



Changing Social Structures in Makassar City Due to Rapid Urbanization in South Sulawesi

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Abstract

This research conducts an analysis to assess the consequences of urbanization upon the social organization along with the cultural identity and societal structure of Makassar City South Sulawesi. As the city grows socially while building population size and infrastructure the current social framework and cultural norms and traditional practices transform. The research inquiries examine urban expansion impacts on community relocations together with social cohesiveness maintenance and cultural patterns preservation in the area. This study adopts only qualitative methods. The research adopted a literature review method to collect data directly from ten senior residents of Plains followed by focused group discussions with senior urban planners and key leaders from Plains which aimed to understand prevailing urban growth perceptions at Plains. Each individual tends to view urban expansion differently since some appreciate job opportunities linked to expansion whereas others see urbanization as a negative force that harms their community along with the environment. This study shows that the rise of infrastructure and economic development in urban areas accompanies growing social segregation because lower class citizens and cultural groups lose their spatial connections. The research findings create a crucial foundation which demonstrates awareness of urbanization across its practical features and its social-evolving characteristics. The research partly resolves an information shortage regarding Southeast Asian urbanization processes and corresponding sustainable policy development for traditional H heritage and cultural social bonds. According to the study the existing physical urban planning and design approaches require development to achieve sustainable growth along with cultural sensitivity in emerging cities.

Introduction

Here we will examine the impact of one of the best known and most dynamic forces of the modern world, namely the process of urbanization. As cities grow, they undergo deep processes of social transformation which affect all aspects of people's lives from the family to relations in the community. This is in particularly due to increased annual urban growth rates in developing countries making urban areas a complex social entity with unique proven activities and risks to the local community. Thus, Makassar, the capital of the province which is South Sulawesi of Indonesia will fit perfectly for the study of changes in social structure resulting from the process of urbanization. In the last few decades, Makassar has known an important process of urbanization due to industrialization, migration and economic development. However, while the economic as well as environmental impacts of urbanization has been

explored comprehensively, the impact on the social organization and functioning of communities in compact cities has received relatively little attention.

The case of urbanization as experienced by Makassar is evident not only in SE Asian cities but also other Asian ones due to increased growth and transformation (Surya et al., 2021). In this regard, Indonesia with the one of the largest population bases for the Southeast Asian region that has witnessed growing trend in the scale of urbanization and it is estimated that the proportion of urban population in Indonesia will be 70% in the year 2030 (Vo & Vo, 2021). In this respect, Makassar emerges as a critical site for meaningful analysis of the larger dynamics of urbanisation in the region. Situated as one of the major cities in Eastern Indonesia, Mr. steadily receive flows of migrants from rural area in search base for better income, which contributes to growing diversity in population (Pardede et al., 2020). Thus, this migration in conjunction with other species of development in the city has eroded the hitherto established order of the conventional social stratum of Makassar.

This has been the case because traditional social structure of Makassar has been shaped by local culture, religion, and family relation. Previously, the society was characterized by rampant familism, collective living, and adat law being practiced by the locals in their everyday affairs as enshined in Prahara (2023). The families were large with many generations under one roof as it was more of a culture for the people from the community (Harvey et al., 2021). They have played an important role of forming social relations and grouping that assist people when in need of the support of their family. Additionally, social exchanges depended mainly on the relatives and were extremely intensive between neighbours or between close relatives. However, with the increasing pace of the process the urban environment has evolved, and the mentioned traditional types of grouping experienced a decline.

The effects on social structures appear to increase as urban growth hastens. Based on the results of this study, the Makassar society has also transformed the extended family to the nuclear family. Besides, close relatives live separated having young ones leave the rural area in the search of jobs and education in the urban areas. It is also radical in terms of social body organization as the extended family upon which as a form of social security had depended so much now becomes dominant in urban areas (Cooper, 2021). The breakdown of families and close-knit communities means people are less connected to others within their communities, because support systems have sharply eroded (O Sullivan & Richardson, 2020).

