Pertanika J. Soc. Sci. & Hum. 34 (4): 1735 - 1753 (2026)

SOCIAL SCIENCES & HUMANITIES

Journal homepage: http://www.pertanika.upm.edu.my/

Socio-Cultural Impacts of Large-Scale Infrastructure Development: Insights from Yogyakarta International Airport

Ndaru Sukmono Aji [1]*, Budiawan[2], and Akhmad Akbar Susamto[3]

[1]Doctoral Programme in National Resilience Science , Graduate School, Gadjah Mada University, Teknika Utara Street, Pogung, Sinduadi, Mlati, Sleman, 55284 Yogyakarta, Indonesia
[2]Department of Cultural and Media Studies , Graduate School, Gadjah Mada University, Teknika Utara Street, Pogung, Sinduadi, Mlati, Sleman, 55284 Yogyakarta, Indonesia
[3]Department of Economics, Faculty of Economics and Business, Gadjah Mada University, Sosio Humaniora Street 1, Bulaksumur, Depok, Sleman, 55281 Yogyakarta, Indonesia

ABSTRACT

Infrastructure development is often seen as a catalyst for economic growth, but its socio-cultural impacts remain underexplored. This study examines how the construction of Yogyakarta International Airport (YIA) in Indonesia reshapes local lifestyles, social aspirations, and identities. Using a mixed-methods approach, it combines the Value and Lifestyle System (VALS) framework with Bourdieu's theory of capital and Featherstone's consumer culture theory. The findings reveal significant lifestyle shifts from traditional (Believers) to status-oriented (Strivers) consumption patterns, driven by financial gains from land compensation. Increased exposure to urban consumer culture further alters social aspirations, particularly among younger residents. The study highlights the need for more inclusive, culturally sensitive infrastructure planning that balances economic growth with cultural sustainability.

Keywords: Impact, infrastructure, lifestyle, socio-culture, Yogyakarta International Airport

ARTICLE INFO

Article history:
Received: 30 July 2025
Accepted: 01 July 2026
Published: 17 July 2026

DOI: https://doi.org/10.47836/pjssh.34.4.04

E-mail addresses:
ndarusukmonoaji1975@mail.ugm.ac.id (Ndaru Sukmono Aji)
budiawan4@ugm.ac.id (Budiawan)
akhmad.susamto@ugm.ac.id (Akhmad Akbar Susamto)
* Corresponding author

INTRODUCTION

Infrastructure development drives economic growth, improved education, job creation, and poverty alleviation (Saadaoui Mallek et al., 2024). Large-scale infrastructure development, such as airports, has an impact on increasing economic growth in a region (Bai & Wu, 2022). Particularly in developing countries, infrastructure development is

e-ISSN: 2231-8534

seen as a pathway to address structural constraints and accelerate economic progress. While such projects are primarily justified by their economic benefits, their broader socio-cultural implications remain underexplored. Airports, in particular, are uniquely positioned as physical gateways for transportation and symbolic representations of modernity, progress, and global integration (Lohmann & Peres de Oliveira, 2024; Song & Suh, 2022).

The socio-cultural impacts of infrastructure development are increasingly recognised as an important aspect of sustainable growth. Beyond their economic functions, airports and other large-scale projects often transform local communities' social dynamics, cultural practices, and lifestyle preferences. Featherstone argues that modernisation processes associated with infrastructure expansion often reshape social values by introducing new aesthetic choices, material aspirations, and consumer-oriented lifestyles (Featherstone, 1993). Furthermore, infrastructure projects often bring new economic opportunities, commercial networks, and social structures that challenge established norms and redefine local identities. Infrastructure development can thus act as both a catalyst for economic progress and a disruptor of cultural sustainability.

Despite increasing awareness of these sociocultural dimensions, the existing literature largely focuses on measurable economic metrics such as increased productivity, job creation, and poverty alleviation (Khanani et al., 2021; Yemba et al., 2020). Theoretical perspectives derived from the economic growth model have primarily emphasised the material benefits of infrastructure development while neglecting the more nuanced ways in which these projects affect social and cultural life. For example, studies on airport development have extensively documented their contributions to regional development, tourism growth, and increased trade connectivity (Doerr et al., 2020). However, few studies have explored how airports and other infrastructure projects reshape lifestyle choices, social aspirations, and identity formation in affected communities.

