

Socialization of the Ethnic Association's Function as the Third Social Space for the Selayar Community in Makassar City

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Abstrak: Program kemitraan masyarakat ini bertujuan untuk mensosialisasikan kepada masyarakat kota Makassar khususnya yang berasal dari kabupaten Kepulauan Selayar tentang pentingnya paguyuhan etnik sebagai ruang sosial ketiga. Salah satu masalah yang dihadapi oleh sebagian anggota paguyuhan etnik Kemaksel adalah masih kurangnya kesadaran tentang pentingnya menjalin hubungan sosial untuk berbagai kepentingan melalui pemanfaatan fungsi organisasi berbasis etnik. Akibatnya, banyak di antara anggota yang kadangkala kurang aktif dalam mengikuti kegiatan organisasi pada setiap pertemuan bulanan maupun kegiatan lainnya. Untuk maksud tersebut maka perlu dilakukan sosialisasi melalui kegiatan terprogram yang dimulai dari identifikasi terhadap masih kurang optimalnya pemanfaatan paguyuhan etnik sebagai ruang sosial ketiga untuk memelihara kohesi sosial di kalangan etnik Selayar di kota Makassar. Hasil sosialisasi menunjukkan bahwa kalangan anggota mulai menyadari banyaknya fungsi dan peran organisasi, sehingga tidak hanya sebatas dimaknai sebagai wadah tempat berkumpul saja.

Kata Kunci: sosialisasi, paguyuhan, etnik, selayar, ruang sosial ketiga

Abstract: This community partnership program aims to socialize to the people of Makassar city, especially those from the Selayar Islands district, the importance of ethnic paguyuhan as a third social space. One of the problems faced by some members of the Kemaksel ethnic association is the lack of awareness about the importance of establishing social relations for various interests through the use of ethnic-based organizational functions. As a result, many of the members are sometimes less active in participating in organizational activities at every monthly meeting and other activities. For this purpose, it is necessary to conduct socialization through programmatic activities starting from the identification of the

suboptimal utilization of ethnic associations as a third social space to maintain social cohesion among Selayar ethnic groups in Makassar city. The results of the socialization showed that members began to realize the many functions and roles of the organization, so that it is not only limited to being interpreted as a place to gather.

Keyword: socialization, ethnic, association, selayar, third social space

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Introduction

Urban life (Marans & Stimson, 2011) and the complexity of social and cultural issues are an integral part of its dynamics. Makassar City, which has a pluralistic population in terms of ethnicity and religion, is faced with issues related to group solidarity in order to maintain kinship relations and the socio-cultural heritage of its predecessors as well as its identity (M. Ahmadi, 2024). The presence of various new technological products in the field of communication has so far changed the patterns of interaction of both individuals and groups. At least it has changed the paradigm of space, from the importance of territorial space replaced by virtual space. This is a common problem that requires wisdom in responding to it and as far as possible requires a new cultural awareness for a future social vision (Adams, 2011).

The Selayar people (A. Ahmadi, 2024), as one of the many ethnic sub-ethnic groups that inhabit Makassar City, are currently faced with the issue of loosening their social and family ties. Many factors have contributed to this, including a paradigm shift in the meaning of space today (Rollino, 2014), the variety of professions that people pursue, and the varying interests of each person. The effects of this social transformation (Hettiarachchi et al., 2014) have resulted in several realities as well as new types of social ties. Some of these realities are: (1) competition in the ownership and use of space, due to social heterogeneity; (2) the blurring of ethnic ties due to secondary relationships; (3) the fragility of urban communities due to social relationships that are not strong, characterized by physical proximity but psychologically distant; (4) voluntary ties provide opportunities for a person to join any group; and (5) spatial segregation due to competition for space, giving birth to the distribution of residences or socio-

economic activities and certain social areas (Ahmadin, 2024).