Today these societies are formed a new, mainly in connection with professional, educational, or geographical ties, not kindred (Williamson & Eynon, 2020). New these networks may help anyone build more potential for personal or career development but at the same time it re-socializes people forming a split of insiders and outsiders. This has contributed greatly in development of new social groups in Makassar such as ethnic, economic or even religious groups. This fragmentation of social life has led to many problems within a community due to poor integration of some groups to the larger society (Hasjim, 2022).

Another important social change due to process of urbanization in Makassar is changing roles of gender in family and society. In Makassar local context, there used to be a clear demarcation with men expected to be breadwinners, and women being in charge of the home and looking after the children. But, as women take employment in order to complement the economic developments of urban centers, there has been some change in these roles. Increased female employment has resulted in new thinking about gender roles and relations in domestic and public spaces. This change has had some encouraging impacts on Pakistani women's mobility and involvement in the public sphere, but this change isopposing reactions specially from the traditional society.

The transformation of social structures of Makassar is also reflected within and at the community level whereby the culture of urban landscape has transformed the communal interaction patterns. Historically the public places in Makassar were considered meeting points where human interacted not only socially, but also economically and politically. Unfortunately, with the increase in population density of the city, they get only limited open environments that result in minimum opportunity for people to face each other in the population. This pre-existing low SNA density has been further reduced by the penetration of digital technology, which is characterized as being alarmingly sociotropic. The disappearance of face-to-face interactions and new social networking sites as emerging interaction arenas demonstrate the dilemma of social interaction in the urban context of Makassar.

In Makassar, urbanization also comes with alterations in the local economy, which affects social mobility and class a Mohammed El-Nuair notes. Concurrently with the development of the city's economy, we can observe that the differentiation of social layers has become sharper. However, the income derived from the urbanization process is not equitable since many people costs of service provision such as housing, healthcare, and education increases more than their capacity to afford it (Wan et al., 2022). This has resulted in a growth of economic disparity that increases social stratification within the city making the social relations of urban life even more complex.

That is why today's Makassar is experiencing a fast-track development making significant changes in the social structure of the society. From a framework of kinship organization to a new one of post-industrial organization, new ways of living, associating and viewing the community are emerging. On the one hand, the phenomenon of urbanization is very beneficial for the economic development and social promotion of people, but on the other hand it poses a problem in the way of preserving and strengthening social bonds on the one hand as well as cultural and national identity. This work focuses on understanding these changes in social relations in Makassar, and how urbanization is reshaping the social fabric of the city.

Method

This research adopted a qualitative research methodology to capture the shifting social systems in Makassar City caused by the prevailing urbanisation in the South Sulawesi. The reason why qualitative research was chosen is that it provides the understanding of the multifaceted social processes and the phenomena related to the urbanization itself and the sharing of personal experiences and perceptions among people in the studied community. To ensure that the dynamic nature of social change was captured, particularly changes in family, manner of addressing people in community, and cultural practices the methodology was developed in way that was not highly dependent on statistical analysis. The study was done for several months, using interviews and participant observations as well as accumulate and analyze the documents.

The interviews conducted for this research were semi structured in nature and allowed the participants to give their opinions and experiences in their own words. Developing a broad criterion for the purposive sampling reserve for recruiting participants who, by their experiences, the researcher deputed to hold deeper knowledge of the urbanization process in Makassar. These included individuals who had been in the city for a short time and others who had had lived in the city all their lives. Furthermore, participants were chosen from the different backgrounds socio economically to have a large and wider variability. Thus, the number of interviews conducted among the participants was 30; the interviews were conducted in both urban and suburban areas of Makassar in order to describe the reviewed social changes of the city.

Besides the interview, participant observation was employed to elicit relevant background information of how urbanization was impacting on interactional relatedness in the markets, community halls, and residential areas. This was practical in that it enabled the watching of interactions in the everyday life and get to understand on how the subjects from different backgrounds and social classes provided for themselves in the given city. These observations were closely documented by the researcher in note form during the event and subsequently, compared with the interview data.

