

Transformation of Values in Social Preferences: The Impact of Legal Rules on Changes in Social Norms in Society

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Abstrak This study aims to analyze how the rule of law affects the transformation of social values and preferences, as well as its impact on changes in social norms in society. With a juridical-normative approach and socio-legal analysis, this study explores the relationship between written law and social dynamics that lead to the formation of new norms. This study uses a non-doctrinal research method, namely socio-legal. In this research, the approach used is an interdisciplinary approach, especially in the study of legal anthropology, which in essence is the legal behavior of the community, the legal culture of the community, and the public's perspective on the law and its derivative products. Then a conclusion drawing or verification is carried out. The results of the study show that the rule of law not only reflects the values that exist in society but also plays an active role in shaping and changing social preferences. Legal rules that are applied effectively can influence individual and collective behavior, resulting in new social norms that are more in line with the goals of the law. However, this adaptation of social norms is also influenced by other factors such as culture, education, and economic conditions. This study concludes that the transformation of values in social preferences is a dynamic process that involves a complex interaction between legal rules and social conditions of society. Legal rules that are responsive to social change can serve as an effective tool to encourage positive change in social norms, while mismatches between laws and social preferences can lead to resistance and non-compliance.

Keywords: Social Values and Preferences, Legal Rules, Social Norms of Society

1. BACKGROUND

The role of individual characteristics in influencing social norms and values is an interesting topic in the study of human interaction and social dynamics. Individual characteristics include various aspects such as personality, personal values, beliefs, attitudes and life experiences that shape a person's identity. A person's personality has an important influence on the formation of social norms and values. Each person is unique in his or her personality, which includes dimensions such as extraversion, introversion, neuroticism, politeness, openness, and emotional stability (Muslim, 2013). For example, individuals with extroverted personalities prefer social interaction and participate in group activities, which can influence the norms and values of cooperation in society. With social communication, one's attitude and feelings can be known by others (Suparniyati et al., 2020) or share a significantly shared goal (Damayanti, 2024). Personal values also play an important role in shaping social norms and values. Personal values are the principles that

individuals follow in their lives. For example, someone who values values such as fairness, and openness tends to influence norms and values that promote gender equality, social justice, and inclusion in society.

Individual beliefs and attitudes can also influence the formation of social norms and values. A person's religious, political, and moral beliefs can influence their views on what is right and wrong, which in turn can influence social norms in a society. In addition, individual attitudes towards social and cultural issues can also have an impact on social norms and values. For example, positive attitudes toward diversity and inclusion can influence norms that encourage acceptance and respect for differences in society.

Life experience is also an important factor in shaping social norms and values. Each individual has a unique background that includes family experiences, education, work, and social interactions. Social interaction is a characteristic of community life (Rian Adriansyah, 2022). These experiences can shape a person's view of the world and influence the norms and values he adheres to. For example, someone who grew up in a family that values justice and hard work is more likely to bring those values to the society in which they live.

When studying human interaction and social dynamics, it is important to understand that the role of individual characteristics in influencing social norms and values is interrelated and complex (Dalle, 2019). Social interaction shows that humans are social creatures, interconnected with each other (Agustini & Bahtiar, 2024) and as a social being, you cannot live alone without interaction with other people (Fatahillah, 2023). Social interaction begins when two individuals meet in the form of greeting each other, talking and shaking hands (Yuyu Krisdiyansah, Asep Mulyana, 2022). There is no single factor that absolutely determines the norms and values of a society. However, by understanding the role of individual characteristics, we can better understand how social interactions and social dynamics work together (Lumbanraja, 2019). These existing values can reveal multiculturalism in a society (Wiyono, 2020). This social interaction is important in adding valuable insights into the dynamics of human relationships with each other (Tamara, 2024). Especially in the era of rapidly evolving technology, Human interaction is no longer limited to face-to-face meetings, but also through digital platforms (Juliana et al., 2023).