Existing research addressing infrastructure development's socio-cultural impacts has uncovered several important findings. Infrastructure projects often create social inequality, displace local populations, introduce new consumer cultures, and create tensions between traditional values and modern aspirations. (Breidenbach, 2020; Sharma et al., 2024). However, most of these studies focus on urban environments or macroeconomic patterns, neglecting the micro-level changes in local communities directly impacted by infrastructure development. Furthermore, while modernisation theory predicts a shift towards consumer-oriented lifestyles, empirical evidence is limited, especially in rural or semi-urban areas where traditional cultural practices are most vulnerable to disruption.

This study addresses this gap by examining how large-scale infrastructure development affects lifestyle patterns, social aspirations, and cultural identities in affected communities. Using a case study of the construction of the Yogyakarta International Airport (YIA) in Temon District, Kulon Progo Regency, Indonesia, this study employs a mixed-methods approach to capture the complex interactions between economic transformation, lifestyle shifts, and social identity formation. Quantitative analysis using the Value and Lifestyle Systems (VALS) framework is complemented by qualitative insights derived from Bourdieu's theory of capital and Featherstone's theory of consumer culture.

In the case of Yogyakarta International Airport (YIA), infrastructure development was accompanied by a large-scale land acquisition process that resulted in substantial financial compensation for affected residents in Temon District, Kulon Progo Regency. Land acquisition for the airport therefore generated a sudden and significant influx of economic capital in the form of compensation payments, often exceeding households' accumulated savings or annual income (Purbawa, 2022). Importantly, the land acquisition compensation process did not only transform material conditions but also reshaped social relations, aspirations, and everyday practices within the community. The diverse responses from residents highlight that land acquisition compensation serves as an important mechanism through which infrastructure development produces different socio-cultural outcomes, making YIA a highly relevant case for examining lifestyle changes beyond aggregate economic indicators.

The novelty of this study lies in its interdisciplinary approach, integrating economic, sociological, and consumer behavioural perspectives to provide a comprehensive understanding of how infrastructure-driven modernisation impacts sociocultural dynamics. By bridging the gap between economic analysis and cultural theory, this study contributes to the broader discussion on sustainable infrastructure development that emphasises the importance of cultural preservation alongside economic growth. Furthermore, unlike previous studies primarily focused on urban environments or macroeconomic patterns, this study addresses the unexplored micro-level changes within rural and semi-urban communities impacted by infrastructure development. The paper is organised as follows. The next section is a literature review, summarising key theories and empirical findings related to infrastructure development and lifestyle changes. The third section details the research methodology, outlining data collection techniques, and analytical frameworks. The fourth section presents and discusses the findings, focusing on the observed transformations in consumer identity and social behaviour. Finally, the paper concludes with a conclusion.

LITERATURE REVIEW

Infrastructure Concept

Infrastructure is a combination of elements, relationships, or services required for the functioning of a company, society, or organisation (Quesada-García, 2022).

Infrastructure systems are important supports in society, providing services that include energy (electricity grids, gas pipelines, and renewable energy facilities), water, waste management, transportation (roads, railways, airports, and ports), and telecommunications (telecommunication networks and internet infrastructure).

Meaning of Infrastructure Development

Infrastructure development refers to the process of planning, financing, building, and maintaining infrastructure systems to enhance economic productivity, social welfare, and environmental sustainability. Infrastructure drives development outcomes including household well-being, employment, and human capital, as well as productivity, output, job creation, and trade at the firm level (Foster & Straub, 2023). Infrastructure also impacts the distribution of economic activity across urban and rural areas. The World Bank emphasise that infrastructure development contributes to increased productivity and growth, facilitates trade and connectivity, promotes economic inclusion, and is a key driver for achieving the Sustainable Development Goals (SDGs), (World Bank, 2014). With increased accessibility to markets and services, infrastructure investment contributes to poverty alleviation and overall economic progress.