The logical consequences of the five social realities described are reflected in the social ties of the Selayar people living in Makassar, which appear to be increasingly tenuous. In fact, the intense communication that should exist between relatives is difficult to achieve due to their busy work schedules and the distance they live from each other. The triggers for this social problem actually stem from two main things, namely expansionist development policies into various urban spaces, then “forcing” many people to move from their previous place of residence. In addition, the social dynamics of the community (Palla et al., 2007), which are accompanied by the birth of differences in interests, then defeat the two other elements that form community sentiment, namely feelings and togetherness.

Based on this description of the problems faced by the Selayar people living in Makassar, what is needed are new forms of awareness and action about the importance of streamlining the function of the unifying body (organization) that integrates them. In addition, joint policies are needed to formulate a new vision of social reality built on ethnic-based awareness.

Method

The implementation of this community partnership program activity is semi-training, namely in the form of socialization through Participatory Action Research (Cockerham, 2024), namely the process of collecting data through the method of observers participating (Johnson et al., 2006) as part of the implementation of activities. The focus or target of this socialization activity was the members of the Kemaksel as ethnic association in Makassar city, with several considerations, including that they consisted of migrating families from the Selayar Islands district and they also consisted of families who had established marital relationships with other ethnic groups. Prior to the socialization activities, a series of preliminary studies were conducted to identify the level of social solidarity among families, the problems faced in their ethnic association, and other important matters related to ideal interaction patterns to maintain social cohesion (Schiefer & Van der Noll, 2017).

This community service activity took place during two meetings, which were coupled with the monthly activities of the organization. There are three stages of socialization and assistance carried out, namely: (1) socialization which aims to provide basic knowledge and increase insight into the importance of the role of ethnic

association as a third social space. The activity was held on the last Sunday of March 2012, as the first stage to raise awareness of the importance of maintaining family relations in the modern era, (2) the second stage of socialization was held on the last Sunday of April 2012, which provided material on the forms of the role of ethnic association to maintain social relations among families as well as socializing the forms of activity programs that can be carried out on behalf of the paguyuban, and (3) On the same day of the second stage meeting, discussions and consultations were held which were intended as an effort to strengthen the knowledge and insight of the community on the importance of organization as a means of maintaining family relations.

Discussion

Material Presentation

The implementation of this community service program activity was first carried out by presenting material with the intention of providing a basic understanding of the importance of the role of ethnic organizations. The types of material in this socialization activity are: (1) the definition of organization and its types, (2) the function and position of the organization, (3) the profile and purpose of the establishment of the Kerukunan Masyarakat Kadempak Selayar or Kemaksel (in English = Harmony of Selayar's Kadempak Community), (4) the vision and mission of the Kemaksel organization, and (5) the benefits of the organization's strategic program in the future both in concept, scope, and how to realize the work program of this ethnic organization.

The facilitator of this activity guided the discussion after the presentation of the material, where the first focus of discussion was the purpose and benefits of the organization as well as several work program opportunities that could provide positive benefits to all its members. In addition, discussions also took place to discuss material on the importance of maintaining social cohesion and family relationships through ethnic organizations. This discussion is very important considering that one of the threats to family or ethnic relationships today is the existence of communication facilities that gradually affect people's views that territorial space is no longer important because all forms of business, activities, and transactions can be done online. One of the efforts to maintain family relationships or ethnic ties is through a third space called ethnic organizations.

The implementation of socialization about the importance of the position and role of ethnic organizations is an activity that starts from the identification process of organizational development needs. As for a number of problems that require solutions, including programs that have not been optimally implemented, become the topic of discussion to find solutions for the progress of the organization. In addition, the level of community understanding of the function of the organization and the emergence of some members who are less active in participating in every activity are also part of the discussion topics in this socialization activity.

