

CULTURE, NATURE, AND NURTURE: NIGHTCLUB WORKERS BEHAVIOUR IN BIRA BULUKUMBA

BUDAYA, ALAMI, DAN DIDIKAN: PERILAKU PEKERJA KLUB MALAM DI BIRA BULUKUMBA

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ABSTRACT

Nightclub worker behaviour has been considered as negative and immoral by society because they have been practicing obnoxious attitude such as consuming alcohol, having intercourse, inhaling drugs, etc. Therefore, this study aimed to analyze the behaviour of actors or nightclub workers at Bara nightclub in Bira Village, Bulukumba South Sulawesi, Indonesia. This was a case study with participatory approach. The results of this research revealed that the behaviour of nightclub workers came naturally and taught (nature and nurture). Human behaviour is the result of human nature. Moreover, nurtured-behaviour occurred because of the response of actors or nightclub workers when they go to a nightclub, find alcohol, and drink it until they lost control or consciousness. Nurture behaviour is the behaviour that is taught unconsciously when seeing and imitating the behaviour of others or surroundings. Thus, human behaviour is influenced by nature and nurture which resulted in a new culture.

Key words: nightclub, culture, nature, behaviour, nurture, Bira

ABSTRAK

Perilaku pekerja klub malam dianggap sebagai perilaku negatif dan tidak bermoral oleh masyarakat karena mereka telah mempraktikkan sikap yang tidak menyenangkan seperti mengonsumsi alkohol, melakukan hubungan intim, mengisap narkoba, dan lainnya. Oleh karena itu, penelitian ini bertujuan untuk menganalisis perilaku aktor atau pekerja klub malam di klub malam Bara di Desa Bira, Bulukumba, Sulawesi Selatan, Indonesia. Penelitian ini merupakan studi kasus dengan pendekatan partisipatif. Dalam hasil penelitian ini terungkap bahwa perilaku pekerja klub malam datang secara alami dan diajarkan (nature and nurture). Tingkah laku manusia merupakan hasil dari sifat alamiah manusia. Selain itu, perilaku yang diajarkan terjadi karena respons aktor atau pekerja klub malam ketika mereka pergi ke klub malam, menemukan alkohol, dan meminumnya sampai kehilangan kendali atau kesadaran. Perilaku pengasuhan adalah perilaku yang diajarkan secara tidak sadar ketika melihat dan meniru perilaku orang lain atau sekitarnya. Dengan demikian, perilaku manusia dipengaruhi oleh alam dan pengasuhan yang menghasilkan budaya baru.

Kata kunci: klub malam, budaya, alami, perilaku, didikan, Bira

INTRODUCTION

The Bara nightclub is one of tourist attractions for locals and foreigners to release stress and to have fun on the dance floor (Ismail, 2017). It is a special place for amusement and pleasure (Demant, 2013). The existence of nightclub is supported by alcohol as dominant beverage on the menu, convenient space, up-beat tempo music, or perhaps illegal drugs (Hayward & Hobbs, 2007). Moreover, sex worker might also complement nightclub as a complete service package for pleasure (Agha & Chulu Nchima, 2004). In

this present study, the researchers chose Bara nightclub as the object of the observation. Bara nightclub is one of many nightclubs and cafés in Bira along the seashore. There are many activities in the club such as reserving for "ladies", singing in the karaoke room, dancing on the dance floor, drinking alcohol and non-alcohol beverages or just having a conversation with the ladies in the club. The club also sells various alcoholic drinks such as Vodka, CongYang, Jack Daniel, Black Label, Red Label, etc.

The phenomenon of nightclub activities has been conducted by many researchers. For example, a research by Anggraini that observed the effect of nightclubs on Society's behavioural changes (Anggraini et al., 2015), the attractive media and advertisement of the nightclub in Yogyakarta (Romadhon, 2021), and many others. Those researchers analyzed critical points on the nightclubs. However, this present study emphasized the nightclub activities conducted by the actors. The nightclub activities such as dancing on the dance floor, drinking alcohol, doing sexual intercourse happen in a nightclub due to the fact that Indonesia is a Muslim majority country which strictly enforces moral value. So those immoral activities cannot be done in public that is visible to people. A survey showed that 40% of adolescents in Indonesia have done sexual intercourse in their house, 26% in rented-house, and 26% in a hotel (Sa'adah, 2007). Another study found that many adolescents in Kokop, Bangkalan assumed that nightclub activity has been becoming their life routine (Hadi, 2020). Nightclub activities were considered as primary or secondary needs. Thus, a nightclub is a special place to do such things secretly, privately, and safely.