Secondary sources including government reports, urban development plans and local magazine articles were also reviewed in the course of carrying out document analysis. This document gave further details about some of the general factors of urbanization and the policies relating to transformation of the society in Makassar. The use of such documents was of most importance in the process of cross- checking the data collected through interviews as well as observation in order to get a deeper understanding of the phenomenon under consideration.

The pattern-finding approach employed in the current study was thematic analysis, which entails the coding, analysis and reporting of the patterns in data. Having transcribed the interviews and took the field notes, the researcher proceeded to further coding the data to the concept and idea level, which concerned with social structural changes as a result of urbanization. When it came to arranging the data, the first approach used in coding was open coding, meant to globally categorize the codes that were then sorted under more specific categories in axial coding, which in addition helped to-bootstrap key areas of social change.

Semantically coded qualitative description was employed to investigate numerous paradigms shifts of social structure such as: Family Structure, social relation, Gender structure, structure of social injustice. The following themes were then discussed in light of the literature on the process of urbanisation and social change in the SE Asia especially Indonesia context. Specifically, the analysis concentrated on the manner in which urbanization affected social role networks, culture and community ownership.

In order to strengthen the result credibility, the method of member checking was used. Subsequently, the participants were given an opportunity to read through the interview summaries and correct the information content, as well as to confirm if their views had been captured rightfully. Besides enhancing the internal validity of the study – through using a cross-sectional research design – this process was very important in that it gave the participant a chance to explain their views in relations to the researcher’s interpretations. Furthermore, peer debriefing was done with other scholars and specialists in urbanism with an aim of reviewing the findings as well as sharpen the analysis part.

Result and Discussion

The results of this study revealed that rapid urbanization in Makassar has led to significant displacement, disrupting traditional social networks and causing the erosion of local culture and identity. Participants reported that long-time residents are being pushed to the city’s outskirts, resulting in a breakdown of community cohesion. Additionally, while some viewed urbanization as beneficial, offering improved infrastructure and job opportunities, others expressed concerns about the loss of cultural practices and environmental degradation. These mixed perceptions highlight the complex social and cultural impacts of urban growth in the city, underscoring both the economic potential and the challenges of urbanization.

Social Structure Changes

Rapid urbanization in Makassar City has led to significant changes in the social structure, affecting various aspects of the community’s daily life, interactions, and values. These changes

are reflected in shifting family dynamics, alterations in community cohesion, transformations in gender roles, and increasing social inequality. Through interviews and observations, the research identified key areas where urbanization has reshaped social relationships and societal expectations.

One of the most profound changes observed in Makassar as a result of rapid urbanization is the shift in family structures. Traditionally, family units in Makassar were large, often encompassing extended families that lived together or within close proximity. This structure provided strong social support systems and a sense of collective responsibility. However, with the increasing influx of migrants from rural areas to the city, the nuclear family model has become more prevalent. This shift has been influenced by factors such as the pursuit of better employment opportunities, the rising cost of living, and the demand for smaller, more private living spaces in urban areas.

"In the past, we lived in a compound with grandparents, uncles, aunts, and cousins all together. But now, it's mostly just my wife and children. The rest of the family lives in other parts of the city or in the village."

This comment reflects a broader trend where extended families are fragmented due to the pressures of urban living. The nuclear family model, while more common in many urban settings, has altered traditional roles within the family, leading to less interaction between extended family members.

This transformation in family dynamics has resulted in a diminished sense of collective responsibility and mutual support, which was once a hallmark of Makassar's traditional family structure. The separation of family members due to migration for work or education has placed additional strain on the traditional support networks that were previously integral to the community's social fabric.