This research has implications for previous research studies in the fields of sociology, social psychology, and social dynamics. Several previous studies have shown the importance of individual characteristics in shaping social norms and values. For example,

when studying personality, researchers have found that personality dimensions such as extroverts/introverts, neuroticism, and friendliness can be associated with a person's social preferences and behaviors. An individual's personality can influence how they interact with others and how they adhere to social norms and values. The research also emphasizes the importance of personal values in shaping social norms and values. Individual personal values can influence their views on what is right and wrong, and these influences can be reflected in society's shared norms and values. In addition, research on beliefs and attitudes is also associated with this title. An individual's religious, political, and moral beliefs can influence the formation of social norms and values. For example, a person's religious beliefs can influence his or her view of ethics and morality, which can then shape social norms in society.

Previous studies have also shown that a person's life experiences influence their worldview and can play an important role in shaping social norms and values. An individual's experiences in family, education, work, and social interactions can shape their perspective and influence the norms they adhere to. In the context of research on human interaction and social dynamics, previous research has provided insights into how individual characteristics can affect social norms and values. However, there is still room for further research to deepen our understanding of the complex relationship between individual characteristics, social norms, and social values (Lumbanraja, 2019).

Therefore, human interaction and social dynamics have a significant influence on the formation of societal norms and values. However, the role of individual characteristics in influencing this process still needs to be better understood. Previous research has identified several factors that may influence societal norms and values, such as age, gender, education, and an individual's value orientation. However, there is still a need to investigate further and deepen our understanding of how individual characteristics specifically contribute to shaping societal norms and values.

2. THEORETICAL FRAMEWORK

a. Social Interaction

Social interaction is a reciprocal relationship between two or more human individuals, in which the ideas, views and behaviors of one individual influence each other, change or improve the other, or vice versa. These reciprocal relationships can take place between individuals and individuals, between individuals and groups, and between groups and groups to achieve a goal (Watsiqah, 2017).

b. Social Interaction as a Social Process

Individuals in daily life always have social relationships with other individuals or certain groups. Social relationships that occur between individuals and between groups are also known as social interactions. The interaction between various aspects of life that we often experience in daily life will form a pattern of relationships that affect each other so that it will form a social system in society. This state is called the social process. Knowledge of social processes enables one to gain an understanding of the dynamic aspects of society. The changes and developments of society that realize its dynamic aspect are due to the fact that people have relationships with each other in the form of individuals and social groups (Watsiqah, 2017).

c. Dynamics of Social Interaction

The dynamics of group interaction according to Wulansari can be explained as a movement of change or development of a social group from one particular pattern to another social group pattern as a result of social influence. Judging from the type, there are interactions between individuals, interactions between individuals and groups, and interactions between groups. Judging from the causal factors, there are interactions caused by imitation, suggestion, identification, sympathy, motivation, and empathy. There are interactions in the form of opposition. Meanwhile, if you look at the nature of the interaction, there are associative interactions, disassociative interactions. Social interaction is the key to all social life, because without social interaction there can be no common life. Human beings as social beings must carry out social injunction in the context of living together (Watsiqah, 2017).

In several previous related researches, it can be seen from the journal research of Aini Ali Agustini and Miftah Farid Bahtiar entitled "Individual and Group Interaction", published by the Futuristic Global Journal: Multidisciplinary Social Science Studies Vol. 2. No. 1. March 2024, which also has a similar discussion about social interaction that this interaction involves communication and relationships between individuals and groups, but the difference between the two is that the research focuses on an organization while the author's research focuses more on the life of people in general and also emphasizes the influence of values in the society concerned. Also research from Lis Yulianti Syafrida Siregar with the title "Social Interaction in the Daily Life of a Plural Society", published in the Journal of Da'wah and Village Community Empowerment Volume 4 Number 1, December 2021, in this study also explains that humans are social creatures, so humans will never live in this

world without interacting with other humans, while the difference in this research is in addition to discussing the values that exist in society. As has also been discussed by the author, it also emphasizes tolerance for the cultural diversity of the community.

3. RESEARCH METHODS

This research uses a non-doctrinal research method, namely socio-legal, where this type of research focuses on the study of law in a law and regulation linked to philosophical, sociological, and juridical propionas and written law. In addition, in this research, the approach used is an interdisciplinary approach, especially in the study of legal anthropology, which in essence is the legal behavior of the community, the legal culture of the community, and the community's perspective on the law and its derivative products.