This study used behaviourism theory to analyze and elaborate the result. Behaviourism theory was born as a reaction to introspectionism (which analyze the human psyche based on subjective reports) and psychoanalysis (which analyzes the unconscious human visible) which aims to analyze observable human behaviour. It can be measured and predicted. This theory does not discuss how human's behaviour are either good or bad, rational or emotional, but explain the causes of human behaviour, which are controlled by environmental factors. Workers also have friendships and environments so they can feel the influence or effects of seeing people's behaviour in the nightclub. Behaviourism is well-known as "learning theory" by behaviourists. Human behaviour is obtained from the learning process, meanwhile learning is a change in the behaviour of individuals because of the influence of the environment. When someone starts working in a nightclub, they experience a lifestyle change to hedonism. Psychologically, this theory

describes that all human behaviour, personality, and temperament are determined by sensory experience. Meanwhile, thoughts and feelings are caused by past behaviour. Thus, this theory emphasizes behavioural changes as a result of the learning process (Offerman & Sonnemans, 1998). The behaviour of nightclub actors were influenced by their roles, their experiences, and their pasts. In other words, someone's past life or background is related to their behaviour in the present time. Thus, in this study the researchers examined and analyzed the factors that influence the behavior of nightclub workers behaviour in Bira.

METHOD

The research was a case study research. The researchers used participatory observation approach to be involved in the nightclub being studies. Thus, the data collection methods of the research were live observation, interview, and documentation. The research was conducted from February 7–March 6 2022 at Bara Nightclub in Bira Village in Bulukumba, South Sulawesi, Indonesia. In this research, the number of informants was 18 people consisted of three owners, five managers/'germo' and ten ladies/workers. Furthermore, the researchers analyzed the data by qualitative method with four stages of analysis. The stages were data reduction, data verification, data summarization or presentation, and drawing conclusion. The analysis process was through taxonomical analysis where all the primary data (descriptive observation) were classified semantically. Then, the researchers selected dominant domain as the chosen domain. Hereinafter, the researchers conducted a focused-interview to obtain taxonomical analysis. Finally, the obtained-data were analyzed and explained.

RESULTS AND DISCUSSIONS

Bira Beach tourism object, Bulukumba Regency has a complex livelihood with a variety of people's lives. Along the southern coast of Bulukumba Regency, there are white sandy beaches managed by the government and the community as tourist attractions. The complexity of the life of the coastal community shows the existence of a

dynamic community life. The hilly areas around Bira Beach, Bulukumba Regency, are more often left as forest areas than agricultural areas. Apart from that, the topography of the area is rocky land with low fertility, so people see that the object of coastal tourism activities has the potential to bring material benefits.

The majority of the people in this area make their livelihood by establishing productive economic businesses, although there are still those who work as fishermen, like the community in general who live in coastal areas. Other economic businesses such as hotel and night entertainment are also developed and received support from the local government.

The existence of a nightclub at Bara, Bira Village presents a life that has changed numerous people's perspectives and lifestyles. For instance, before the existence of the nightclub, people in Bira had lived peacefully as fishermen. Moreover, they had not encountered alcoholic drinks and had lived a happy peaceful life with neighbourhood. They also had enjoyed simple and unambitious life.

In contrast, the existence of a nightclub in Bara caused a change in people's behaviour. The of Bira who had never drunk liquor before finally tried to taste the liquor offered at nightclubs in Bara. For those who are used to drinking liquor in other places outside of Bira Village, they no longer need to go far to get the liquor. Furthermore, those people who are happy with the night life find it easy with the nightclubs in Bara.

On the other side, there is a unique thing that nightclub owners do specifically for local Bira residents who come to visit their nightclub. If the visitors drunk, the owner will take them to their house. This activity is to prevent unwanted things on their way home such as accidents, criminal act etc.

This phenomenon shows the influence of changes in nightlife which is full of dynamics. Entertainment provides fun and laughter needed by some people in a community, therefore entertainment is currently a profitable business. Night entertainment is a place to get spiritual satisfaction according to the wishes of the

visitors which is carried out at night (Destrianti & Harnani, 2018).