Implementation of Evaluation

The evaluation of the level of knowledge and awareness of organization among the Selayar community in Makassar city was conducted in two stages, before and after the presentation of the material. This was intended to obtain data as well as to compare pre- and post-socialization knowledge conditions in relation to the effectiveness of the activities. Due to the large number of members of the organization, the evaluation process was not carried out on all members. The evaluation was conducted by selecting 15 members who represented other members. Each person chosen was given a sheet containing questions equipped with stationery to fill in the answers. Furthermore, the answers were collected after the organization meeting ended. One month later, the evaluation was again conducted on a number of people who were previously selected and again asked to provide answers to similar questions. The answers were then collected for evaluation or assessment.

Another evaluation process is carried out through direct questions and answers or discussions with those who have important positions in the organizational structure (administrators) and other members deemed necessary. The aim was to obtain data on the function and role of the organization based on the views of the administrators and members.

Evaluation Results

Evaluation results conducted after one month later showed that 92% of participants were able to understand the benefits of organization. This category of participants were those who had previous organizational experience as well as other participants who followed the socialization activities seriously from the beginning to the end of the activity. Meanwhile, as many as 8% of the training participants stated

that they did not understand with the reason that they only participated in enlivening organizational activities or just wanted to meet their families every month. The awareness of the importance of joining an organization is also triggered by the assumption that someone who does not join their ethnic organization will be marginalized from family relationships. In addition, one of the benefits of joining an organization is that it can facilitate many affairs and the formation of social and economic relations.

An example conveyed by one of the organization participants during the discussion on socialization activities is that organizational activities can be used to circulate celebration invitations. This makes it easier for them in terms of time because they can simply distribute invitations through organizational activities without having to visit family homes one by one. Another benefit that triggers awareness is that organizational activities, coupled with religious lectures, become an educational medium to further foster religious awareness. Even through organizational activities can also maintain intimacy among families including their children as the younger generation.

The results of the questionnaire on members' understanding and the benefits of the organization's strategic program both regarding the concept, scope, and how to realize the program in question are quite significant after socialization. For more details, the following is a framework of problem solving and solutions.

Table. 1 Overview of problem-solving framework and program realization

Starting Situation	Giving Treatment	Desired situation (Realization of Problem Solving)
Most members of Kemaksel in Makassar city still lack understanding of the function and important role of ethnic organizations in the modern era	Socialization of the types, functions, and roles of the organization, including an introduction to the vision and mission of the Ministry of Education and Culture.	The interest of the members of the Kemaksel organization is getting higher as evidenced by their enthusiasm to ask what work programs can be carried out in the organization.
The loyalty of some	Describe alternative work	Awareness of the

Kemaksel members is still low, marked by their lack of involvement in organizational activities, both regular meetings and certain events.	programs of ethnic organizations that are suitable and contribute positively to all members.	importance of organization is increasing, marked by the emergence of an agreement that there are sanctions for those who are less active in attending without rational reasons, so that it becomes a new motivation to organize.
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This community service activity that was carried out went well and in accordance with expectations, and provided valuable input for the trainees. This can be seen from the enthusiasm and seriousness of the trainees in following the material presentation, simulation of the application of learning methods, and discussions during a series of training sessions. An indication of seriousness can be seen from the close cooperation between resource providers and participants.

In the training environment, students are encouraged to ask questions. Therefore, the discussion was also very important as it allowed the presenters to share their respective experiences in organizing (Chant, 2002) and the various problems they faced. The evaluation results in the form of a follow-up test showed that 90% of the trainees were able to understand the concept, purpose and benefits of organizing. However, 10% of the trainees still did not know much. This is expected as many members of organizations participate for the purpose of gathering and friendship only.

Conclusion

The results of the community service program in the form of socialization of the importance of ethnic-based paguyuban as a third social space to maintain social relations, showed that the majority of Selayarese paguyuban members who participated in the socialization activities gained knowledge about the concept of organization, the benefits of organization, and various opportunities for cooperation. In addition, the trainees had adequate knowledge of the purpose and benefits of organization, especially in relation to social cohesion and various aspects of daily life among the Selayar people in Makassar City. The members of the paguyuban also have some organizational insights and the ability to innovate in varying activities

including forms of cooperation that can be carried out within the scope of the paguyuban among Selayar people.

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