The location of the study may vary depending on the focus set in the study. Legal material collection techniques involve searching and collecting legal literature through access to legal databases, libraries, and relevant legal sources. The selection of legal materials is based on the relevance and accuracy of the source.

The data analysis techniques and legal materials used are qualitative data analysis that can systematically identify individual characteristics in influencing societal norms and values. Then a conclusion drawing or verification is carried out.

4. RESULTS AND DISCUSSION

Implications of Human Interaction and Social Dynamics in Social Preferences

The influence of personality on social norms is an interesting and important aspect to understand the social dynamics of society. An individual's personality can be involved in shaping, influencing or even violating the norms of his social environment. In this case the influence of personality on social norms is investigated further, with an emphasis on certain aspects of personality, such as extroverts and introverts, and their influence on social interaction and adherence to norms.

The rule of law serves as a regulatory tool designed to create order and justice in society. Law influences social preferences by providing a normative framework that governs the behavior of individuals and groups. For example, laws prohibiting racial discrimination not only prevent discriminatory acts but also direct society to adopt the values of equality and inclusivity.

One of the personality traits that can affect social norms is the level of extraversion or introversion of a person. Extroverts tend to be open, friendly, and sociable with others. They are easier to interact with the social environment and tend to adjust to existing social norms. In this context, extroverted personalities can help maintain and maintain the consistency of society's social norms (Setiono, 2018).

The implementation of legal rules can encourage a transformation of values in social preferences. When the law is applied effectively, new values can be introduced and internalized by society. A concrete example is the law on gender equality that has succeeded in changing social preferences towards gender roles in various sectors of life. This transformation process involves consistent education, socialization, and law enforcement.

On the other hand, individuals with introverted personalities tend to be more introverted and avoid intense social interactions. They may not really follow the social norms established in society. However, it does not mean that introverts always violate social norms. They may have different social norms or their own way of understanding and following those social norms (Muslim, 2013).

In addition, personality also affects an individual's attitude and behavior towards social norms. For example, individuals with bold and confident personalities are better able to conform to social norms and persuade others to conform to those norms. On the other hand, individuals who are more obedient and adaptable are more likely to follow the social norms that apply in society.

Personality differences can also affect the level of adherence to social norms. Individuals with strong obedient personalities may be more likely to conform to existing social norms, while individuals with more liberal personalities may be more likely to violate those norms (Setiono, 2018). However, it is important to remember that personality is only one factor that influences behavior and adherence to social norms, and other factors such as social context and individual values also influence this process.

The influence of personality on social norms can also include the interaction between individual characteristics and the social environment. For example, individuals with strong and confident personalities are better able to influence and shape social norms within the group or community they belong to. Conversely, individuals with more passive personalities may try to conform to social norms.

The influence of personal attitudes and values on social norms and values is an important aspect to understand social interaction and social dynamics in society.

Individuals' attitudes toward certain subjects or issues, as well as their personal values, can influence their opinions, judgments, and behaviors in relation to social norms and values.

An individual's attitude can influence his or her behavior towards social norms and values. For example, people who have a positive attitude towards certain social norms are more likely to follow those norms. They may see value or benefit in adhering to these standards and feel that doing so is consistent with their personal values. On the other hand, people with a negative attitude towards social norms may try to break the norm or even protest against it. Personal attitudes toward social norms can be influenced by personal experiences, their values, and their beliefs about what is right or wrong.

Personal values also play an important role in an individual's attitude and behavior towards social norms and values. Personal values are moral beliefs, principles, or concepts that people believe in. When an individual's personal values are consistent with social norms and values, individuals tend to follow and uphold those norms. They see a match between their personal values and the shared values of society (Hasanah, 2021). For example, people who score high in fairness may be more likely to follow social norms related to equality and fairness.

However, when there is a conflict between individual values and social norms, internal conflicts can arise within the individual. They may feel a dilemma between adjusting to existing social norms or maintaining their personal values. In some cases, a person may try to change existing social norms to align with their personal values, or even take actions that are contrary to those norms. The interaction of attitudes, personal values and social norms can also affect the social dynamics of society. For example, when several individuals share attitudes and values that support social change or the development of new values, they may form movements or social groups that aim to change or introduce new norms in society. Individual attitudes and values can lead to changes in the norms and values of the entire society.