At a night entertainment venue, there are actors or workers who enliven the night activities, making it as a source of income to meet their daily needs. Actors are seen as humans who have goals or intentions, meaning that actors take actions that are aimed at efforts to achieve that goal (Ritzer, 2014). Working in nightclub is often the choice of actors for economic reasons related to the demands of life, even though it is an act that is disgraceful or despicable in the eyes of the community.

Results

Based on the interview, there were three main roles in the nightclub. Those roles have their own activities and responsibilities. The result is described as follows:

1. Owner

AS is a native businessman in Bira who previously opened food stalls around the Bira beach. Then, in 2018, he developed it into a karaoke place and a nightclub for tourists in Bira. There were many tourist destinations in Bira, Bulukumba, but majority of the visitors were looking for karaoke for their leisure activity. Thus, this was a business opportunity to build. During the first year of Bara club, the karaoke bar was sufficient for his customers, but a year later he found an idea to bring sex worker or "*ladies*" to maintain his karaoke business. The *ladies* were organized by a *germo*. All nightclubs are owned by native Bira people, eventhough some of those nightclubs are rented to newcomers or people outside Bira Village.

2. Germo

Germo is someone who handles *ladies*. A *germo* can be found in a bar, nightclub, special hotel, or karaoke bar, where customers or visitors can book a service for sexual intercourse in those places. BK is a women who has been working as a *germo* and has been maintaining partnership with the nightclubs in Bira. She manages the *ladies* in her own way. She taught *ladies* to take

care of themselves and maintain good health. She is usually addressed as “mamah” by the *ladies*. She is not originally from Bira. She has been entrusted to manage the nightclub by the nightclub owner. However, she can interact well with local people around the Bira beach.

The germo gets the *ladies* from Bira and other regions. Although germo runs a nasty business, the germo never kidnap a girl to be *ladies*. The *ladies* come from various places and reasons in various ways. Germo often finds *ladies* who come willingly to the place due to many reasons. Germo owns 60% of the profit in the Bara club and holds a responsibility to protect and feed the *ladies* while running the business.

3. Ladies

Ladies in this context are sex workers. There are many *ladies* in the Bara club with various reason for choosing their job such as escaping from broken family or domestic violence and revenge for being cheated on. *Ladies* make money from their services and alcohol sales. According to the *ladies*, working as a sex worker was the best they could do, coming from middle-low-class family they did not have high-level of education so they were not qualified to work for any companies, factories, or other office jobs. The money they earn is then transferred to their family and for their well-being in the club. Every nightclub in Bara employs 4–10 *ladies*. They all come from outside Bira Village. Some ladies came by themselves, some ladies were invited by friends, and some were brought by the germo.

The work agreement between the germo and the *ladies* is made verbally and they agree on a form with a profit-sharing system from the sale of drinks. Profit sharing arrangement for 1 (one) bottle of drink is made for per *piceng* (bottle cap). Each *piceng* is sold at a price of Rp. 70,000,00. Then, Rp. 60,000,00 will be handed over to the germo and *ladies* will get Rp. 10,000.00. Income in each night varies greatly depending on the number of visitors who come.

Factors of Joining as a Nightclub Worker

The most dominant factor among the actors in the nightclub was economy (Munawaroh, 2010). All of the actors in the nightclub agreed that the economy was their major reason for doing this job. The economic factor can be internal or external. Internal economic factors are economic conditions that are experienced by themselves. Meanwhile external economic factor comes from inheritance or family economic condition. Thus, the economic factor was the dominant factor regarding the existence of Bara Nightclub in Bira.

The second dominant factor was educational background. Actors' poor educational background led them to work in a nightclub because they did not have a university-graduate degree and did not meet the requirements to work in factories or offices. In addition, the family's educational background might also affect the actors. Many students considered themselves incompetent because of their parents' educational background (Kusumawati, 2010; Astuti, 2016; Chotimah et al., 2017). It is also recognized that parents' economic status linearly affected students education (Nur et al. 2022; Yanti, 2022). Hence, the parents' economic status and educational degree also influenced their career choices (Thohir et al., 2016; Saleh et al., 2020; Diansyah, 2022). The phenomenon of educational background and parent's economic status allowed the nightclub's actors to choose their career and future at the nightclub. As they were not qualified for factories, civil servants, companies and other jobs, the actors realized that working in nightclub was a gift from God and it was the only way to keep themselves out of poverty. Therefore, their low-level of education caused them to join as nightclub actors.

