THE IMPACT OF URBANIZATION ON THE PRESERVATION OF TRADITIONAL CUSTOMS BY THE NIAS YOUNG GENERATION

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Keywords	Abstract
Urbanization, Cultural Preservation, Nias Youth, Qualitative Case Study, Thematic	*Urbanization brings significant changes to people's lives, including the preservation of traditional customs by the Nias younger generation. The migration of people to cities often leads to a decline in young people's involvement in traditional cultural practices. Factors such as lifestyle changes, access to technology, and economic and educational demands in urban areas influence their interest in cultural heritage. On one hand, urbanization provides opportunities to introduce Nias culture to a broader audience through digital media and diaspora communities. On the other hand, without strong preservation efforts, there is a risk that traditional customs will become increasingly marginalized. Therefore, effective strategies are needed to balance modernization with cultural preservation so that younger generations remain connected to Nias traditions.*

1. INTRODUCTION

Urbanization and poverty reduction are two crucial aspects closely related to sustainable development goals. Urbanization is a development process involving various multidimensional factors, including demography, society, economy, and regional geography. This phenomenon is characterized by the concentration of populations in urban areas, followed by the modernization of other aspects of life due to urbanization (Liu et al., 2014). Generally, urbanization occurs more intensively in developing countries, including Indonesia (Chauvin et al., 2017).

Nias is the name of the language spoken by the inhabitants of Nias Island and the Batu Islands group located south of Nias. Nias Island is situated approximately 100 kilometers west of North Sumatra, at around 1° north latitude. This archipelago is part of a chain of islands stretching along the western coast of Sumatra, known as the Barrier Islands. Other major islands in this chain include Simeulue to the north of Nias, as well as the Mentawai Islands (Siberut, Sipora, and the Pagai Islands) and Enggano to the south.

The linguistic relationship of Nias remains a subject of debate. Ethnologue (1992) classifies the Nias language as a Sundic language within the Northern Sumatra subgroup of

the Western Malayo-Polynesian language family in the Austronesian language group. However, the term "Sundic" is merely a geographical classification used for languages whose linguistic relationships remain uncertain (Tryon, 1995:21).

Recent research by Nothofer (1986) indicates that the languages of the Barrier Islands and the Batak languages of North Sumatra share several phonetic, semantic, and lexical innovations, which he argues serve as evidence of a genetically related language group. In subsequent studies, Nothofer hypothesized that in ancient times, the Barrier Islands were part of a linguistic region called "Paleo-Hesperonesia," which included the Philippines, Sulawesi, Kalimantan, Java-Bali-Lombok, western Sumbawa, and Sumatra (1994). He suggested that this region was later inhabited by waves of migration from speakers of other Western Austronesian languages, whose languages replaced or overlaid earlier languages in most areas, except in the Barrier Islands. As a result, the languages of the Barrier Islands still retain traces of the older Paleo-Hesperonesia language.

Urbanization is a process driven by high population growth rates and demographic mobility from rural to urban areas, often leading to the physical expansion of cities. Rapid population growth increases the demand for natural resources, particularly land. Land conversion can trigger the development of suburban and rural areas surrounding cities. Changes in social structures and spatial patterns in suburban areas indicate the emergence of new service centers. The expansion of urban areas transforms agricultural lands and socio-economic characteristics.

In 1900, only 15 percent of the world's population lived in urban areas. However, throughout the 20th century, urban population growth accelerated rapidly and is expected to continue rising. Indonesia is among the countries experiencing a significant population surge, which has led to increased population mobility. Over the past 50 years (1968–2018), urbanization has developed considerably. In 1971, the urban population percentage was 17.2 percent. By 2018, this figure had continued to rise. The migration of rural populations to urban areas is driven by the city's appeal, including access to education, diverse job opportunities, entertainment, and various other facilities. Meanwhile, rural areas tend to be homogeneous, characterized by limited job opportunities and a lack of supporting facilities. The purpose of this study is to analyze the various factors influencing urbanization in Indonesia. Population-related data were obtained from relevant secondary sources.

2. LITERATURE REVIEW
2.1 Urbanisation

Urbanization is a phenomenon characterized by the increasing population in urban areas, in line with the level of welfare and economic development of a country's population. Simply put, urbanization is defined as the migration of people from rural areas to urban areas. Urbanization is influenced by various natural and socio-economic factors. Natural factors include birth and death rates, natural disasters, and environmental changes, while socio-economic factors encompass individual income, education, healthcare, basic facilities, industrialization, and government policies.

