

THE INFLUENCE OF LIFESTYLE AND CULTURAL TRADITION ON TEGAL CITY COMMUNITY

¹Tri Mulyani Kartini, ²Etty Zuliawati Zed
Fakulty of Economics & Business, Universitas Pelita Bangsa

ARTICLEINFO

Keywords:
Society;
Lifestyle;
Cultural Traditions;

E-mail:
trimulyani_kartini@pelitabangsa.ac.id
ettyzuliawatized@pelitabangsa.ac.id

ABSTRACT

This research was conducted to examine the influence of lifestyle and cultural traditions on the people of Tegal City. The population in this study were residents of the city of Tegal, amounting to 70 people. This study uses a quantitative approach, the data for this study were obtained through questionnaires that had been filled out by residents of the city of Tegal, namely a number of 70 respondents. The data analysis method used is the SPSS method of multiple linear regression. This study examines three variables, namely: lifestyle (X1), cultural traditions (X2) as the independent variable and society (Y) as the dependent variable. The results show that lifestyle and cultural traditions have a significant effect on the people of the city of Tegal .

Copyright © 2023 Economic Journal. All rights reserved.
is Licensed under a [Creative Commons Attribution-NonCommercial 4.0 International License \(CC BY-NC 4.0\)](https://creativecommons.org/licenses/by-nc/4.0/)

1. INTRODUCTION

In the current era of globalization and technology where people's lifestyles are generally influenced by modern lifestyles, and where technology is increasingly advanced and developing along with increasingly sophisticated smartphones that can be used by the public to get information related to fashions and news. -News about current fashion trends.

Lifestyle can be seen from how to dress, habits, and others. Lifestyle can be judged relatively depending on the assessment of others. Lifestyle can also be used as an example and can also be used as a taboo. Examples of a good lifestyle: eating and resting regularly, eating 4 healthy 5 perfect foods, etc. Examples of bad lifestyle: talking inappropriately, eating carelessly, and others.

Tradition in the dictionary of anthropology is the same as customs, namely customs that are magical-religious in nature from the life of an indigenous population which includes cultural values, norms, laws and rules that are interrelated, and then become a system or established rules.

Culture is a way of life that develops and is shared by a group of people, and is passed down from generation to generation. Culture is made up of many complex elements, including religious and political systems, customs, languages, tools, clothing, buildings, and works of art. Language, like culture, is an inseparable part of human beings so that many people tend to think that it is genetically inherited. One can communicate with people of different cultures and adjust for the differences between them, thus proving that culture can be learned.

Based on data obtained from the Central Bureau of Statistics for the city of Tegal, the projected population of the city of Tegal in 2016 is 247059, in 2017 there are 248127, in 2018 there are 249093, in 2019 there are 249856 and in 2020 there are 250668. So it can be concluded that the population in Tegal City from 2016 to 2020 the population is increasing every year.

And for data on the growth rate (Percent) of GRDP for Tegal City for 2016 - 2020, it can be concluded that from 2016 to 2019 the GRDP growth rate has increased and in 2020 it has decreased, this was due to the Covid 19 pandemic.

Meanwhile, data on the percentage of poor residents in Tegal city from 2016 to 2019 has significantly decreased and in 2019 to 2020 there are indications of an increase due to the pandemic in 2020.

And for the inflation rate in the city of Tegal in 2019 for a high inflation rate in June 2019 of 0.82% and for a low inflation rate in August 2019 of 0.02% and in September 2021 of 0.02%, in March 2021 there was a deflation of 0.03% and in June 2021 it was 0.36%.

In the midst of an ongoing pandemic, Tegal City's inflation in February 2021 was still recorded as stable at 0.25 percent. This condition nationally is still at a controlled level. With these developments, year-on-year inflation this month was recorded at 1.69 percent, lower than the previous month's inflation of

2.36 percent. The main contributor to inflation this month was the food, beverage and tobacco group, which amounted to 0.237 percent. Then followed by the equipment, equipment and household maintenance group of 0.0219 percent. Meanwhile, this month's inflation restraining group was the personal care and other services group by -0.0194 percent. Even though the Covid-19 pandemic is not over and it continues to affect the economy, the government continues to commit to maintaining price stability and strengthening policy coordination both at the central and regional levels. This can be seen from the start of the pandemic in March 2020 until now, inflation is still within the government's target range of -1 to 3 percent nationally.

On this basis, this study focuses on discussing lifestyle factors and cultural traditions as factors that influence the people of Tegal city. With the empirical data that has been previously described regarding the variables of lifestyle and cultural traditions, this is what the researchers used as the research background on "LIFESTYLE INFLUENCES AND CULTURAL TRADITION ON THE PEOPLE OF TEGAL CITY". With lifestyle and cultural traditions as independent variables and society as the dependent variable.