In addition, around 20% of respondents joined as nightclub workers because of domestic violence and divorce. Globally, almost all women are at risk of experiencing violence. Komnas Perempuan or National Commission on Violence Against Women discovered that there was a significant increase on violence against women from 2020 to 2022. The number increased from 226,062 cases in 2020 to 338,496 cases in 2021 and 2022. According to The Ministry of

Women's Empowerment and Child Protection, until October 2022 there were 18,261 cases of domestic violence throughout Indonesia and 79.5% or 16,745 of the victims were women (Tendage & Yauri, 2020). Therefore, domestic violence is one of the major and common crime in Indonesia that generates many polemics in society and in this context, is one of the reasons women to work as sex workers in nightclubs.

The other 10% of respondents came to work at the nightclub deliberately because they needed a job. These respondents stated that many companies wanted high-qualified employee candidates for a position so not all people can easily apply and work at respected-companies or offices. This condition encouraged the respondents to work as sex workers in nightclub club.

Each actor in the nightclub adopts hedonism lifestyle such as drinking alcohol and probably consuming drugs. Some visitors and nightclub workers or actors commonly do these behaviours in the nightclub. Therefore, based on the research data, the most dominant factor that influenced the actors to do nightclub attitude were friends or colleagues. The actors mostly and frequently meet each other at the nightclub every night. Thus, their working partners behaviour has been affecting them and it makes them copy or imitate the behaviour. For instance, the owner came to the nightclub and brought a bottle of wine in his hand. Automatically, all the actors in the nightclub would be stimulated to drink alcohol as well. Moreover, when customers came to the nightclub and brought drugs, it might cause other customers to ask for drugs. Thus, the most dominant factor that influenced actors' behaviour in the nightclub is from imitating friends. This phenomenon is in line with behaviourism theory where changes in a person's behaviour are influenced by others from their environment. People tend to imitate others behaviour, especially those around them, because they frequently see and unconsciously copy it (Rahmat, 2009). The next stage after learning is applying and making it a routine or lifestyle. If someone frequently performed certain behaviours over a long period of time, then it is considered a lifestyle (Hofstede, 2001)

There are various and unlimited jobs or occupations of people in the world. People choose their occupations based on their capabilities, qualifications, and needs. Companies typically hire high quality employee candidates for their companies (Qin et al., 2022). However, some sectors do not need such high education, hard-working, and excellent work experience. For instance, a sex worker in a nightclub. The requirements to become a *lady* are only women, good-looking and willingness to engage in sexual activities. Occupation as sex workers has appeared since ancient times or Mesopotamia (Davis, 2006). Moreover, it developed as a result of colonization and war in some occupied-countries such as Indonesia (Willis & Levy, 2002; Adib, 2009). Nowadays, prostitution is growing due to human needs and rights to freedom. Many countries legalize prostitution and provide facilities for this business (Dolinsek & Hearne, 2022; Nguyen, 2022). Thus, a job such as sex worker or prostitution has become common occupation in almost all over the world and people cannot banish this profession. In Indonesia, prostitution is not shown as widely as ice cream advertisement, but is hidden in some amusement places such as karaoke bars and nightclubs.

The *ladies* in the nightclub come from various places and situations. Some of them work as a *lady* either because of their poor educational background, escape from domestic violence, or simply need an income. Moreover, all of the *ladies* agreed that the most crucial factor of their decision to be *ladies* was their economic status. Some of the job opportunities require money as an entrance bribe. Thus, becoming *ladies* was the last thing they could obtain during their conditions. Further, some of the *ladies* who came because of poor educational background argued that they were not eligible to apply for a job in companies, factories or any other places. That is because they thought that they were lack of knowledge and skills. Even as a cashier, people must master mathematics well. Hence, becoming *ladies* was the only job opportunity they could choose with their basic and important requirement of *ladies*, which are a women and good looking.

