

ABSTRACT

***Uwa'* and Social Change: A Case Study on *Uwa's* Leadership in the Proses of Adopting Melon Farmers' Innovation In Tolotang Community, South Sulawesi**

The general objectives of this research is to investigate the process of adopting an innovation which *Uwa'* and melon farmers carry out in Amparita, Sidrap Regency, South Sulawesi. In general, this study is also to disclose a relationship between *Uwa's* leadership and adaption of any innovation which the melon farmers do in the research setting. Specifically, the research is aimed at (1) elucidating the adoption of innovation process which the *Uwa'* and farmers do and explaining their responses which may take the form of acceptance and rejection; (2) looking into the *Uwa's* role in relation to the state's in the adoption of innovation process as well as uncovering whether such adoption of innovation represents a manifestation of the farmers' independence and their symbolic resistance against structural policy (state's); (3) accounting for what factors sustain the *Uwa's* leadership in respect of social change in Tolotang community.

The results show the following findings. First, regarding the process of adopting an innovation, in this context, adopting melon as the market-oriented commodity, the farmers engage in five behaviors in Amparita: *accioreng* (innovators), *caredde* (early adopters), *macca* (early majority), *maccio* (late majority), and *mappigau* (laggards). The farmers develop those behaviors on the grounds of any consideration and certain rationality. In addition, there are several cases relating to *Uwa's* leadership in the adoption of innovation process. Second, the *Uwa'* plays a substantial role in the adoption of innovation which the farmers undertake. More important, the adoption of innovation not only represents a manifestation of the farmers' independence but also a symbolic resistance against the structural policy (state's). And finally, there are some forces or factors sustaining and preserving the *Uwa's* leadership within the social change process in Tolotang community. Those factors are taking the form of the social, economic, political and cultural forces.

Key Words: adoption of innovation, the innovation decision process, rationality, resistance, leadership of *Uwa'* and farmers