two kinds of conflicts that appear in the community. The first conflict is internal conflict, it happens in the community itself and the second one is external conflict that happens between the drinkers of rice wine and the society around them.

## 2.LITERATURE REVIEW

Coser (1957) and Dahrendorf (1958) explained that the nature of social fact is conflict. This argument is in accordance with Karl Marx theory. Conflict denotes a fact that is easy to find everywhere. Based on this theory, it can be said that it is a normal thing if there is a conflict among the individuals in the rice wine drinker community. They have different attitudes, beliefs, values and needs (Ian Craib, 1986). On the other point of view, Dahrendorf in 1958 and Peter in 1969 stated that the spread of community in the many different social position can influence the relationship among the society. The exist of different levels or various levels and the relationship in the society has mutual effects. It appears because of exploitation, competition or rivalry that causes a conflict. Parsons in 1968 had the other theory of this case. His theory is known as action theory with methological principle. It is famous for voluntary action as well. Voluntary action is a social system which consists of individual action and social action. Initially, individual actions can be seen when the individual acts with many choices which are limited by social and phisical factors. Parsons explained based on this concept that each individuals has hope, action and their own reaction from their attitudes. It indicates that conflict can occur socially through action and reaction of individuals. The result of this conflict is a social change (Trevino, 2008; Burger, 1977).

A famous philosopher from England namely Herbert Spencer (1820-103) applied natural selection in the society. He analogized social structure is like human body that has to support and cooperate each other in social life. Regulation, operation or production and distribution are three concept of social needs. This concept emphasizes on problem solving in the social process. It can be done by social control and coordination (Wikipedia, 2013; Leydesdorff, 2002). The other thought come from (Rara, 2007). She explained that a group of community will affect social life which involves individuals types and it depends on the individuals needs. In this context, it can be stated that community of rice wine drinker in Gowa regency, South Sulawesi, Indonesia is a group of individuals who have same profession. They interacts each other because they have same interests as well.

Burger (1977) and Turner (2005) in their functional theory considered society as a fundamental coherent construction. It has same function as communities in terms of individuals do their activities in a particular community. They are directed to cooperate to reach an inquiry stability. In a particular community, the difference of functions will inflict a strong dependence behavior. In this case, it is needed a good cooperation to develop a social change which is more positive including the community of rice wine drinker. This argument relates to Durkheim theory namely mechanic solidarity that emphasizes on social relation and value or morality.

Functional thought through Conten's thought in social evolution concept emphasizes on structure and function conceptualization. It is talking about the change which is happened institutionally through rules and functions. On the other hand, this social evolution through structure and function concepts needs individuals awareness because all kind of changes depend on internal awareness itself although there is another role outside that can support the social change (Benko, Hardle & Kneip, 2009 and Coursey, Brudney, Littlepage & Perry, 2011).

## 3.METHODOLOGY

This research applied descriptive qualitative method by using phenomenology approach and case study as a part of sociology subject of matter and tend to be more inquiry naturalistic. This research methodology produced descriptive data which was taken from oral and written form (Creswell, 2007; Cozby, 2009). The data types were primary and secondary data. Primary data was collected through observing people's word and behavior. Secondary data was taken from library research, books, rules, policies, and documents that could be taken from related institution. Techniques of data collecting were interview, observation, and documentation.

The research was focused to the arak (ballo) drinkers' community in Gowa regency South Sulawesi Indonesia, snow ball was applied (Yin, 2008). The samples were the community member, the drinkers, non-alcoholic person, and the police man.

This research applied descriptive qualitative method. The data was analyzed through interview, observation, and documentation. After that, the researcher described, analyzed, interpreted, and reported it (Dey, 1993; Denzin, & Lincoln, 2009; Creswell, (2010).

#### 4. RESEARCH FINDINGS

Social change is the characteristic of dynamic society. This research believes that there is no static society. The change which happens in one of life aspect will cause another change in another aspect of life. It makes disintegration followed by self-reflection to carry social life. It also happens in the social change process in rice wine drinkers community.

##### 4.1 The History of Rice Wine Drinkers and Social Change

The community of rice wine drinker has been existing since the kingdom era but the community which consumes the beverage is particular people. The explanation about development of the community can be seen as the respondent said:

On the Kingdom of Gowa era, arrack or rice wine was a beverage which was really sacred and it was only consumed by the kings community or by kingdom warriors. People consumed arrack or rice wine when they were in the special event such as the ceremony of sacred things as a custom. (1.5,8/npt/pt/L).

Respondent opinion above showed that kinds of rice wine which was from palmyra had been known since kingdom era. This beverage is very sacred, that is why it is not consumed by many people, only Kings and warriors consumed this kind of beverage. It was a menu of beverage in special event like ceremony of sacred things in a particular custom. This rice wine could be a fresh beverage if it was not produced or got fragmentation as an alcohol. This beverage can make people drunk when it gets fragmentation.