2.2 Factors Of Urbanisation
1. Factors Driving Nias Communities to Migrate from Their Hometowns to Urban Areas
A. Limited Employment Opportunities

The primary economic sectors in Nias are still dominated by agriculture, fisheries, and small-scale traditional trade. The lack of industries and formal sectors results in limited job opportunities that can provide a stable income. Many young people find it difficult to secure decent jobs, leading them to migrate to big cities in search of a better life.

B. Limited Access to Education

Although there are several schools and higher education institutions in Nias, access to quality education remains limited. Many young people who wish to continue their studies at higher levels must migrate to major cities such as Medan, Jakarta, or Yogyakarta to obtain a better education and be more competitive in the job market.

C. Inadequate Healthcare Facilities

Healthcare services in Nias are still lacking compared to major cities. Existing hospitals and medical facilities often suffer from shortages of medical personnel, equipment, and medicines. Residents requiring advanced medical treatment often have to travel to big cities, prompting some to settle there for better healthcare access.

D. Natural Disasters and Infrastructure Vulnerability

Nias is prone to natural disasters, particularly earthquakes. These disasters frequently cause infrastructure damage, hinder economic activities, and make daily life difficult for residents. This vulnerability drives some people to seek safer and more stable living conditions in urban areas.

E. Limited Transportation and Infrastructure

Transportation connectivity to and from Nias remains limited. Underdeveloped road infrastructure, as well as restricted port and airport facilities, make mobility challenging. This limitation hampers economic growth and access to essential services, prompting many people to relocate to cities with better facilities.

F. Lack of Self-Development Opportunities

People in Nias, especially the younger generation, often feel restricted in terms of self-development. Opportunities to improve skills, participate in job training, or start businesses are still very limited. As a result, many individuals are drawn to the broader opportunities available in major cities.

2. Factors Attracting Nias People to Urban Areas

A. Broader Employment Opportunities

Large cities offer more job opportunities across various sectors, both formal and informal. The availability of jobs in trade, office work, manufacturing, and services is more diverse than in rural areas, making it a major attraction for Nias people to migrate.

B. Better Education

Urban areas provide more high-quality educational institutions, from schools to prestigious universities. Many young people from Nias move to cities to receive a better education and increase their chances of securing decent jobs.

C. Advanced Healthcare Facilities

Cities have hospitals with more modern medical facilities and highly trained healthcare professionals. This is one of the main reasons why Nias residents, especially those with health concerns, choose to settle in urban areas.

D. Higher Standard of Living

City life offers easier access to various facilities, such as shopping centers, entertainment, and public services, which enhance the quality of life.

E. Better Transportation and Communication Access
In big cities, transportation systems are more developed and modern, making mobility easier. Additionally, communication networks are more reliable, with stable internet and telecommunications services.
F. Security and Social Stability
Some Nias residents move to cities to find a safer and more economically and socially stable environment. Large cities tend to offer better security compared to some rural areas, which may still face economic uncertainty or social conflicts.

3. The Impact of Urbanization on the Nias Ethnic Group
A. Positive Impacts
Urbanization allows for an improved standard of living for Nias people who successfully adapt to city life. Many gain better education, stable jobs, and greater economic opportunities. Additionally, urbanization contributes to the development of highly skilled and educated human resources from Nias.
B. Negative Impacts
On the other hand, urbanization leads to a decline in the agricultural and fisheries workforce in Nias, which can impact the local economy. Furthermore, there is a social gap between those who migrate and those who remain in their hometowns. Urbanization also threatens the preservation of local culture and traditions, as many young people are more influenced by urban lifestyles. The urbanization of the Nias ethnic group is an inevitable phenomenon due to social and economic development. While it brings numerous benefits for individuals who migrate, it also presents challenges for communities left behind, which must adapt to a decreasing productive population.

