

ABSTRAK

Penelitian ini berjudul "Pengaruh Kelapa Sawit terhadap Kehidupan Sosial Budaya Masyarakat Tenggulun". Kampung Tenggulun awalnya dikenal sebagai masyarakat agraris yang mengandalkan budidaya jeruk sebagai sumber mata pencaharian utama. Namun, seiring berjalannya waktu, tanaman jeruk tergantikan oleh perkebunan kelapa sawit yang memberikan dampak signifikan terhadap kehidupan sosial dan budaya masyarakat. Penelitian ini bertujuan untuk memahami proses masuknya kelapa sawit di Kampung Tenggulun serta pengaruhnya terhadap pola sosial budaya setempat. Metode penelitian yang digunakan adalah pendekatan kualitatif dengan teknik observasi, wawancara mendalam, dan studi literatur. Hasil penelitian menunjukkan bahwa masuknya tanaman kelapa sawit bermula dari kegagalan masyarakat dalam membudidaya jeruk. Tahun 2000an mulai ada yang menanam kelapa sawit, sebelum itu adanya perkebunan PT terdekat yang terlebih dahulu telah menanam kelapa sawit pada tahun 1987. Kelapa sawit mempengaruhi pola kehidupan sosial dalam peningkatan ekonomi dan perubahan struktur sosial masyarakat. Kelapa sawit dianggap lebih stabil dan lebih merata di bandingkan dengan budidaya jeruk sebelumnya. Kehadirannya juga menyebabkan pergeseran budaya lokal, seperti hilangnya tradisi kenduri blang serta meningkatnya pengaruh budaya luar akibat arus masuk penduduk baru. Pergeseran dari pertanian jeruk ke kelapa sawit dipengaruhi oleh daya tahan tanaman, prospek ekonomi, serta kebijakan perusahaan perkebunan. Meskipun memberikan manfaat ekonomi, perubahan ini juga menghadirkan tantangan dalam menjaga keberlanjutan nilai-nilai sosial dan budaya masyarakat Tenggulun.

Kata Kunci: Perubahan sosial, Kelapa sawit, Budaya lokal, Ekonomi masyarakat, Desa Tenggulun.

ABSTRACT

This study is entitled "The Influence of Oil Palm on the Social and Cultural Life of the Tenggulun Community". Tenggulun Village was originally known as an agricultural community that relied on orange cultivation as its main source of livelihood. However, over time, orange plants were replaced by oil palm plantations which had a significant impact on the social and cultural life of the community. This study aims to understand the process of the entry of oil palm in Tenggulun Village and its influence on local socio-cultural patterns. The research method used is a qualitative approach with observation techniques, in-depth interviews, and literature studies. The results of the study indicate that the entry of oil palm plants began with the failure of the community to cultivate oranges. In the 2000s, some people started planting oil palms, before that there was a nearby PT plantation that had previously planted oil palms in 1987. Oil palm influences social life patterns in improving the economy and changing the social structure of the community. Oil palm is considered more stable and more evenly distributed compared to previous orange cultivation. its presence also causes a shift in local culture, such as the loss of the kenduri blang tradition and the increasing influence of outside culture due to the influx of new residents. The shift from citrus to oil palm farming is influenced by plant resilience, economic prospects, and plantation company policies. Despite providing economic benefits, this change also presents challenges in maintaining the sustainability of the social and cultural values of the Tenggulun community.

Keywords: *Social change, Oil palm, Local culture, Community economy, Tenggulun Village..*