Quality infrastructure development is an investment that can create more productive and higher quality output as a strategy to escape the middle-income country trap (Indrawati, 2024). Projects such as airports, seaports, and highways (large-scale infrastructure) are seen as catalysts for regional economic growth, attracting investment, and creating jobs. Development drives urbanisation and can lead to shifts in employment patterns that are often accompanied by changes in livelihoods and lifestyles, which have an impact on the local economy and environment (Dawazhaxi et al., 2023; Nawaz & Anwar, 2021). Although the economic impacts of infrastructure projects have been widely studied, the impacts on lifestyles and how individuals consume, interact, and form identities remain in an under-explored area of research. This study aims to address this gap by examining the socio-cultural transformations caused by the construction of Yogyakarta International Airport (YIA).

Lifestyle and How it Can Be Affected by Infrastructure Development

Lifestyle is basically a person's way of living, referring to a set of habits, behaviours, and consumption patterns adopted by an individual or group, shaped by their values, social norms, economic conditions, and personal aspirations (Hawkins & Mothersbaugh, 2010). A lifestyle includes daily routines, spending patterns, social interactions, and ways of expressing oneself. Over time, individuals adjust their lifestyles in response to environmental changes, including modernisation, urbanisation, and infrastructure development.

Featherstone's (1993) concept of lifestyle is an expression of identity and social position, where individuals construct their social reality through consumption patterns. He argues how individuals express their identities through symbolic consumption, aesthetic choices, and choices of everyday activities.Infrastructure projects, especially those involving urban transportation hubs, commercial centres, and new economic zones, influence lifestyle choices.

Types of Lifestyles According to the Value and Lifestyle System (VALS) and Featherstone (1993)

One of the most widely used frameworks for analysing lifestyles is The Value and Lifestyle System (VALS), developed by the Strategic Business Insights (SBI) Institute. The VALS framework categorises lifestyles based on consumers' self-identity and resources. The framework identifies eight different types of lifestyles, reflecting people's motivations and resource levels (Hawkins & Mothersbaugh, 2010):

1. Innovators/ Actualisers are successful, wealthy, and self-confident individuals who are open to new experiences and have high social power.
2. Fulfilled/Thinkers – Educated and professional individuals who prioritise knowledge and principles over material wealth.
3. Achievers – Individuals who are successful in their careers and have work-oriented goals and financial status.
4. Experiencers – Young and adventurous individuals who are excitement-seeking, energetic, enthusiastic, and enjoy travel and new experiences.
5. Believers – Traditional and conservative individuals who emphasise the values of family, religion, and community, with strong opinions based on tradition.
6. Strivers – Ambitious individuals who aspire to move up the career ladder but face financial constraints. They look at others to find out what to do.
7. Makers – Practical individuals with traditional and independent values who prefer crafts and hands-on work.
8. Survivors/Strugglers – Low-income individuals who are focused on meeting basic needs.

Featherstone (1993) extended the analysis of lifestyle by linking it to consumer culture and identity formation. He emphasised the importance of attractive appearances in everyday life and how individuals shape their identities. Self-identity is not determined by social class or economic status alone but through lifestyle choices and consumption choices. The construction of an airport can be seen as a symbol of prosperity and luxury for individuals who want to show off their social standing.

Mechanisms Affecting Lifestyle Due to Infrastructure Development: Theoretical Perspective

To explain the mechanisms by which infrastructure development influences lifestyles, Bourdieu's (Bourdieu, 1984) Theory of Habitus and Capital provide a useful framework. According to Bourdieu, lifestyle is a systematic product of habitus, an expression of habitus shaped by specific socio-economic conditions. It is a perspective through which consumption practices, tastes, and lifestyles, and an individual's social position within the societal structure can be recognised and differentiated. In the context of the Yogyakarta International Airport (YIA) infrastructure development, although agrarian communities tend to maintain their perspectives and consumption patterns, social pressures and exposure to modern lifestyles encourage the emergence of new consumption practices as a form of adaptation to changes in the social structure.

Bourdieu's concept of capital functions as a resource within the social structure. Capital plays a crucial role in lifestyle transformation. Infrastructure projects create new wealth opportunities through compensation and employment opportunities. When individuals receive financial compensation for land acquisition, as in the case of Yogyakarta International Airport (YIA), people change their consumption patterns, increase spending, and adopt new material aspirations. This process aligns with the lifestyle shifts observed in the VALS classification. Social capital is influenced by urbanisation and increased mobility. Infrastructure projects introduce new economic centers, meaning that individuals' social networks become broader, more influential, and more conducive (Brzezi ´nski, 2024; Colmenero-fonseca & Fonce-segura, 2021). This exposure often leads to aspirational consumption, where individuals seek to emulate the behaviour of higher socioeconomic groups. Cultural capital plays a role in shaping consumer identity. Featherstone (1993) argues that modernisation and media influence reshape cultural capital as individuals begin to value symbols of modernity, such as branded clothing, technology, and urban leisure activities. Large-scale infrastructure, in this case, the YIA, encourages people to redefine local traditions, work habits, and recreational choices as they navigate new consumer opportunities.