3. RESEARCH METHOD
This study employs a qualitative approach using a case study method to explore the impact of urbanization on the preservation of traditional customs among Nias youth. The primary focus is to examine social and cultural changes caused by migration from villages to cities and to analyze how Nias youth choose to maintain or abandon their traditions within an urban setting.
1. Type of Research
This research is descriptive qualitative with a phenomenological approach, aiming to understand the subjective experiences of Nias youth in facing cultural shifts due to urbanization. Through this approach, the study seeks to explore individuals' perspectives on the changes they experience and how they perceive the role of tradition in modern life.
2. Data Collection Techniques
To obtain in-depth and comprehensive data, this research employs three main techniques:
1. In-Depth Interviews – Conducted with Nias youth living in both urban and rural areas to understand their views on cultural preservation amid urbanization dynamics.
2. Participant Observation – Involves direct observation of the behaviors and cultural practices of young people in urban and rural environments to understand how they adjust or abandon traditional customs.
3. Document Analysis – Examines various written sources such as archives, books, and reports documenting cultural changes in the Nias community as a result of urbanization.

4. RESULTS AND DISCUSSION

A. Persepsi Terhadap Tradisi Adat Nias
Ba ono niha, tradisi siotarai so walua möi ira ndraono irai. Na faigi tradisi si faotoi ira irai, simane fahuhuo ba li khöda ba ma toweli ono niha si so badia ma la'ia. Ha'ugö ira, tradisi siotarai möi faigi ma zatuara, ba na talifusö wa ono niha.

Akhö fa'ugö ira, hadia manö tradisi ono niha börö faigi wa zatuara. Ba tatema ono niha da'ö irai börö zawuyu-wuyu ba hadia siotarai. Simane ira si so itaria, fahuhuo ba li khöda ba nawöda zangila li khöda, faoma ma toweli ono niha si ma la'ia. So ma tradisi siotarai ba fa'ugö ira börö faigi ba haisa wolau ba irai.

B. Dampak Urbanisasi Terhadap Pelestarian Budaya

Ma'oguna'ö urbanisasi, hadia ono niha ira ba tradisi siotarai so nafa'ugö, möi ha'ugö ira i. No woma, ma so ira, itaria si'ö fahuhuo ba li khöda ba toweli. No alö, si faigi ma'uguna'ö ba tradisi siotarai ba wohalöwö faoma ba zekola.

Na ba faigi ira sitola na'oguna'ö ba tradisi siotarai ma, simane :
A) No alö gotaluada ono niha ba danö wekoli.
B) Haisa wolau ba kota sebua no fabö'ö, modern.
C) Ginötö ba wohalöwö faoma ba zekola börö talifusö ba hasi.

No ira si so ma'oguna'ö ba hada ira börö faigi ma na ba haisa wolau. Simane faigi ba ma la'ia, ha'ugö ira möi ba tradisi siotarai. Tatema, li zatua börö talifusö ba gotalua ono niha. Na so acara tradisi ono niha, zatua si so ma la'ia möi'ö ono niha ba danö wekoli. Möi hadia ono niha si'ö fa'ugö ira fa'oguna'ö ba haisa wolau.

C. Upaya Pelestarian Budaya oleh Generasi Muda

Bagotaluada ono niha, simane börö zawuyu-wuyu ba tradisi siotarai, so irai na ba danö wekoli. Simane möi ba acara tradisi ono niha, simane seminar budaya Nias. Ha'ugö ira börö zawuyu-wuyu fa'ugö ira si faigi na ba hadia tradisi ono niha.

Na ba gotaluada ono niha, simane börö ma'oguna'ö ba tradisi siotarai :
A) Möi ba acara budaya.
B) Ta faguru ita haisa lala tehaogö ono niha faoma ta faguru ita li khöda.
C) Ta lau hadia zisökhi ba hada, ba talau bawaauri-da ero maökhö, simane fahuhuo ba li khöda khö zatua ma nawöda znagila li khöda.
D) Ta oguna'ö media sosial guna wofatunöisi budaya ono niha baero.

Niwa'ö dödögu, akha hadia manö budaya ono niha da'a akha lö mate, irai ataya, faoma akha tenga ha zatua zangila, ba la'ila göi ya'ita zawuyu-wuyu andre. Niwa'ö dödögu, itugu oya orahua zasese wojago ono niha andre, faoma wamaguru budaya andrö akha tola möi ba kurikulum zekola, akha iraono da dania lö olifu ira wa ono niha zatuara.

The findings of this study indicate that urbanization has a complex impact on the Nias community. On one hand, urbanization provides better economic, educational, and healthcare opportunities for the younger generation of Nias. However, on the other hand, this process also leads to cultural shifts that may threaten the sustainability of their traditions and customs.