The farmers of date palm produce this beverage by fragmentation. The number date palm farmers increase year by year. So do the individuals who consume rice wine. Respondent explained:

Arrack or rice wine is though as special characteristic of society in south Sulawesi. It is inherited by the generation until nowadays. (1.20/npt/L).

In people's mind, rice wine can increase their motivation and raise their stamina if they consume well (1.21/npt/L)

The two respondents above showed that there are social process which carries people to the change process. The change can be seen in the people who consume rice wine. In the kingdom era, only kings and warriors could consume this beverage but nowadays it can be consumed by everyone. Their reasons in consuming now are it is a heritage long time ago and to appreciate the customs that was created by their ancestor.

Arrack or rice wine is also though to increase the motivation of people and raise their stamina. It can be consumed directly without fragmentation and it is very fresh to enjoy. In the production process, it is let to get fragmentation by microbe. The result of this process is the beverage which contains alcohol and make people drunk. The fragmentation beverage is consumed a lot by individuals in the society in which create community finally.

This community is formed because of the effect of individuals interaction in the social life. The interactions show the process between an individual and another individual or among the individuals which gives a mutual effects. This community processes continuously. It still exist nowadays and there are a lot of same communities are formed in the different areas.

##### 4.2 History of Rice Wine Drinkers Conflict and Social Change

As a social creature, humans are complex and dynamic. Human is always involved in many different things or situation, contrary, competition both voluntary and being forced. The dynamic life explains about how the paradigm of human is different then the process of change keep on running without considering time and place. Basicly, world history has a conflict history both a individuals conflict and ethnics conflict. Historically, Rice wine drinkers had their own conflict as well. It can be seen in the following explanation:

The conflict of rice wine drinker had been happening long time ago. It was happening since in the kongdom era. Rice wine was consumed by kings and warriors to encourage themselves in fighting their enemy. (1.5, 11/npt/mpt/L).

Respondent above though that conflict in terms of rice wine drinker had occurred long time ago. Rice wine was consumed to encourage someone in fighting his enemies. It means that rice wine that was produced contained alcohol. As the previous explanation above, it said that rice wine or arrack which is had fragmentation by microbe will affect the human thinking. It causes disfunction of thinking, feeling, and behaviour. Over-consumed extremely will affect death.

The dynamic of life not only occur in the kingdom era but also in the next generation until now.

This dynamic or process is called as change process in the social life. It ignores background or effect of change. The concept of change that happens to the individuals is always wants to try something new and always wants to be different. The individual "has a big desire to try". Respondent said:

Nowadays, rice wine has changed its function. It is consumed by many people both old people and young generations. The effect of it is a conflict which occurs in the social life process (I.5, 14/npt/L).

Respondent above showed that rice wine has changed its function. Nowadays, it is consumed by many people in the social life. All people can drink without considering the social status and individual's background. This change effects a conflict that is happening everywhere. The conflict could be physical confrontation among drinkers or between drinkers and society.

The effect of this social change is out of substantive things in the kingdom era. As explained before that in the kingdom era, it was consumed to encourage someone in fighting enemies but nowadays, people consume it and causes many conflicts both internal or external conflicts. The change process is a terrible change because it is not a change that human expects. Change is supposed to be positive.

#### 4.3 The Changes in Community of Rice Wine Drinkers

The development of education contributes in social life of society in Gowa regency, south Sulawesi, Indonesia. Education affects the human life and the paradigm of the society. Slowly but sure, the societies change their system of life. They leave their old system and change it into post-modern life.

##### 4.3.1 Individuals' Awareness Factor

It can not be denied that individual's awareness has a big contribution in the social change. Individual's change in the society itself is affected by many factor such as family's environment, society and global changes which force the individual and society have to change. Respondent explained:

The number of rice wine drinker is still large enough although they are few people stopped to consume it. They stop to consume because they have different reasons. One of reasons is because they have married and the other one is because of the conflict which appears after consuming it. (1.15, 19/npt/mpt/L).

Respondent explained that the spread of rice wine drinkers community is still large enough. This large number is caused by the large number of date palm farmers. In the social life, there are changes happens in the rice wine drinker community. Kind of change which is happening is individual change. It happens because of family's environment. The internal change is caused by realizing the effects of conflict after consuming rice wine.

The other respondent said that:

There is no benefit of consuming rice wine. People who consume it always think about criminal things after consuming it. (1.12/npt/L).

Respondent stated that there is no benefit after consuming the rice wine both for individual and for other people. All people who consume it are contaminated by criminal thought. The criminal thought can cause a conflict. The conflict which appears can be continuously from one generation to the next generation. This dynamic makes the people realize their fault and they are aware and change. Realizing this conflict make a big change in the social life.

