

STRATEGI ADAPTASI MIGRAN DITINJAU DARI TIPOLOGI WILAYAH DI DESA PEMOGAN KOTA DENPASAR DAN DESA PECATU KABUPATEN BADUNG PROVINSI BALI

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ABSTRAK

Penelitian ini dilakukan untuk mengetahui: (1) bagaimana karakteristik sosial dan demografi masyarakat migran yang tinggal di Desa Pemogan, Kota Denpasar, dan Desa Pecatu, Kabupaten Badung; (2) mengidentifikasi berbagai faktor yang mendorong maupun menarik seseorang untuk memutuskan melakukan migrasi, dan (3) Menganalisis strategi adaptasi sosial, budaya, dan ekonomi migran ditinjau dari perbedaan tipologi wilayah. Penelitian dilaksanakan di Desa Pemogan, Kota Denpasar dan Desa Pecatu, Kabupaten Badung, Provinsi Bali. Penelitian ini menggunakan metode deskriptif kualitatif yang didukung oleh data kuantitatif, serta menerapkan pendekatan studi komparatif yang disesuaikan dengan konteks penelitian. Subjek penelitian dipilih secara purposive sampling yang dilanjutkan dengan snowball sampling, meliputi migran, perangkat desa, tokoh masyarakat, dan masyarakat lokal. Pengumpulan data dilakukan melalui wawancara, observasi, dokumentasi, dan kuesioner yang dianalisis menggunakan teknik Miles dan Huberman serta didukung analisis deskriptif kuantitatif dan bantuan NVivo. Hasil penelitian menunjukkan bahwa: (1) karakteristik migran di kedua wilayah didominasi oleh usia produktif, berpendidikan menengah, dan bekerja pada sektor jasa, perdagangan, serta pariwisata; (2) faktor pendorong utama migrasi ialah kebutuhan ekonomi serta keterbatasan lapangan pekerjaan di daerah asal, sebaliknya faktor penarik meliputi peluang kerja, pendapatan yang lebih baik, serta jaringan keluarga atau kerabat di daerah tujuan; dan (3) tipologi wilayah memengaruhi strategi adaptasi migran, di mana migran di Desa Pemogan lebih menonjolkan adaptasi ekonomi dan sosial melalui fleksibilitas pekerjaan dan jaringan sosial, sedangkan migran di Desa Pecatu lebih menekankan adaptasi sosial dan budaya melalui penghormatan terhadap adat, partisipasi dalam kegiatan masyarakat, dan penyesuaian terhadap norma lokal.

Kata Kunci: Strategi Adaptasi Migran, Tipologi Wilayah, Adaptasi Sosial, Adaptasi Budaya, Adaptasi Ekonomi.

***ADAPTATION STRATEGIES OF MIGRANTS BASED ON REGIONAL
TYPOLOGY IN PEMOGAN VILLAGE, DENPASAR CITY, AND PECATU
VILLAGE, BADUNG REGENCY, BALI PROVINCE***

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ABSTRACT

This study aims to: (1) examine the social and demographic characteristics of migrant communities residing in Pemogan Village, Denpasar City, and Pecatu Village, Badung Regency; (2) identify the push and pull factors influencing individuals' decisions to migrate; and (3) analyze migrants' social, cultural, and economic adaptation strategies based on differences in regional typology. The research was conducted in Pemogan Village, Denpasar City, and Pecatu Village, Badung Regency, Bali Province. This study employed a descriptive qualitative method supported by quantitative data and adopted a comparative study approach tailored to the research context. Research participants were selected using purposive sampling, followed by snowball sampling, and included migrants, village officials, community leaders, and local residents. Data were collected through interviews, observations, documentation, and questionnaires. The data were analyzed using the Miles and Huberman interactive analysis model, supported by descriptive quantitative analysis and NVivo software. The findings indicate that: (1) migrants in both study areas are predominantly of productive age, possess secondary-level education, and are employed in the service, trade, and tourism sectors; (2) the primary push factors for migration are economic necessity and limited employment opportunities in the places of origin, whereas the main pull factors include better employment opportunities, higher income, and the presence of family or kinship networks in the destination areas; and (3) regional typology influences migrants' adaptation strategies. Migrants in Pemogan Village tend to emphasize economic and social adaptation through job flexibility and the development of social networks, while migrants in Pecatu Village place greater emphasis on social and cultural adaptation by respecting local customs, participating in community activities, and adjusting to local norms.

Keywords: *Migrant Adaptation Strategies, Regional Typology, Social Adaptation, Cultural Adaptation, Economic Adaptation.*