Moreover, working in a nightclub as a *lady* is a peculiar job for some people. The *ladies* work during the night and they sleep when the sun shines. They wear skimpy, sexy mini dresses and also sing and dance to attract customers. The *ladies* make money when they finished their sex service with customers and how many bottles of alcohol that customer drink in the nightclub. The *ladies* do these activities every night so that it becomes their habit. In other part of the world, drinking and visiting prostitutes are considered as a bad, immoral, and sinful behaviour according to society and religions. However, the *ladies* considered such misbehaviour as normal, casual, and natural behaviours in nightclub.

Nightclub Behaviour as a Culture

The collective behaviour of people in the same environment produce a cultural behaviour. Culturally, humans enable certain ways to live, to get entertainment, to obtain recognition etc. In many Indonesian cultures, there is countless cultural behavior that similar to the activities in nightclub, for example, traditional singing events, erotic traditional dances, and *Nyawar* tradition. Based on the interview with the ladies and the Germo, the researchers concluded that almost 89% of native Bira men have visited the nightclubs in Bira.

Moreover, the prostitution practice among Indonesian can also be discovered in *Warung Kopi Pangku*, particularly in Java. (Arladin, 2019; Lusitaningtyas & Listyani, 2020; Rohman, 2020; Wu et al., 2022). *Warung kopi pangku* is a traditional café in Indonesia that typically serves coffee, traditional cakes, and snacks. However, the owner initiatively hire a good-looking women to attract customers and to increase café's income (Sukmandari, 2014). The *Warung Kopi Pangku* is similar with some nightclubs in Bira where the nightclub initially presented food, coffee, and other services as a complete service with the existence of beautiful *ladies* as a main attraction.

There are some collective behavior that have been carried out by people in Bira. For instance, the people in Bira shamelessly go to nightclubs almost every day. In fact, based on the interview data, almost 89% of them have visited

the nightclubs in Bira. Besides, almost all young men in Bira have drunk alcoholic beverages. This is based on the interview with the germo, a woman who knows all of Bira people include native, migrant, and tourist.

Collective behaviour in Bira Bulukumba is supported by some factors such as business opportunities and tourist destination spots.

“There was no nightclub in Bira, but some people built karaoke bar and they provided more entertainment by adding sex workers or karaoke guides because many tourist were looking for it” (interview with BA).

The establishment of the nightclub in Bira was initiated because there were many tourist or karaoke customers who requested a karaoke lounge with *ladies* as guides or sex workers. Thus, a business opportunity was opened widely in line with the demands. Business owners tried to survive their business by inviting *ladies* to their karaoke spots.

The emergence of nightclubs resulted from much earnings in many sectors such as the nightclub, the owner, and the *ladies*. It is a good economic flow. The phenomenon of nightclubs and their profitability encouraged many other business owners to bring *ladies* into their karaoke bar or nightclubs. Thus, the trend of hiring *ladies* has been a custom for Bira's businessmen and tourists. In other words, behaviour that becomes a necessity and is commonly done as a routine by some people in the same situation and location can be called culture. The culture of visiting nightclubs was initially done by tourists and foreigners that visited Bira. However, the culture of visiting nightclubs now has also been carried out by local people of Bira.

As the tourist attractions developed, Bira became like Bali where many foreigners came to see beautiful scenery, enjoy the sunset, and visit nightclub. Previously, there was no nightclub in Bira, but due to requests from many visitors and tourists, several business owners established nightclubs which went viral and crowded with visitors. The visitors of nightclub in Bira were initially foreigner tourists because their culture is identically attached to clubbing behaviour. Nowadays, visitors of Bira nightclub are not

only foreigners, but also some local tourists, and local people. Visiting nightclub is now considered common and not shameful behaviour. Thus, some behaviour that is done with the realization of commonness becomes a habit and unconsciously produces a new culture.

“I was so shy and I saw visitors, my senior *ladies* were drinking alcohol, and I wanted to try it. Now, I love it like a mineral water” (interview with MA)

MA is one of the *ladies* in the nightclub. She was inexperienced *lady* in Bira. She did not drink alcohol initially. However, her way of life has changed since she saw her friends and now she likes to drink alcohol as drinking mineral water.

“I have seen my father and brother drunk alcohol when I was a kid. When I came to this place and met my *lady* friends, I decided to try it. Because I think I should accept my occupations and this is me now” (interview with SE)

SE has seen bad incidents when she was a child. She had imitated her brother and father’s behaviour of drinking alcohol. Thus, the nurturing process can be seen in SE behaviour.

