

## **INTISARI**

### **DAMPAK PEMBANGUNAN PERUMAHAN TERHADAP INTERAKSI SOSIAL DI DUSUN PERENG WETAN DESA ARGOREJO KECAMATAN SEDAYU KABUPATEN BANTUL**

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Penelitian ini memiliki topik utama pembangunan perumahan serta interaksi antara masyarakat perumahan dengan masyarakat pedusunan sekitarnya. Penelitian ini bertujuan untuk menelusuri dampak pembangunan perumahan terhadap interaksi sosial di Dusun Pereng Wetan. Aspek-aspek interaksi yang menjadi indikator adalah frekuensi interaksi, bentuk interaksi, jarak sosial, media interaksi serta pesan-pesan komunikasi yang berkembang setelah munculnya perumahan. Sedangkan metode penelitian menggunakan metode kualitatif. Frekuensi interaksi terjadi peningkatan setelah hadirnya pembangunan perumahan, interaksi masyarakat perumahan dan masyarakat pedusunan memunculkan bentuk kerja sama, persaingan serta konflik, jarak sosial masyarakat Dusun Pereng Wetan semakin dekat, media interaksi masyarakat Dusun Pereng Wetan berupa kegiatan bersama oleh kedua masyarakat, pesan komunikasi yang berkembang setelah pembangunan perumahan adalah topik pembangunan fisik.

Kata kunci : Dampak, Pembangunan, Perumahan, Perdesaan, Interaksi

## **ABSTRACT**

### **THE IMPACT OF HOUSING DEVELOPMENT ON SOCIAL INTERACTION AT PERENG WETAN, ARGOREJO SEDAYU SUB-DISTRICT, BANTUL DISTRICT**

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Main topic of this research was settlement development which include interaction between people inside the neighbourhood and rural people around it. Qualitative method being used in this research that aims to trace the impact of settlement development on social interaction at Pereng Wetan Hamlet. Interaction aspects that become indicators are the frequency of interaction, the form of interaction, social distance, media interaction and communication messages that develop after the emergence of housing. The frequency of interaction increased after the presence of housing development, the interaction of the housing community and rural communities gave rise to forms of cooperation, competition and conflict, the social distance of the people of Pereng Wetan Hamlet is getting closer, the media of Pereng Wetan Hamlet community interaction in the form of joint activities carried out in educational facilities and home facilities worship also social activities carried out together, communication messages that develop after housing development are the topic of physical development.

Keywords: Impact, Development, Housing, Rural, Interaction