In connection with the development of social strategies and policies, it is very important to understand the influence of personal attitudes and values on social norms and values. An approach that considers these factors can help develop strategies that more effectively influence or change the norms and values that prevail in society. This includes instilling positive values, teaching the importance of social norms, and developing a social environment that supports and facilitates adherence to desired social norms (Arwani, 2020).

In summary, it can be said that a person's personal attitudes and values significantly affect the norms and values of society. Individuals' attitudes towards social norms and personal values can influence their behavior, views and actions towards social norms and values. Understanding these effects can help design effective social strategies and policies in influencing or changing social norms and values.

Human interaction and social dynamics have a wide impact on various aspects of people's lives. In this context, the following key points (Rusdi, 2020):

a. Formation and maintenance of social norms:

Human interaction has a significant impact on the formation and maintenance of social norms. Through daily interactions, individuals share beliefs, attitudes and values, which then form norms that are recognized and followed in society. For example, interactions between individuals in a work environment can shape efficient and productive work standards.

b. Formation of social identity:

Human interaction also plays an important role in shaping a person's social identity. Through interaction with other members of society, individuals understand themselves in the context of a particular social group. This social identity includes aspects such as gender, ethnicity, religion, and membership of certain social groups.

c. Social change

Human interaction and social dynamics can be a driver of social change. When individuals interact with each other and experience changes in their social environment, this can lead to changes in social norms and values. An example is the change in opinion about LGBT+ rights that is affected by the interaction and information that develops in society.

d. Conflict and conflict resolution

Human interaction also causes conflicts in society. Differences of opinion, values and interests can cause social conflicts. However, human interaction can also provide a platform for understanding the views of others, communicating, and achieving constructive conflict resolution. Through dialogue and negotiation, conflicts can be resolved in a way that respects and strengthens social relationships.

e. Changes in attitudes and behaviors

Human interaction can affect a person's attitude and behavior. When people engage in positive social interactions, they can be inspired and gain new perspectives that can change their attitudes. For example, by interacting with people from different

cultural backgrounds, individuals can broaden their understanding of diversity and develop inclusive attitudes.

f. Sustainability and community development

Human interaction can also contribute to sustainability and community building. Cooperation between individuals in society can trigger innovation, economic growth and improvement in various aspects of social, economic and environmental life.

In summary, human interaction and social dynamics have an important impact in shaping social norms, social identity, social change, conflict resolution, attitude and behavior change, and community sustainability and development. Understanding human interaction and social dynamics is key to understanding and influencing society for the better.

Individual Characteristics in Influencing Social Norms and Values

The role of individual characteristics in influencing social norms and values is complex and significant. Each individual brings unique characteristics such as personality, personal values, beliefs, attitudes and life experiences that can interact with the norms and values accepted by society. There are several important aspects of how individual characteristics affect social norms and values.

First, an individual's personality can play a key role in shaping and influencing social norms. For example, extroverted and introverted personalities can influence a person's social preferences and behavior. Extroverted personalities tend to engage in active social interactions and may be more likely to develop norms that value group activity and audience participation (Rahadian et al., 2019). On the other hand, individuals with introverted personalities may be more susceptible to norms that value individual privacy and reflection.

In addition, individual personal values can also affect the formation of social norms and values. A person's personal values can influence their view of what is right and what is wrong. Values such as justice, equality, ethics and freedom are reflected in the norms and values accepted by society (Sodik, 2020). For example, people who strongly believe in the values of justice and equality tend to support social norms that respect equality in human rights.

In addition, individual beliefs and attitudes affect social norms and values. Individuals' religious, political, and moral beliefs can shape their view of the world and play an important role in shaping social norms. For example, a person's religious beliefs

can influence his or her view of ethics and morality, which can then shape social norms in society.

The formation of social norms through the rule of law is a process that involves interaction between various elements of society. Social norms are formed when social preferences influenced by the law become generally accepted behaviors. Although the rule of law has the potential to direct social change, resistance to change is a challenge that is often faced. Some individuals or groups may reject the value changes carried by the law because they are contrary to long-held customs or beliefs. Therefore, the law must be designed with flexibility that allows adaptation to existing social and cultural dynamics.