In addition to the phenomena that occur in the Tegal city community regarding variables that affect the Tegal city community which are not in accordance with what they should be, this research was also carried out because there were previous studies that were conflicting and there were differences in the use of independent variables, the research sites used in research on the Tegal city community were different. with previous research

2. LITERATURE REVIEW

Society

Society is a unit of human life that interacts according to a certain system of customs that is continuous, and which is bound by a sense of shared identity. Continuity is a community unit that has four characteristics, namely: 1) Interaction between its citizens, 2). Customs, 3) Continuity of time, 4) A strong sense of identity that binds all citizens (Koentjaraningrat, 2009). All members of society are humans who live together, living together can be interpreted the same as living in a social order and this situation will be created when humans make relationships, Mac Iver and Page (in Soerjono Soekanto 2006, explained that society is a system of habits, social order, way, from authority and cooperation between various groups, classification, and supervision of human behavior and habits. Society is a form of living together for a long enough period of time to produce a custom.

Lifestyle

Lifestyle is a description of behavior, pattern and way of life that is shown how a person's activities, interests and interests and what they think about themselves so as to distinguish their status from other people and the environment through the social symbols they have. According to a psychologist Alfred Adler (1929), lifestyle is a set of behaviors that have meaning for individuals and other people at a time and place, including in social relations, consumption of goods, entertainment and clothing. Behaviors that appear in lifestyle are a mixture of habits, mutually agreed ways of doing things, and planned behavior. Lifestyle develops because there are needs, demands and reinforcement, is a behavioristic school which states that a behavior will be repeated if the behavior brings satisfaction or pleasure and there is no punishment attached to it. Lifestyle according to Kotler (2009) is a person's pattern of living in the world which is expressed in his activities, interests, and opinions. Lifestyle describes the "whole person" in interacting with the environment.

Cultural Traditions

According to C. Geertz, culture is a pattern of meaning embodied in historically transmitted symbolic forms through which people communicate, perpetuate, and develop their knowledge about attitudes towards life.

Tradition can also be said as a habit that has been passed down from generation to generation in a society, with its broad nature, tradition can cover all the complexities of life, so it is not easy to set aside with precise details and be treated similarly, because tradition is not an inanimate object, but a tool that live to serve living humans anyway

Meanwhile, according to Koentjaraningrat, culture comes from Sanskrit, namely buddhayah which means mind or reason. Culture is related to the creation of the human mind or mind.

According to C. Geertz, culture is a pattern of meaning embodied in historically transmitted symbolic forms through which people communicate, perpetuate, and develop their knowledge about attitudes towards life. According to E.B. Tylor in his book Primitive Culture argues that culture is a complex whole,

which contains knowledge, belief, art, morals, law, customs, and other abilities, as well as human habits as members of society.

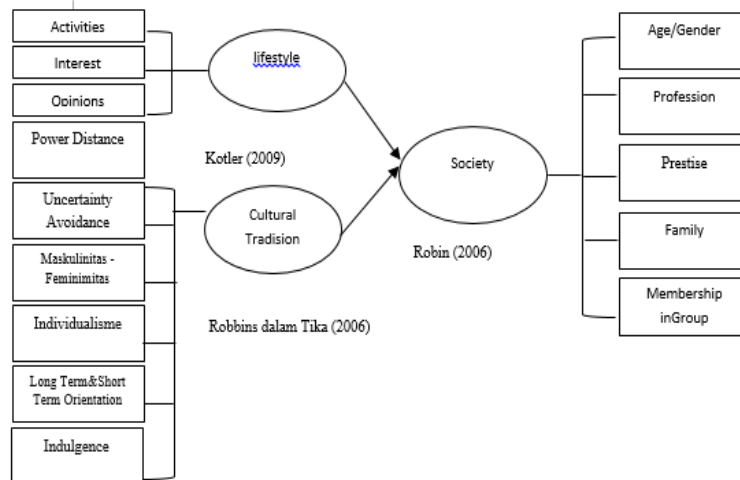
Research Hypothesis

Based on the description of the theoretical framework and research model above, the hypotheses in this study are:

H1 : Lifestyle has a positive effect on society.

H2 : Organizational Cultural Traditions have a positive effect on Society.

H3 : Lifestyle and Cultural Traditions have a positive effect on society



Picture 1.1 Research Design

3. METHOD

This study uses a quantitative approach with an explanatory or causal design that aims to explain how one variable influences or is responsible for changes in other variables. Cooper and Schindler (2011). This study uses a quantitative approach with an explanatory or causal design that aims to explain how one variable influences or is responsible for changes in other variables. Cooper and Schindler (2011).