Infrastructure development introduces new ways of living, working, and interacting. People adapt by changing their behaviour, adopting new social situations, and reshaping their cultural identities in response to the developments created. In the case of Yogyakarta International Airport (YIA), this change is evident in the shift from a traditional rural lifestyle to a more consumer-oriented behaviour, especially among individuals who receive compensation for land ownership. Analysing this lifestyle change through the VALS classification, Featherstone's consumer culture theory, and Bourdieu's concepts of capital and habitus, this study provides a comprehensive understanding of how infrastructure development affects lifestyle choices. This theoretical integration will serve as a basis for empirical investigations investigating how economic, social, and cultural changes caused by infrastructure development affect consumption patterns and everyday life in affected communities.

RESEARCH METHODS

Research Approach

This study uses a mixed methods approach to comprehensively analyse the impact of infrastructure development on lifestyle changes, allowing a deeper understanding of the phenomena being studied (Tashakkori & Creswell, 2007). The reason for this selection is that lifestyle changes are complex socio-economic phenomena that cannot be fully understood through quantitative or qualitative methods alone. The quantitative approach allows for objective and structured measurement of lifestyle changes, while the qualitative approach provides a deeper understanding of the mechanisms underlying these changes.

The use of Value and Lifestyle Systems (VALS) as a classification tool in quantitative analysis is very helpful in identifying changes in consumer behaviour, aspirations, and self-identity after infrastructure development. In addition, Featherstone's theory of consumer behaviour and Bourdieu's concept of economic, social, and cultural capital in qualitative analysis allow for a deeper understanding of the social and cultural mechanisms that mediate these changes. The integration of both approaches allows researchers to interpret social media more deeply and conduct a more comprehensive analysis.

Research Background and Population

The study was conducted in Temon District, Kulon Progo, the area most directly affected by the construction of Yogyakarta International Airport (YIA). The location was chosen strategically because Temon experienced a major socio-economic transition due to land acquisition and the entry of economic activities around the airport. Unlike other studies on urban infrastructure, this study specifically examines how large-scale infrastructure projects in semi-rural communities affect lifestyle changes, making Temon an ideal case study.

This study focuses on two main groups: first, residents who received financial compensation as a result of land acquisition for YIA were selected because they experienced a sudden change in economic capital that influenced behaviour, consumption choices, and social activities. The second group is local business people and emerging workers around YIA; this group provides insight into how infrastructure development increases business opportunities and influences urban consumer culture. With these two targets, this study attempts to capture the direct and indirect effects of infrastructure development on lifestyles.

Data Collection Methods

To ensure methodological rigor and triangulation, this study used a combination of questionnaire distribution, in-depth interviews, and observation. The use of multiple data sources strengthens the validity and reliability of the findings.

Quantitative Data Collection: Survey Distribution of Questionnaires

Data was obtained by distributing questionnaires to 100 residents of Temon District. The sample size of 100 was determined based on feasibility, population size, and the need for statistical representation of lifestyle variations in the affected community. A sample size of 100 respondents was deemed adequate based on statistical and methodological considerations. The total population of residents directly receiving compensation for land acquisition for the construction of Yogyakarta International Airport in Temon Regency was 518 people. Using the Slovin formula with a 10% margin of error, the minimum sample size required was approximately 84 respondents, indicating that the selected sample exceeded this threshold. Furthermore, this study employed a before-after (paired) research design aimed at identifying lifestyle changes rather than estimating population parameters, and the affected population was relatively homogeneous in terms of exposure to land acquisition and compensation. The quantitative survey was complemented by in-depth interviews and field observations within a mixed methods framework, enhancing analytical robustness through triangulation.