##### 4.3.2 Factors of Life System Changes

The development of information and technology in the isolated area also affect the community of rice wine drinker. They begin to leave their habit in drinking. One of respondent stated:

There were a lot of drinkers compared to people who did not drink in my era but nowadays. The number of drinkers decreases because of life system changes. System of life change because of education (I.15/npt/L).

Respondent said that the change of someone's paradigm can make social change. It always changes as in community of rice wine drinkers. The development of education contributes the big effect as well. It makes the people realize their bad attitude. Even, they think nowadays that education is everything in managing the social life.

The government has a substantial role in solving and decreasing the community of rice wine drinkers. In changing process, the government uses its structural power and its function as stakeholder (I.1?npt/L).

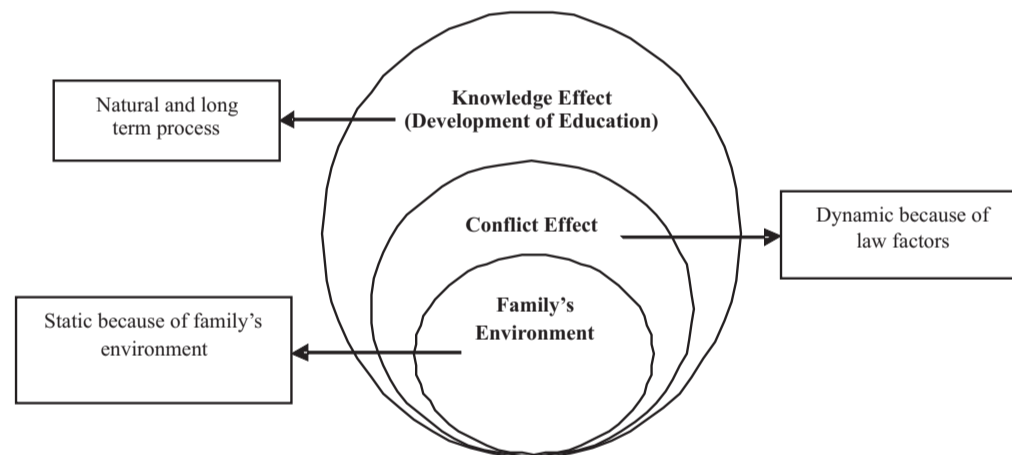
Respondent's opinion above shows us that the government has a substantial role in solving the

spread of drinkers numbers and decreasing the community of rice wine drinkers. The government emphasizes on education by having the people go to school. Especially for parent, they have to get their children go to school. It is done because the education has been already free of charge. All kind of charges are supported by the government. The development of education causes the society and individuals realize the importance of education for one generation to another generation. The education in the society can decrease the number of rice wine drinkers. It can not be denied that it needs a long process to decrease the number of communities.

**4.4 Factors of Rice Wine Drinkers Community Changes**

There are three factors that affect the changes of rice wine drinkers community. 1) Family's environment, 2) Conflict effects, 3) Knowledge effects (Development of Education). The change caused by family's environment means the factor that appears because the people realize the effect and they are supported by their own family. The next change is because of conflict. It relates to individual awareness in facing the dynamic of reality which is happening to the rice wine drinkers community. Extremely, the conflict can cause the death. This conflict is very dynamic because the government and law solve it and need long process. The last factor is the change because of development of knowledge. It focuses on the society awareness in term of the importance of education. The society, slowly but sure, understands that education can affect human thinking in managing the system of life. It carries the people to the better life. It is happened to the community of rice wine drinkers as well.

Trevino (2008) and Burger (1977) in Parson stated that each individuals has his own action and hope. He also has his own reaction from his action. In general, this thought concludes that nothing is perfect especially between action and norms. Parson's theory talks about the concept of role as a normatic participation. Theoretically, each individuals can fulfill whatever the roles are and structurally, he is expected to function according to the norms.



Factors of Rice Wine Drinkers Community Changes

**CONCLUSION**

This research enriches our understanding about the conflict and the change happens dynamically in social life especially in the post-modern era. This research found that the change happened is very complicated in the social process. There were a lot of conflicts occurred in the community of rice wine drinkers. It can not be denied that the conflict happened made the people realize and stopped consuming rice wine. The finding showed the individual change in community because of individual awareness. The other finding showed that the changes happened in the community of rice wine drinkers was affected by the conflict effect which extremely caused death.

The most influence of change in the system of social life is development of education. From this factor, it can be found an individual awareness to leave the community and stop to consume. Conflict effect also contributed in social change. Parson stated that the change which appeared through the social process and social system itself should be learned specifically (Rosha, 2012). While Peter (1969) stated that conflict

is very identical with the social mobility in order to be needed an imperative relation by coordination. It means that government and society have to have coordination in social process to create the stability of life. It can be said that role of government is a fundamental part in achieving change of social life which is very stable.

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