Operational Definition and Variable Measurement

Research on the people of the city of Tegal was carried out by researchers by observing, researching and distributing questionnaires to the people of the city of Tegal, where the purpose of this study was to see the opinions of the people of the city of Tegal on the lifestyle and cultural traditions of the city of Tegal. In this study there were two independent variables. namely lifestyle and cultural traditions. one dependent variable (dependent variable), namely society.

Population and Sample

The population is all the characteristics that are the object of research, where these characteristics are related to all groups of people, events or objects that are the center of attention for researchers. Cooper and Schindler, (2011). In accordance with the focus of the research, the population in this study is all 70 people. Penelitian ini menggunakan pendekatan kuantitatif dengan desain eksplanatif atau kausal yang bertujuan untuk menjelaskan bagaimana satu variabel mempengaruhi atau bertanggung jawab atas perubahan-perubahan dalam variabel lainnya. Cooper dan Schindler (2011). Penelitian ini menggunakan pendekatan kuantitatif dengan desain eksplanatif atau kausal yang bertujuan untuk menjelaskan bagaimana satu variabel mempengaruhi atau bertanggung jawab atas perubahan-perubahan dalam variabel lainnya. Cooper dan Schindler (2011).

4. RESULT AND DISCUSSION

Hypothesis Test Results

Hypothesis testing is usually used to test research between each variable whether it is statistically

correct or not. This is done to determine whether or not an assumption is accepted.

In this case the significance used and based on the comparison of t count values with t tables are:
 1. Ho is accepted if the probability > 0.05 and Ha is rejected. The hypothesis is accepted if t count > t table.

2. Ha is accepted if the probability < 0.05 and Ho is rejected. The hypothesis is rejected if t count < t table.

Table 1. Lifestyle variables for the people of Tegal City

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	26.605	4.104		6.483	.000
	Gaya Hidup	.388	.132	.335	2.927	.005

a. Dependent Variable: Masyarakat

In the output table above, the sig value obtained by the lifestyle variable is 0.005 < 0.05 Ha is accepted and Ho is rejected and the t-value is 2.927 > t-table 1.667. So it can be concluded that there is a significant influence between the lifestyle variables on the Tegal city community partially.

Table 2. Cultural traditions variables of the people of Tegal City

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	18.407	6.554		2.808	.006
	Tradisi Budaya	.372	.121	.349	3.076	.003

a. Dependent Variable: Masyarakat

In the output table above, the sig value obtained by the cultural tradition variable is 0.003 < 0.05 Ha is accepted and Ho is rejected and the t-count value is 3.076 > t-table 1.667. So it can be concluded that there is a significant influence between the cultural tradition variables on the Tegal city community partially.

Table 3 Variable Lifestyle and cultural traditions of the people of Tegal.

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	334.164	2	167.082	6.060	.004 ^b
	Residual	1847.278	67	27.571		
	Total	2181.443	69			

a. Dependent Variable: Masyarakat

b. Predictors: (Constant), Tradisi Budaya, Gaya Hidup

In the output table above, the calculated F value is 6.060 > f table 3.13. So it can be concluded that there is a significant influence between lifestyle variables and cultural traditions on Tegal City Communities.

Tabel 4 Hasil Uji Hipotesis

Hipotesis	Path	Estimate Coefficient	T-Value > 1,96	Hasil Uji Hipotesis
H1	Lifestyle of Tegal City Communities	0.241	2,927	Hypothesis Accepted
H2	Cultural Traditions of Tegal City Communities	0,255	3,076	Hypothesis Accepted
H3	Lifestyle and Cultural Traditions of	0.153	6,060	Hypothesis Accepted

Hipotesis	Path	Estimate Coefficient	T-Value > 1,96	Hasil Uji Hipotesis
	Tegal City Communities			

Based on Table 4 above, it shows that of all the hypotheses put forward it is known that all hypotheses are accepted. This result is because each hypothesis obtains a t-value greater than 1.96.

DISCUSSION

From the results of the analysis that has been carried out by researchers between the variables of lifestyle and cultural traditions of the people of Tegal. So the following information is obtained:

Influence of Lifestyle on Tegal City Communities

Based on the hypothesis testing that has been done by researchers on the Lifestyle variable for the Tegal city community, it has a significant effect with a value of $0.005 < 0.05$ H_a is accepted and H_o is rejected, and it is also strengthened by a t count value of $2.927 > t$ table 1.667. This proves that there is a significant influence between the lifestyle variables on the people of Tegal City partially.