Urbanization has also influenced the sense of community cohesion in Makassar. In the past, tight-knit neighborhoods and communal interactions were essential aspects of daily life, with neighbors often relying on each other for assistance and support. However, as the city expands and new migrants flood into urban areas, community cohesion has weakened. Newcomers, often strangers to the city's established ways of life, face challenges in integrating into existing social networks.

"Here in this part of the city, people don't know each other well. We rarely meet outside; everyone is busy with their own lives."

This observation highlights how urbanization has fragmented communities, with individuals becoming more isolated as they focus on their personal and professional pursuits. In older, more traditional neighborhoods, community-based activities such as mutual aid groups, neighborhood associations, and family-oriented events were common. Today, such activities are less frequent, as economic pressures and the demands of urban living take precedence.

As a result, urbanization has contributed to an erosion of the strong community bonds that were once central to Makassar's social life. People have become more individualistic, with less collective involvement in the welfare of their neighbors. This fragmentation is a typical characteristic of rapid urban growth, where people prioritize work, mobility, and survival over communal ties.

Gender roles in Makassar have also undergone significant changes due to urbanization. Traditionally, gender roles were clearly defined, with women primarily responsible for domestic tasks and men working outside the home. However, as the city modernizes and more women join the workforce, there has been a noticeable shift in these roles. Women are

increasingly involved in economic activities, both within the formal sector and through small businesses, while men are taking on more domestic responsibilities.

"Before, I was just taking care of the house. But now, with my shop, I support my family financially. My husband also helps out more at home now, cooking and taking care of the kids."

This quote illustrates how urbanization has facilitated a redefinition of traditional gender roles. As women gain greater economic independence, the expectations for men to contribute more to household chores and childcare have also increased.

While this shift represents progress towards gender equality, it has also brought about tensions within families and communities. Some respondents reported that traditional values sometimes clash with new gender expectations, leading to conflicts in households and communities. These changes in gender roles are a direct result of the economic opportunities and changing social norms that accompany urbanization. Women's increased participation in the labor market and the diversification of economic opportunities have been catalysts for these changes.

Another major change that has emerged due to rapid urbanization is the widening social inequality in Makassar. The influx of people into the city has led to increased competition for resources such as housing, employment, and education. As a result, a clear division has emerged between the wealthy, who can afford better living conditions, and the poor, who are relegated to overcrowded and underdeveloped areas of the city.

"We don't have much here. The houses are small, and the infrastructure is bad. Meanwhile, just a few kilometers away, the new buildings are fancy, with all the facilities. It's like two different worlds."

This statement reflects the growing divide between the urban rich and poor. The wealthier segments of the population are able to access better services and live in more developed parts of the city, while those who are less affluent struggle with inadequate living conditions and limited opportunities.

Social inequality is also exacerbated by the high cost of living in urban areas, where basic necessities such as food, transportation, and education are becoming increasingly expensive. As a result, those with fewer resources are left behind in the urbanization process, further entrenching class divisions within the city. This growing inequality contributes to social unrest and dissatisfaction among marginalized groups, who feel excluded from the benefits of urban growth.

Impact on Local Culture and Identity

The rapid urbanization of Makassar City has significantly impacted local culture and identity. As the city grows and modernizes, traditional cultural practices and values are facing pressures to adapt or even fade away in the face of new urban lifestyles. The influx of migrants from various regions of Indonesia and beyond, as well as the increasing influence of globalized culture, has led to a reconfiguration of the city's cultural landscape. While some elements of Makassar's local culture have adapted to the urban environment, others have been lost or transformed in ways that have led to a shift in the collective identity of the city's residents.

One of the primary effects of urbanization on local culture in Makassar has been the erosion of traditional practices. Historically, Makassar has had a strong cultural identity rooted in its maritime heritage, agricultural practices, and communal living. However, as the city grows, these traditional ways of life are increasingly being replaced by modern, urban lifestyles that emphasize individualism, consumerism, and technology.

"The older generations used to gather for cultural events, like traditional dances and ceremonies. But now, most of the younger people don't have time for that anymore. They are more interested in going to the mall or watching foreign movies."