From the interviews conducted, it was found that many young people still recognize the importance of preserving Nias culture despite facing various challenges in urban environments. Several efforts that can be undertaken to maintain the continuity of Nias culture in the modern era include:

1. Increasing Cultural Awareness and Education

Incorporating cultural education into school curricula or organizing cultural training and seminars can help young people better understand and appreciate their heritage.

2. Strengthening Cultural Communities in Urban Areas

The Nias community in urban areas needs to establish active communities to preserve and celebrate their culture through cultural events, festivals, and social activities.

3. Utilizing Technology and Social Media

Social media can be an effective tool for introducing Nias culture to young people and the wider community. Creating cultural content such as documentary videos, Nias language tutorials, and historical stories can help in cultural preservation.

4. Increasing Youth Involvement

Encouraging young people to participate in cultural activities, both in villages and cities, and giving them active roles in preserving and developing Nias culture in the modern era.

This study concludes that although urbanization poses challenges to the preservation of Nias culture, there are still opportunities for the younger generation to maintain their traditions through various adaptation efforts. With support from families, communities, and technology, Nias culture can remain alive amid social changes caused by urbanization.

DISCUSSION

Based on interviews conducted with young people from Nias, urbanization has a significant impact on the preservation of Nias cultural traditions. Urbanization brings changes in economic, social, and cultural aspects, contributing to the shift in traditional values among the younger generation.

1) Driving Factors of Urbanization in the Nias Community

The study found that the main reasons people from Nias migrate to cities are the limited job opportunities, restricted access to education, and inadequate healthcare facilities in their hometowns. Additionally, poor infrastructure and a lack of opportunities for self-development also drive people to move to urban areas.

2) The Impact of Urbanization on the Preservation of Nias Culture

Urbanization directly affects the perspectives and behaviors of the younger generation toward Nias culture. The interviews revealed that traditions such as the use of the Nias language and the practice of chewing betel nut are declining in urban settings. Furthermore, minimal interaction with the Nias community in cities and the influence of modern culture are the main factors contributing to the decline of traditional cultural

practices. Young people tend to adapt to urban lifestyles, which are more practical and dynamic, causing some aspects of Nias culture to be abandoned.

3) Cultural Preservation Efforts Among the Younger Generation
Although urbanization presents challenges for cultural preservation, several young people actively engage in efforts to maintain their traditions. Some are involved in Nias cultural communities in cities, attend cultural events, and utilize social media to introduce Nias culture to a broader audience. Additionally, families play a crucial role in ensuring cultural continuity by teaching and encouraging their children to uphold Nias traditions.

5. CONCLUSION

Urbanization is an inevitable phenomenon in the social and economic development of a region, including for the Nias community. This study shows that urbanization has various driving factors that lead people from Nias to migrate to cities, such as limited job opportunities, restricted access to education and healthcare, and inadequate transportation and communication facilities. Additionally, the appeal of urban areas, such as broader job opportunities, better education, and more comprehensive healthcare services, serves as a major factor attracting Nias people to migrate.

The impact of urbanization on the Nias community is twofold, bringing both positive and negative effects. On the positive side, urbanization provides opportunities for young people from Nias to improve their standard of living through better education and employment. They also gain access to improved healthcare facilities and infrastructure.

However, urbanization also brings negative effects, such as a decline in the agricultural and fisheries workforce in Nias, which could affect the local economy. Additionally, social gaps emerge between those who migrate and those who remain in their hometowns. One of the biggest challenges of urbanization is the decreasing preservation of Nias culture among young migrants. Factors such as modern lifestyles, urban busyness, and limited interaction with fellow Nias people in cities contribute to the difficulty of maintaining traditions and customs.

Nevertheless, several efforts can be made to preserve Nias culture, such as joining cultural communities, learning Nias history and language, and using social media as a platform to introduce Nias culture to the world. Support from families and communities also plays a crucial role in maintaining the cultural identity of the Nias people in urban areas.

Looking ahead, for Nias culture to remain preserved, the active participation of the younger generation in understanding and maintaining their ancestral traditions is essential. Additionally, the role of the government and cultural communities in organizing cultural preservation programs is highly needed. This way, urbanization will not be a threat to the survival of Nias culture but rather an opportunity for the Nias people to grow without losing their identity as part of a rich and valuable cultural heritage.

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