Individuals' life experiences can also influence their worldview and play an important role in shaping social norms and values. An individual's experiences in family, education, work, and social interactions can shape their perspective and influence the norms they adhere to. For example, individuals who are raised in families that value social upbringing are more likely to acquire those values and incorporate them into their social interactions.

Additionally, it is important to remember that individual characteristics can also interact with broader social and contextual factors. Or in other words, humans always want to cooperate and interact socially (Siregar, 2021). Factors such as culture, traditions, collective norms, and social pressures can also influence how individual characteristics are received and interpreted in society. The interaction of individual characteristics and these factors can shape social dynamics.

The role of individual characteristics in influencing societal norms and values is an interesting topic to study in the context of the study of human interaction and social dynamics. Through a deeper understanding of how individual characteristics play a role in shaping societal norms and values, we can gain better insights into the complexity of the relationship between individuals and society.

Individual characteristics, such as personality, personal values, beliefs, attitudes, and life experiences, have a significant influence on the norms and values embraced by society. Individual personalities, such as extroverts or introverts, can influence an individual's social preferences and behaviors, which in turn can contribute to the formation of social norms (Lumbanraja, 2019). For example, individuals with extroverted personalities may be more likely to participate in social activities that involve interaction with others, which can affect social norms regarding public participation.

Personal values held by individuals also play an important role in shaping societal norms and values. Values such as justice, equality, ethics, and freedom are influenced by individual personal values and reflected in the norms adopted by society. For example, individuals who have strong values of justice may encourage the adoption of social norms that value equality and human rights.

Individual beliefs and attitudes also contribute to the formation of societal norms and values. An individual's religious, political, and moral beliefs can shape their view of the world and influence the social norms that are embraced in society. Beliefs and attitudes can also influence an individual's attitudes and behaviors towards social issues, such as the environment, health, or human rights, which in turn can influence societal norms and values regarding these issues.

Individuals' life experiences also play a role in shaping their view of the world and influencing the norms and values embraced in society. An individual's family experiences, education, work, and social interactions can shape their perspective and influence the norms they adhere to. For example, individuals who grow up in families that value cooperation and social care may bring those values into their social interactions and contribute to the formation of social norms that value cooperation and social care.

However, it is important to remember that the role of individual characteristics in influencing societal norms and values is not isolated from broader social and contextual factors. Culture, traditions, collective norms, and social pressures also play an important role in shaping society's norms and values. The interaction between individual characteristics and these factors can shape complex and diverse social dynamics in society (Dalle,et.al. 2019).

In conclusion, research on the role of individual characteristics in influencing societal norms and values is essential for a better understanding of human interaction and social dynamics. By paying attention to an individual's personality, personal values, beliefs, attitudes, and life experiences, we can understand how individuals play a role in shaping societal norms and values, which in turn shapes complex social dynamics in society.

CONCLUSIONS AND SUGGESTIONS

This study reveals that the rule of law has an important role in influencing the transformation of social values and preferences, which ultimately has an impact on changes in social norms in society. The rule of law not only serves as a reflection of existing social

values, but also as an effective tool to direct social change. The law can promote new values that are more in line with the times and modern challenges. Factors such as culture, education level, and economic conditions play an important role in the value transformation process. Laws that are in line with the cultural context and supported by educational efforts tend to be more successful in changing social preferences. Legal rules designed with social justice in mind can encourage society to adopt more inclusive and equitable norms. This shows that the law has the potential to remedy social injustice and create a more harmonious society

The suggestion in this study is Inclusive and Participatory Legal Formulation, where policymakers must involve various stakeholders, including the community, academics, and legal practitioners, in the process of formulating legal rules. An inclusive and participatory approach will ensure that the resulting laws are more responsive to the needs and values of society. And it is also important to increase legal education and socialization efforts to the public. The government and related institutions must develop programs that aim to increase public understanding of the rule of law and the values that the law seeks to shape. This can be done through public campaigns, seminars, workshops, and mass media.

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