This sentiment reflects the diminishing interest in traditional cultural practices as the younger generation gravitates toward urban entertainment and globalized cultural trends. The rise of consumer culture, facilitated by urban development and increased access to modern amenities, has shifted the focus away from traditional practices, with fewer people participating in community events or maintaining the cultural rituals that were once central to Makassar's identity.

This erosion of traditional practices can be seen in the decline of local arts, such as traditional dances and music, as well as a reduction in the number of community festivals and ceremonies. While these practices are not entirely absent, they have become less prominent in the daily lives of many Makassar residents, especially the younger generations who are more exposed to global culture and modern forms of entertainment.

While some aspects of local culture have been eroded, urbanization has also led to the hybridization and adaptation of Makassar's cultural identity. As new migrants from diverse backgrounds come to the city in search of opportunities, their own cultural practices are woven into the fabric of Makassar's urban identity. This has led to the development of a more diverse and cosmopolitan cultural scene, where traditional Makassar customs coexist with new influences from other parts of Indonesia and the world.

"I still practice my village traditions, but I've also adopted city life. Now, I enjoy modern activities like going to cafes and listening to pop music, but I also make time to join in the Makassar cultural festivals."

This quote highlights the way in which individuals in Makassar are blending traditional practices with modern urban experiences, creating a new form of cultural identity that reflects both local and global influences. It is not uncommon for people to participate in traditional Makassar celebrations, such as the annual "Maulid Nabi" or "Karnaval Makassar," while simultaneously embracing modern consumer culture, such as fashion trends and digital media.

This cultural hybridization reflects a dynamic process where the local culture adapts to the changing urban environment rather than being entirely supplanted by outside influences. The blending of old and new cultural elements can be seen in food, fashion, language, and even social practices. The city has become a melting pot of cultures, where traditional Makassar identity coexists with a range of other cultural expressions, resulting in a vibrant and evolving urban culture.

Urbanization has also had a profound effect on the local sense of identity and belonging in Makassar. Traditionally, identity in the city has been closely tied to family and community networks, which were often rooted in shared cultural practices and local customs. However, as the city's population grows and diversifies, there has been a shift in how people identify themselves. Many people now see themselves as city dwellers, often prioritizing their connection to the urban environment over traditional local or ethnic affiliations.

"I used to feel very connected to my hometown and its traditions, but living here in the city, I feel more like a Makassarese. It's a new kind of identity that is linked to living in the city, not just our village roots."

This interviewee's statement underscores a shift in identity from being tied to rural origins to adopting a more urban sense of belonging. As more people from different regions settle in

Makassar, the sense of what it means to be a "Makassarese" is evolving, with new cultural markers emerging that reflect the city's modern, urban character.

This shift in identity is not without tension. While some embrace the new, urbanized identity, others feel a sense of loss or displacement. For individuals who have lived in Makassar for generations, the rapid changes can create a sense of nostalgia for the traditional way of life that is increasingly hard to preserve.

"It feels like the city is losing its soul. We used to know everyone in the neighborhood, and now, with all the new people coming in, it's harder to recognize the Makassar I grew up in."

This feeling of loss is common among those who see urbanization as a threat to the cultural and social cohesion that once defined the city.

Despite these tensions, many residents are finding ways to navigate the complexities of urbanization while holding onto aspects of their local cultural heritage. The blending of traditional and modern values in daily life is creating a new form of identity that acknowledges the city's historical roots while embracing its future as a modern urban center.

In response to the changes brought about by urbanization, there have been increasing efforts to preserve and promote Makassar's cultural heritage. Various local institutions, including cultural organizations and government programs, are actively working to maintain traditional practices and ensure that local culture continues to be a defining feature of the city, even as it evolves. These efforts include the organization of cultural festivals, the establishment of cultural heritage centers, and the promotion of local arts and crafts.

