

**ALIENASI MASYARAKAT PASCA HADIRNYA INDUSTRI
PETERNAKAN AYAM DI KAMPUNG GESEK KM 20
KABUPATEN BINTAN**

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Abstrak

Kehadiran industri peternakan ayam PT Indo Jaya Agrinusa (JAPFA) di kampung Gesek Km.20 Kabupaten Bintan telah membawa perubahan dalam kehidupan masyarakat, baik pada aspek ekonomi, sosial, maupun lingkungan. Penelitian ini bertujuan untuk menganalisis proses dan bentuk alienasi masyarakat pasca hadirnya industri peternakan ayam dengan menggunakan teori alienasi Karl Marx. Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus. Data diperoleh melalui observasi, wawancara mendalam, dan dokumentasi terhadap masyarakat, pemerintah desa, pihak perusahaan, dan instansi terkait. Analisis data dilakukan menggunakan model Miles dan Huberman melalui tahap reduksi data, penyajian data, serta penarikan kesimpulan. Hasil penelitian menunjukkan bahwa proses alienasi berlangsung melalui perubahan pada aspek kepemilikan/properti yang meliputi akses kawasan, akses alat produksi, dan akses hasil produksi, serta perubahan dalam pembagian kerja yang ditandai dengan kebutuhan kemampuan tertentu dan melemahnya hubungan sosial masyarakat. Proses tersebut kemudian menghasilkan bentuk-bentuk alienasi, yaitu alienasi dari lingkungan hidup, alienasi dari proses dan hasil produksi, alienasi sosial, serta alienasi dari peran dan makna hidup. Dengan demikian, kehadiran industri peternakan ayam mengubah struktur hubungan masyarakat dan mendorong munculnya berbagai bentuk alienasi dalam kehidupan masyarakat.

Kata Kunci: alienasi masyarakat, industri peternakan ayam, Karl Marx

**ALIENATION OF THE COMMUNITY FOLLOWING THE PRESENCE
OF THE CHICKEN FARMING INDUSTRY IN GESEK VILLAGE, Km. 20
BINTAN REGENCY**

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Abstract

The presence of PT Indo Jaya Agrinusa (JAPFA) chicken farming industry in Gesek Village Km.20, Bintan Regency, has brought changes to the community's life, both in economic, social, and environmental aspects. This study aims to analyze the process and forms of community alienation after the arrival of the chicken farming industry using Karl Marx's alienation theory. This research uses a qualitative approach with a case study method. Data were obtained through observation, in-depth interviews, and documentation of the community, village government, company officials, and related agencies. Data analysis was carried out using the Miles and Huberman model through the stages of data reduction, data presentation, and drawing conclusions. Research results show that the process of alienation occurs through changes in aspects of ownership/property, which include access to land, access to production tools, and access to production results, as well as changes in the division of labor marked by the need for certain skills and weakening social relationships in the community. This process then leads to forms of alienation, such as alienation from the environment, alienation from the process and results of production, social alienation, and alienation from roles and life meaning. Thus, the presence of the chicken farming industry changes the structure of community relationships and encourages the emergence of various forms of alienation in people's lives.

Keywords: social alienation, chicken farming industry, Karl Marx