The Influence of Cultural Traditions on Tegal City Communities

Based on the hypothesis testing that has been carried out by researchers on the Cultural Tradition variable on the Tegal city community, it has a significant effect with a value of $0.003 < 0.05$ H_a is accepted and H_o is rejected, and it is also strengthened by a t count value of $3.076 > t$ table 1.667. This proves that there is a significant influence between the variables of Cultural Tradition on Tegal City Communities partially.

The Influence of Lifestyle and Cultural Traditions on Tegal City Communities

Based on the hypothesis testing that has been carried out by researchers on the lifestyle and cultural traditions variables on the people of Tegal City simultaneously have a significant effect with a value of $0.004 < 0.05$ H_a is accepted and H_o is rejected, and also strengthened by an f count value of $6.060 > f$ table 3.13 . This proves that there is a significant influence between lifestyle variables and cultural traditions on the people of Tegal City simultaneously.

5. CONCLUSION

Lifestyle has a positive and significant effect on the people of Tegal City. This is based on the hypothesis testing that has been carried out by researchers on the lifestyle variable for the Tegal city community which has a significant effect with a value of $0.005 < 0.05$ H_a is accepted and H_o is rejected, and it is also strengthened by a t count value of $2.927 > t$ table 1.667. This proves that there is a significant influence between the lifestyle variables on the people of Tegal City partially.

Cultural traditions have a positive and significant effect on the people of Tegal City. This is based on a hypothesis test that has been carried out by researchers on the Cultural Tradition variable on the Tegal city community which has a significant effect with a value of $0.003 < 0.05$ H_a is accepted and H_o is rejected, and also strengthened by a t count value of $3.076 > t$ table 1.667. This proves that there is a significant influence between the variables of Cultural Tradition on Tegal City Communities partially.

Cultural traditions have a positive and significant effect on the people of Tegal City. This is based on the hypothesis testing that has been carried out by researchers on the lifestyle and cultural traditions variables on the Tegal city community simultaneously having a significant effect with a value of $0.004 < 0.05$ H_a is accepted and H_o is rejected, and also strengthened by the calculated f value of $6.060 > f$ table 3,13. This proves that there is a significant influence between the variables of lifestyle and cultural traditions on the people of Tegal City simultaneously.

REFERENCE

- [1] Damsar. 2002. *Sosiologi Ekonomi*. Jakarta: Raja Grafindo Persada.
- [2] Plummer, R. 1983. *Life Span Development Psychology: Personality and Socialization*. New York: Academic Press.
- [3] Mandey, Silvy L. 2009. *Pengaruh Faktor Gaya Hidup Terhadap Keputusan Pembelian Konsumen*. Jurnal Vol. 6. No. 1.
- [4] Nugraheni, P. N. A. 2003. *Perbedaan Kecenderungan Gaya Hidup Hedonis Pada Remaja Ditinjau dari Lokasi Tempat Tinggal*. Surakarta: Fakultas Psikologi UMS.

- [5] Apriyani Hendri, dkk,” Pengaruh Gaya Hidup dan Kelompok Referensi Terhadap Keputusan Pembelian (Survei Mahasiswa S1 Fakultas Ilmu Administrasi Angkatan 2014 dan 2015 Universitas Brawijaya Malang yang Membeli dan Menggunakan Smartphone iPhone)”, Jurnal Administrasi Bisnis (JAB), Vol. 50 No.2 September 2017, diakses 28 November 2018
- [6] Eko Agus Sujianto. 2009. Aplikasi Statistik Dengan SPSS 16.0. Jakarta: PT Prestasi Pustakarya. Fahmi Irham. 2016. Perilaku Konsumen Teori dan Aplikasi, Bandung: Alfabeta
- [7] Jalasena Bintang dan Setyo Sri Iriani, “Pengaruh Gaya Hidup dan Kelompok Acuan Terhadap Keputusan Pembelian Smartphone Merek Samsung Galaxy”, Jurnal Bisnis dan Manajemen, Vol. 6 No. 2 Februari 2014, diakses 3 Desember 2018
- [8] Giddens, Anthony.2003.Gaya Hidup: Teori dan Realitas. Yogyakarta:Jalasutra
- [9] <https://journal.iainlangsa.ac.id/index.php/jim/article/view/2639>
- [10] <file:///C:/Downloads/2639-Article%20Text-8174-1-10-20210407.pdf>
- [11] http://repository.iainpurwokerto.ac.id/4350/1/cover_abstrak_dafar%20isi_bab%20i_bab%20v_d_aftar%20pustaka.pdf
- [12] <https://media.neliti.com/media/publications/92983-ID-kajian-gaya-hidup-masyarakat-di-keluraha.pdf>