

## **ABSTRAC**

**Nia Fitriani, The Changes of The Social Culture (Case Study : Industrial Activities Shoes and Sandal, at Kampung Sindangbarang, Desa Pasir Eurih, Kecamatan Taman Sari, Kabupaten Bogor).** Essay. Jakarta : Study Program Social Science Education, Faculty Of Social Sciene, State University of Jakarta. 2017

This research aims to obtain data on background transition of livelihood society to the industrial sector of shoes and sandals at kampung Sindangbarang, the factors that lie behind them, and social cultural changes that occur as a result of industrial shoes and sandals are developed in Sindangbarang. This research was conducted in kampung Sindagbarang, Desa Pasir Eurih, Kecamatan Taman Sari, Kabupaten Bogor. The method used in this research is a qualitative method with the technique of collecting data through observation, interviews and documentation.

Results of the research are change livelihood of farming communities into a craftsman shoes and sandals caused by the entry of industrial shoes and sandals to Sindangbarang. There are support the transition of livelihood society in Sindangbarang such as internal factors and external factors. As a result of the transition of livelihood is the social cultural changes in society Sindangbarang. The changes were seen in the attitude of people who are individualists. The changes tradition and ancestral values and changes in religion. Waning culture of gotong royong, attitude and people lifestyles are more modern like as the urban community. Seen with a high level of work ethics and competition's high employment and individualist attitude.

**Keywords : Social Cultural Changes, Society, Industrial Shoes and Sandals**