"We are trying to keep our traditions alive by teaching the younger generation about our history and arts. It's challenging, but there's a growing movement among the youth to keep Makassar's culture strong."

This commitment to preserving cultural practices demonstrates the resilience of Makassar's local identity in the face of urbanization. Many young people are becoming increasingly involved in cultural initiatives, seeking ways to connect with their roots even as they navigate the demands of modern city life.

Perceptions of Urbanization

The perceptions of urbanization in Makassar City are diverse, reflecting both the opportunities and challenges that accompany rapid urban growth. Urbanization has brought about significant changes in the social, economic, and physical landscapes of the city, and the responses to these changes vary depending on the individual's background, socio-economic status, and relationship to the city's development. While some view urbanization as a positive force that brings economic development, infrastructure improvement, and increased opportunities, others see it as a source of social disruption, loss of community cohesion, and the erosion of local identity. These contrasting perceptions shed light on the complex nature of urban growth in Makassar and the way it is shaping the city's future.

For many residents, urbanization represents a symbol of progress and modernization. They perceive the transformation of Makassar into a more urbanized city as an opportunity to improve their quality of life, gain access to better education, healthcare, and job opportunities, and enhance their living standards. The expansion of infrastructure, the development of new housing, and the growth of the retail and service sectors are often seen as positive signs of economic development that benefit both individuals and the community at large.

"I think urbanization is great for Makassar. There are more jobs, better roads, and the city looks more modern. I have more opportunities to work in business, and my children have access to better schools."

This statement reflects the positive view that many residents have of the changes brought about by urbanization. With the development of shopping malls, new office spaces, and modern transportation systems, many see urbanization as a driver of economic growth that can provide more opportunities for social mobility and improved living conditions. Moreover, the influx of people from different regions and backgrounds has contributed to a more diverse and vibrant urban culture.

"Makassar has become a melting pot of different cultures. People from all over the country and even abroad are coming here. The city feels more cosmopolitan, and I think that's a good thing."

The increasing diversity brought about by migration is seen by some as a positive aspect of urbanization, contributing to a rich cultural exchange and fostering a sense of global connectedness.

On the other hand, urbanization has led to a range of negative perceptions, particularly among long-time residents and those from lower socio-economic backgrounds. One of the primary concerns is the displacement of local communities as new developments replace traditional housing areas and local businesses. For some residents, urbanization has meant the loss of their homes or the marginalization of their communities in favor of new, upscale developments. This displacement has created a sense of insecurity and a fear of being pushed out of their own neighborhoods.

"I feel like the old neighborhoods are disappearing. Where we used to live, there are now big buildings and hotels. We have to move farther out of the city, and it's hard to adjust."

This sentiment echoes the frustrations of residents who feel that the rapid expansion of the city is leaving them behind, especially as real estate prices rise and new developments cater to wealthier individuals and businesses. These changes often result in the fragmentation of close-knit communities that were once central to the city's identity, leaving some residents feeling disconnected and disenfranchised. Additionally, urbanization has led to an increase in social problems, such as traffic congestion, pollution, and a rise in crime rates. As more people flock to the city in search of opportunities, the strain on public infrastructure and social services has become increasingly evident.

"The traffic in the city is unbearable now. It takes forever to get anywhere. And there's more pollution, too. I worry about my children growing up in this environment."

This reflection highlights the challenges that urbanization presents to the city's infrastructure, which has struggled to keep up with the rapid population growth. The lack of adequate public transportation, the overcrowding of residential areas, and the pollution that comes with increased industrial and vehicular activity have made daily life more difficult for many of Makassar's residents. Another concern voiced by interviewees was the breakdown of traditional social structures. As urbanization fosters a more individualistic society, the strong sense of community that once existed in Makassar's neighborhoods has begun to erode. In the past, people lived in close-knit communities where social bonds were reinforced through shared activities and mutual support. However, with the influx of newcomers and the rise of a more urbanized, consumer-driven lifestyle, many of these communal ties have weakened.