The questionnaire was designed to measure lifestyle classifications before and after the construction of YIA using the VALS framework. The choice of VALS as a measurement tool is based on its ability to assess how economic changes caused by infrastructure translate into changes in lifestyle. The survey consists of two parts: First, it covers control variables such as age, education, gender, occupation, income level, compensation received and status. Second, it is a psychographic and behavioural question to respondents that categorises them into one of the VALS lifestyle groups, both before and after the construction of YIA. Lifestyle tendencies are measured using a Likert-type S-scale, which provides precision in tracking changes over time.

Qualitative Data Collection: In-Depth Interviews and Observations

Lifestyle changes are very personal and socially embedded. Not all aspects can be fully captured through survey responses alone. To complement the quantitative findings, the researcher conducted in-depth semi-structured interviews with citizens and key stakeholders. Interview questions were structured based on Bourdieu's capital theory, which included: 1) Economic capital with the question of how compensation money affects shopping behaviour. 2) Social capital asked how mobility, networks, and social interactions change with new economic opportunities. 3) Cultural capital asked how exposure to modern consumer culture affects self-identity, aspirations, and recreational activities.

Interviews were conducted with strategic informants, namely: 1) Residents receiving compensation from the YIA project to find out how sudden economic changes affect them, consumption behaviour, investment decisions, and aspirations. 2) Local business owners and workers should analyse how changes in the influence of commercial activities and urban consumer goods are reshaping their lifestyles. 3) Village leaders and local government officials gain institutional perspectives on social change, especially in relation to traditional values.

Observations are made to provide an understanding of interview narratives about lifestyle changes by examining real-world consumer behaviour in commercial centers, shopping areas, and local businesses.

Data Analysis Methods

Quantitative Data Analysis: Descriptive Statistics and Comparative Statistical Tests

Quantitative data were analysed using descriptive statistics and comparative statistical tests (Sugiyono, 2013) to detect significant changes in lifestyle classification. Descriptive statistics (mean, percentage, and frequency distribution) summarise the prevalence of each VALS category before and after YIA construction. The Wilcoxon Signed-Rank test was used to test whether the shift in lifestyle categories was statistically significant. This test was chosen because paired data from lifestyle classifications before and after infrastructure development is ordinal data from the VALS category. Wilcoxon is a more suitable nonparametric alternative to the t-test.

Qualitative Data Analysis: Based on Bourdieu and Featherstone

Qualitative data from interviews and observations were analysed using thematic analysis, applying Bourdieu's concepts of economic, social, and cultural capital. Featherstone's theory of consumer behaviour is about appearance in everyday life and how individuals shape their identities. The data are categorised into several themes: Economic capital and consumerism, namely how financial compensation plays a role in shaping shopping behaviour and material aspirations. Social capital and the impact of urbanisation in the form of the influence of increased mobility on social networks and aspirations. Cultural capital and identity shifts are the adoption of new consumer values and lifestyle aspirations due to infrastructure-driven modernisation. Qualitative findings were triangulated with survey data in order to increase validity and reliability and to ensure consistency across data sources (Miles, M. B. & Huberman, 1994; Sugiyono, 2015).

Ethical Considerations

This study adhered to the ethical principles of informed consent, confidentiality, and voluntary participation. Participants were fully briefed on the purpose of the study and were given the option to withdraw at any time. All data was anonymised to protect privacy.

RESULTS AND DISCUSSION

This section presents the research findings in three main areas: (1) Quantitative analysis of lifestyle changes using the VALS framework; (2) Qualitative insights from interviews and observations analysed through Bourdieu’s concepts of economic, social, and cultural capital; Featherstone’s views on consumer behaviour and self-identity, and (3) Critical discussion that interrogates the findings in light of relevant previous theory and research. This section aims to provide a more nuanced and critical understanding of how infrastructure development reshapes lifestyle dynamics in affected communities by integrating empirical data and theoretical perspectives.

Quantitative Findings: Shifting Lifestyle Categories

Respondent Profile

Age is a factor in a person's productivity at work, measured by their ability to think, physical endurance, and health, as well as the ability to make their own decisions regarding the use of available funds. Age influences lifestyle behaviour based on past experiences. The classification and percentage of respondents' age levels can be seen in Table 1.

Respondent gender is related to a person's lifestyle. It shows how men's tastes differ from women's. Classification of Respondents based on Gender is shown in Table 2. The results of the study indicate that the percentage of recipients of compensation funds is higher among men than women.