“I think drinking alcohol is not a crime as long as you can control yourself and you don’t commit any criminal actions because of it. And here we are, we provide a safe place for you to enjoy and save you from dangerous accidents, criminal actions, and etc.” (interview with germo).

In germo’s point of view, consuming alcoholic drinks is not a crime because it is legally purchased from the nightclub. Furthermore, the consumers can enjoy the alcoholic drinks in the nightclub to keep them safe and to prevent crime that can be caused by the influence of alcohol. Thus, based on the interview, the germo consider that drinking alcohol is a common behaviour.

“.....initially, there were many protests against *ladies*, the owner and me (as germo). But, now people realize that we also increase their economy beside the tourism. So, I think it is no problem for us to stay here and make business” (interview with germo).

Visiting nightclub was considered as a bad behaviour and it got many protests from society. Nevertheless, the owner, germo, and *ladies* did

not give up. They proved themselves as the supporters of economic development in Bira. They survived and improved then the protests calmed down. Now they attract more and more visitors both foreigner and local. Moreover, the *germo* stated that they were protested by citizens because of the establishment of the nightclub. However, over the time, the citizens have realized that the nightclubs had supported them in businesses and tourisms in promoting economic development. Therefore, the citizens let the ladies and nightclubs owners to conduct their businesses.

There is a change in behavior that has occurred in the people of Bira Village after the nightclub has been operating for more than ten years. From the beginning of the establishment of the nightclubs, the community resisted the activities until late at night and even into the morning. However, with the involvement of the village government, they took a middle ground, namely continuing to give permit to open nightclubs with strict rules, so that in the end the community could accept their existence.

The existence of a nightclub has positive and negative impacts. The positive impact is an increase in the village’s income so that the community’s economy becomes better. While the negative impact is a change in the culture of society and the atmosphere of the village.

Previously, the people of Bira village did not know night life, but now the atmosphere of the village which was quiet, peaceful, and serene, is now colored by the noisy crowds of night clubs. A situation that was initially rejected eventually became a habit and prevalence developed into a culture in Bara Bira Village.

Culture, Nature and Nurture

When humans were created, humans were equipped with four impulses (natures) which became the potential for cultural development. Some of the four impulses or natures enable humans to create culture as embodiment of creativity, taste, and intention. This nature is instinct encouragement. Humans have shown signs that they are cultured-creatures since

they were born, such as when they are hungry and thirsty, they cry. When babies are hungry, they suck their mother breast milk without any direction or teaching method. It comes from human nature which is called instinct. The human instinct also constructs human culture since the human instinct tends to be collective and repetitive. Thus, collective and repetitive human instinct results from the same behavior and produces culture.

In addition to human instincts, humans are also given the ability to receive external stimuli such as heat and cold, sounds, beautiful sights, smells, sweetness, and saltiness through the five senses, namely: touch, hearing, smell, sight, and taste. Various cultures in the form of sounds, beautiful scenery, equipment, and so on are the result of human imitation of what the five senses can capture. These abilities allow humans to maintain their survival; protect them from threatening cultures; fulfill their needs; eat; drink; and fulfill their satisfaction.

Nightclubs, karaoke bar, restaurants, and many other services are provided to fulfill humans basic needs and to obtain satisfaction. Maslow (1958) stated that human basic need is psychological needs such as air to breathe, food, drink, shelter, clothing, warmth, sex, and sleep. Those basic needs are the fundamental activities of the human being. Human can live normally if they can fulfill those basic needs (Pittman & Zeigler, 2007). Therefore, the existence of nightclubs also helps humans to accomplish their basic needs. Moreover, those basic needs come naturally as human being and sometimes it comes with the external factors such as tradition, environment, and individual factors (Tes et al., 2017). Further, human needs and intentions of consuming alcohol are not limited to adults, but it also affects adolescents. The main reason for alcohol consumption among adolescent are friends and themselves (Mafadzoh, 2020). Consuming alcohol is considered as “hobby” for the majority of fishermen in Semarang (Lasmandasari & Pardosi, 2016). Thus, the previous research proved that alcohol is a part of human needs and nature. For nightclub visitors in Bara nightclub Desa Bira, there is another

reason why they end up consuming alcohol. In addition to having something that has become a necessity because it has become a habit, it is also due to frustration due to life’s problems they face, also because of the influence of friends and the environment. Likewise, the reason for consuming alcoholic drinks among adolescents in Bira was the environment and friends. Those adolescents copy and imitate behaviour in their surroundings.

