

## ABSTRAK

Keberadaan pabrik di suatu tempat telah memberikan respon terhadap masyarakat di daerah sekitarnya. Demikian halnya keberadaan pabrik Tepung Rose Brand di Desa Parning, Kecamatan Jetis, Kabupaten Mojokerto menimbulkan respon positif dan negatif masyarakat Desa Parning, Kecamatan Jetis, Kabupaten Mojokerto. Untuk itu dilakukan penelitian tentang respon masyarakat desa terhadap keberadaan pabrik dengan metode kualitatif bertujuan menggambarkan secara sistematis dan akurat faktor dan karakteristik mengenai fenomena tertentu sehingga dapat diperoleh suatu pemecahan yang jelas mengenai fenomena tersebut. Keberadaan industri Tepung beras Rose Brand di desa Parning, Kecamatan Jetis telah menimbulkan respon bagi kehidupan masyarakat Desa Parning, Kecamatan Jetis, Kabupaten Mojokerto.

Hasil penelitian adalah sebagai berikut. Pertama, bahwa keberadaan pabrik tepung rose brand menimbulkan respon positif karena 1) menyerap tenaga kerja sehingga dapat meningkatkan kehidupan ekonomi sejumlah penduduk desa; 2) memberikan bantuan sembako kepada warga yang kurang mampu, memberikan bantuan pembangunan infrastruktur desa seperti pembangunan pasar desa, pondok pesantren, mushola dan lain-lain. Di sisi lain keberadaan pabrik tepung menimbulkan respon negatif karena 1) menimbulkan pencemaran air sungai, 2) kebisingan; 3) menimbulkan bau busuk di daerah sekitar desa. Keberadaan pabrik membawa perubahan gaya hidup bagi penduduk desa, seperti pola konsumsi dalam memenuhi kehidupan sehari-hari.

Kata-kata kunci: respon, masyarakat desa, Industri.

## ABSTRACT

The existence of mill in any places has been made a respond to the society in that place itself. Just like the existence of a flour mill "Rose Brand" in Pening village, Jetis sub-district of Mojokerto regency. This mill has already make an impact for the people in Pening's area. But, the impact not only in positive side but also the negative side. For those reason, I am interest to do a research about how the people in those area give their responds in the existence of mill with qualitative methods aims to describe in systematic and accurate factor and characteristic of a specified phenomenon that can be obtained a breakdown of clear about these phenomena. The industry flour rice rose brand in the village perning sub-districts jetis have provoked response to life, villagers perning sub-districts jetis, district mojokerto

The result shows ; First, the existence of "Rose Brand" flour mill give some positive impacts like, 1) give villagers a workplace, so villagers can increase their economic level; 2) give a basic food aid for the poor villagers, give an impact in the built of village facilities, village market, mosques, and islamic boarding school. In the otherside, the mill also give a negative impacts because, 1) make a water pollution in the river around the mill; 2) the noisy of the mill; 3) make a stingy air in the area surrounding the mill. After all, the existence of the mill also bring a culture change in daily life for the villagers, like the consumerism pattern for daily needed.

***Keywords: response, villagers, industry.***