Education is a factor that influences productivity and community mindsets. The classification and presentation based on respondents' education level can be seen in Table 3. A person's education level can significantly contribute to improving a decent standard of living and enhancing skills and abilities in performing work.

Family status can influence decisions about spending funds received from land use compensation, taking into account

Table 1
Respondent age distribution

Age	≤30 Years	31-40 Years	41-50 Years	51-60 Years	>60 Years	Sum
Percentage (%)	6	10	25	33	26	100

Source: Author's own work

Table 2
Respondent gender distribution

Gender	Male	Female	Sum
Percentage (%)	64	36	100

Source: Author's own work

Table 3
Distribution of respondents' education levels

Education Level	Elementary School	Junior High School	High School	University	Sum
Percentage (%)	13	25	54	8	100

Source: Author's own work

Table 4
Distribution of respondents' family status

Family Status	Husband	Wife	Children	Siblings (*Saudara)*	Not Answer	Sum
Percentage (%)	62	26	3	8	1	100

Source: Author's own work

feelings of responsibility toward family members. Classification of respondents based on family status can be seen in Table 4. Referring to the role, position, and responsibilities of individuals within the family structure, this information includes status as head of the family, family member (such as husband, wife, child, or sibling).

Table 5
Distribution of respondents' occupations

Occupation Type	Percentage (%)
Student/	0
Military/ Police	0
Government Employee	12
Lecturer/Teacher	0
Private Employee	3
Doctor	0
Health Worker	0
Fisherman	0
Farmer	35
Self-Employed	11
Farm Laborer	8
Private Laborer	7
Mechanic	3
Village Official	11
Retiree	10
Sum	100

Source: Author's own work

The results of processing the questionnaire data for classifying respondents based on their occupation can be seen in Table 5. Information about occupations can identify patterns and habits relevant to the research topic. The VALS system classifies lifestyles based on consumer identity and resources. These identities and resources include the respondent's occupation.

Lifestyle Distribution Before and After YIA Development

The findings of this study are further illustrated through a Spider Web Chart (Radar Chart) which presents the distribution of lifestyle categories before and after the construction of Yogyakarta International Airport (YIA) based on the Value and Lifestyle System (VALS) framework as seen in Figure 1.

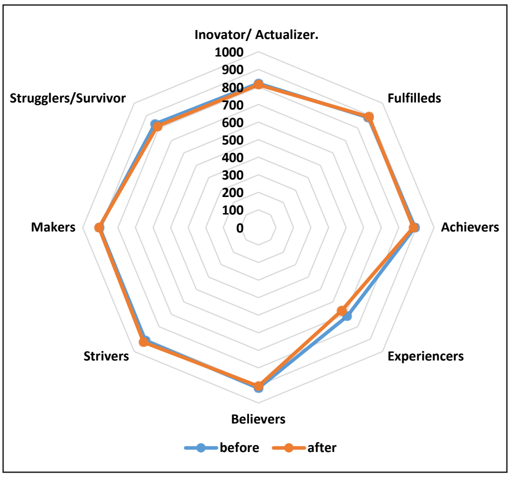

Figure 1. Lifestyle distribution before and after the construction of Yogyakarta International Airport (YIA)
Source: Authors' own work

As shown in the diagram, the lifestyle transformation pattern is particularly evident in the substantial increase in the proportion of Strivers and Achievers, indicating a shift towards more aspirational and status-oriented consumption patterns. This finding is consistent with the argument that the sudden financial gain from land acquisition compensation has enabled individuals to pursue material symbols of success, thereby enhancing their perceived social status. The expansion of the Strivers category in particular reflects how the economic capital gained from compensation payments has translated into consumer behaviour driven by status competition and materialistic aspirations.

In contrast, the marked decline in the proportion of Experiencers suggests that the economic stability afforded by compensation payments has led individuals to prioritise financial security over adventurous recreational or consumption activities. This observation supports the theoretical perspective that infrastructure-driven modernisation may lead to a reconfiguration of lifestyle preferences, particularly when economic capital becomes a dominant driver of social behaviour.