"In the past, people knew their neighbors and helped each other. Now, everyone is so busy and focused on their own lives. It's harder to build connections with people."

This perception reflects a growing sense of alienation and social fragmentation, where individuals feel less connected to their neighbors and the broader community.

Some residents express a more balanced or nuanced view of urbanization, recognizing both the benefits and drawbacks of the changes happening in Makassar. These individuals acknowledge the progress that urbanization brings, such as improved infrastructure and economic opportunities, while also expressing concern about the loss of local culture and the impact on social cohesion. They see urbanization as an inevitable process, but one that requires careful management to ensure that it does not come at the expense of the city's social fabric.

"Urbanization has definitely brought progress, but we must also find ways to preserve our traditions and values. Makassar's growth should not mean that we lose what makes us unique."

This perspective emphasizes the need for a balanced approach to urbanization that prioritizes sustainable development while also protecting the cultural and social aspects that define the city. Efforts to integrate traditional practices with modern urban life, such as the promotion of local arts, the preservation of historic sites, and the encouragement of community engagement, are seen as essential for maintaining a sense of identity in an increasingly urbanized environment.

The sample results show that urbanization in Makassar City has led to deep structural adjustments where displacement is a typical outcome. Compared to prior literature that studies how urbanization affects physical space (Browning et al., 2022), this paper builds on that research by further questioning how these spatial changes obviate the established arrangements of social ties. Apparently in Makassar, groups of people who have lived in those areas for years are forced to relocate because of growth of urban structures. Extensive research into gentrification and urban regeneration in cities around the world in literature by Dyomin & Ivashko (2020) paints a picture of how urbanization process results in the production of affordable urban space by the poor displacing low-income demographics and fracturing supportive social communities. This study feeds on this perception suggesting that the early compacted and densely unified social structure in Makassar is gradually being supplanted by towering skyscrapers, business cum shopping districts and new generation relatively affluent settlers.

To be specific I remember this quote from the residents of displaced communities; "where we previously lived, there are towering structures and hotels now." This precludes us having to relocate further away from city and other change seems impossible, making the social and emotional aspects of displacement all the more significant. This is in agreement with the view of Richardson (2021), that the integration process which leads to urban development invariably leads to segregation where persons dislocated from their original places of residence are rendered socially excluded from active interaction within the urban society. Furthermore, like what Hirsh et al. (2020) also noted in other cities in the rest of the South, the displacement that has happened in Makassar is not simply the physical removal of a community from one physical space to another; it also concerns the undermining of a community's social relations wherein lack of connection with history and heritage results to social alienation.

This work also contributes a finer perspective to Portes and Vickstroms' sort 'Urban divide' elaborating how urbanization simply depresses the socio-economic splits in the populace. Unlike most global southern cities that have experienced rural-urban migration due to urbanization, Makassar as a result of foreign direct investment and the local government

development policies, the city has experienced a forced physical and social exclusion of the lower classes into distant fringes and outskirts of the city leading to social class perpetration (Randolph & Storper, 2023). Urban growth in Makassar hence poses not only a threat to the conventional sequential movement from rural to urban areas common in migration but complicates social structure in understandings of migration and urbanization in Southeast Asia.

Another facet very affected by the process of urbanization in Makassar is culture and hence the identity of people there. Many scholars suggest that urbanization in Southeast Asia is the economic and infrastructural development that will lead to job creation, enhancement of living standards or even create a shift in cultural life in the region but very few researchers explain its cultural aspects. This research directly responds to this void by illustrating the effects of urbanization on Makassar with reference to decimation of Culture and Local Identity. Old Chinese culture and practice are lost to modernity and postmodern aspirations that are reflective of globalized lifestyles common in such cities as Jakarta Zhong & Wu (2023).