Furthermore, human needs and nature are not the only reason for consuming alcohol or doing bad behaviour. The influence of friends and social environment also affects people to conduct such behaviour (Dukes & Clément, 2019). The strong and dominant influence of people behavioural changes is environment. Dasopang and Montessori (2018) discovered that environment and parents bad habit affected children’s behavior and degraded their morality. Similarly, Restu et al. (2013) found that students aggressiveness in school was influenced by their parents and environment. The nurture process in social interaction is unconscious process. People witness and imitate the behavior of others near them. Similarly, in the Bara Nightclub, many customers come every night, ordering alcohol, singing and booking a sex service that resulted in imitation by others. For instance, a woman in the nightclub is bringing and drinking alcohol inside the nightclub, while other women are sitting on the couch and watching, sooner they will drink alcohol too. Moreover, when a customer gets sex services at nightclub and enjoys them, this will stimulate other customers to get the same services because of unconscious nurture. Therefore, the present study observed similar behaviour of nightclub actors that imitated others or their partners in their surroundings.

According to Koentjaraningrat (Notowidagdo, 2000) there are three forms of culture: 1) the form of culture as ideas, ideas, values, norms, rules, and so on, 2) the form of culture as a complex form of activity and patterned actions of humans in society, and 3) the form of culture as objects made by humans. The first form is the ideal form of culture. Abstract nature cannot be touched and photographed. It is located in the human mind. Now this ideal culture is stored in the archives

of computer cards, computer tapes, and so on. Human thought and ideas live in society and give soul to society. These ideas are inseparable from each other; all of these are related to one system and are called cultural systems, which in Indonesian are called customs. The second form is what is called a social system which is about the patterned actions of humans themselves. This social system consists of human activities that integrate with one another from time to time, which always follow a certain pattern. This social system is in a concrete form so that it can be observed, photographed, and documented. The third form is what is called physical culture, which includes the physical results of human work in society. Its concrete nature is in the form of objects that can be touched, photographed, and seen. The three forms of culture mentioned above in people's lives are inseparable.

People in Bira aspire to a peace and livelihood social life where all people can feel happiness and can pursue joy in their on way. Moreover, the citizens of Bira conducted habitual activities that became common routine and lifestyle which resulted in a pattern of human habit in Bira. Therefore, the existence of nightclubs in Bira was a result of habitual activities of people in Bira. The habit of visiting nightclubs, consuming alcoholic drinks, having sexual intercourse with sex workers, etc were the result of abstract and physical culture created by people in Bira.

CONCLUSION

Overall, the existence of nightclubs in Bira was initially a karaoke bar without "*ladies*". However, as the demands of *ladies* in the karaoke bar increased, the owner has initiated bringing some *ladies* and it successfully attracted visitors to the Bar. The karaoke bar slowly became a nightclub with alcoholic drinks and *ladies* services. Working as *ladies* was not a good choice for the women in the nightclub. Economic status, poor educational background, domestic violence, infidelity, and divorce were the reasons for women working as *ladies* in nightclub.

Moreover, nightclub activities such as consuming alcohol, singing, dancing, and having sex are considered common among nightclub

workers and customers. Hence, the nightclub workers behavior was human being nature and learning from the environment. Human being has lust and hunger for entertainment. In addition, people always see others doing those nightclub activities and they imitate them unconsciously.

In conclusion, Human behaviour is nature and nurtured behaviour that resulted in culture. Human is gifted with nature or human traits that naturally produce human behaviour. These nature human traits allow human to respond to any stimulus and adjust themselves in any situation and condition. Furthermore, human nature also support human life and collects a culture. In addition, human behaviour is also influenced by others such as friends, environment, conditions, and other external factors that resulted from changes. The changes that are copied from others are similar to the learning process. The learning process by observing other people's behaviour is one of the most effective methods for learning. In this context, the new *lady* saw and learned their surroundings and finally copied other *ladies* behaviour. This behaviour was conducted by all of the *ladies* as a daily routine. Thus, any behaviour that was collectively conducted by all of the people inside the nightclub can be called as culture.

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