The participants in interviews also stressed such a problem like the following, “One a time, people use to know each other and even be ready to assist each other.” Now everyone is occupied and concentrating on their own lives.” This change is attributed to the decentralization of community interdependence, which was a conventional feature for the Makassarese community wherein relations built through family and other social engagements dominated social interactions (Talebiyan & Duenas, 2020). This increased individualism as seen in Makassar can be linked with findings on western cities whereby social capital-the measure of strength of the numbers shows declining levels, with the onset of urbanization.

This research goes beyond the theories by scholars like Boussebaa (2021) who investigated the conflict between globalization and local cultural norms. Makassar is a welcomed society together with the new multicultural populace due to commercialized culture; this interchangeability of identities has therefore led to the displacement of cultural identity. Read one story, one participant said, “Makassar has changed a lot rang out of other cultures.” Literally, people from all over the country and even abroad are coming here,” which means an evolution of the city into the internationally oriented one. The idea of the continuation of two cultures in the subject corresponds with the works of Kaplan (2022) for whom urbanization ultimately leads to cultural intermixing, whilst generally eradicating the stereotype culture.

Urbanization results in cultural diversification but this also spreads culture thin as culture is gradually overshadowed by new world culture. These outcomes corroborate the conclusions of Randolph & Storper (2023) who in turn argue that urbanization processes and specifically in the Global South promote the culture’s globalization of deterritorialized and local culture submits to the metropolitan one. However, this paper has an advantage of adding another dimension to this process through an exploration of how this process happens not only in terms of the physical physical makeover of the city, but also psychological and social makeover of its people.

The presented notions of Makassar distinguish between positive and negative feelings and beliefs about urbanization (Jamaluddin et al., 2022; Saleh & Usman, 2022; Nurdin et al., 2021). The increase in the population density is a cause for celebration to some the effects of which are associated with a capability of attaining improved economic standing, to the other it is a source of insecurity which gives threats to their mode of living. This is in consonance with Dai et al. (2023) whose research revealed that urbanization usually provokes both positive and negative emotions depending with the community’s experience and expectations of the new phase. The economic benefits of urbanization, such as the creation of jobs and improved infrastructure, were acknowledged by several participants: In my opinion, urbanization is beneficial for Makassar.” ‘There are more jobs, better roads and the city looks more modern’

is an attitude shared by persons in several studies that analyse city growth as a source for employment and development (Kyriakidis et al., 2023).

There were the feelings of isolation of people, increasing cost of living and pollution that are all the negative effects of urbanization (Marazziti, et al., 2021; Alemzero et al., 2021; Becker et al., 2021). Once, we had got fresh air, had got a clean environment. “Now the air is full of dust, everything looks so crowded,” participant said, which describes the experience of the environmental impact of unrelenting urbanization. These negative perceptions are consistent with the criticisms expressed in the articles relating to problems of environmental pollution in urban centres arising from urbanization and the isolation of community groups.

This study is borrowed from several works who pointed out that urban life was rich in some contradictions. Despite some gains resulting from urbanization, the social implications, including loss of social contacts, degeneration of culture and environment are not lost sequel to urbanization. This paper, through comparing and contrasting the positive and negative views towards urbanization, provides a richer appreciation of the nature of urban life in Makassar, and by extension other Southeast Asian cities. The research rejects the black and white modalities of perceiving urban process as only beneficial or wholly destructive; the findings insist that urbanization is rife with a web of implications hence integrating the string of negative impacts while exploiting its potential of a positive outcome needs to be well done with much consideration to the context.

Conclusion

This study highlights the profound impact of rapid urbanization on Makassar's social structures, local culture, and community identity. The findings reveal how urban growth has led to displacement, disrupted traditional social networks, and resulted in the erosion of local customs, leading to a blend of global and local identities. The perceptions of urbanization in Makassar are mixed, with some viewing it as a sign of progress while others experience it as a threat to their way of life. By addressing existing gaps in the literature, particularly regarding the socio-cultural effects of urbanization in Southeast Asia, this study emphasizes the need for urban planning strategies that not only promote economic development but also preserve local culture, community cohesion, and environmental sustainability.

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