Additionally, the Believers category shows a noticeable decrease. This finding may indicate a gradual erosion of established cultural practices as residents increasingly embrace the urbanised consumer culture introduced by the construction of YIA. Such shifts highlight the tension between preserving cultural identity and adapting to new economic realities, a theme central to Featherstone's (1993) discussion of modernisation and consumer culture. Overall, the Cobweb Chart effectively demonstrates the complex interplay between economic transformation and lifestyle changes within affected communities. The diagram provides empirical evidence of how infrastructure development reshapes individuals' motivations, aspirations, and identity formation by introducing new economic opportunities and social networks.

Another analysis was carried out using the Wilcoxon Signed-Rank Test. The Wilcoxon Signed-Rank test was applied to test whether these changes were statistically significant. While most categories showed insignificant variations, a statistically significant change ($p < 0.05$) occurred in the "Experiencers" group, indicating that individuals who previously prioritised exploration and novelty adjusted their lifestyle priorities after the airport was built.

Interpretation of Lifestyle Shifts

The project caused residents to embrace more materialistic and success-oriented aspirations, demonstrating that economic disruption and new consumption opportunities can transform "Believers" into "Entrepreneurs." Sudden financial gains, particularly through land compensation, triggered a shift in consumption patterns. While this change in aspirations is generally framed as a positive outcome, it is important to assess the sustainability and long-term consequences of such changes critically. The increasing identification of individuals with the category "Entrepreneur" is indicative of a growing mindset where individuals seek higher status with consumer goods but lack the financial security to sustain such a lifestyle. This is in line with Baudrillard's (1998) critique of consumerism, where individuals, particularly the newly wealthy, pursue material symbols of success rather than substantive improvements in well-being (Baudrillard, 1998). The statistically significant decline in the"experiencers" group suggests that infrastructure development has redefined leisure activities and social behaviour. The development of YIA, while providing more mobility opportunities, may paradoxically have reduced people's desire to explore new things and experiences beyond their immediate economic aspirations.

Qualitative Findings: Social and Cultural Transformation

While the quantitative findings show a broad statistical shift, the qualitative part of the study provides a broader and deeper understanding of the mechanisms that cause this change. Observations and interviews indicate that the main factors in changing lifestyle preferences in Temon after YIA are economic, social, and cultural capital, as Bourdieu theorised (Bourdieu, 1984; Bourdieu, 1986) .

Economic Capital and Aspirational Consumption

Many interviewees spoke of the direct material impact of land compensation payments, stating that financial surpluses were often directed towards conspicuous consumption rather than long-term investment.

> People who received compensation money started shopping rapidly, buying cars, motorbikes, renovating their houses, and jewelry. (Interview with Resident A, November 2024)

This is in line with Veblen's (1899) concept of conspicuous consumption, where newly acquired wealth is often used to spend on symbolic goods and services rather than on necessities (Veblen, 1899). A more critical analysis reveals that this shift towards consumerism is not simply a personal reflection but is embedded in larger group forces. With the introduction of YIA, new businesses, advertising, and commercial spaces normalise consumer-driven lifestyles, reinforcing the expectation that economic progress should manifest itself in visible material improvements. This confirms Featherstone's (1993) argument that modernisation and infrastructural expansion foster consumer culture by introducing new lifestyle standards and identities.

The presence of YIA with new businesses, advertising, and commercial space drives the lifestyle of consumers, thus increasing the belief that economic progress must be supported by visible material improvements. This confirms Featherstone's (1993) argument that modernisation and infrastructure development foster consumer culture by introducing new lifestyle standards and identities.

Social Capital and Change in Community Norms

Infrastructure development also restructures social interactions and expectations. Interviews revealed that post-YIA, many residents felt an increased need to adapt to urban consumption patterns. Infrastructure development also reorganises social interactions and expectations. According to interviews, there is an increasing need to adapt to urban consumption patterns after the construction of YIA.

> Before the airport, most people in the village lived simply. Now, with more and more outsiders coming, we feel the desire to keep up with developments, dress better, have new vehicles and also a more modern environment. (Interview with Resident B, December 2024)

These findings support Bourdieu's (1986) theory of social capital, which conceptualises social capital as access to actual or potential resources embedded in enduring social networks.

> Mr. S, a resident of Glagah Village, used the compensation funds to purchase two cars and enjoy visiting nightclubs. "Mr. S was a farmer before receiving compensation, but after the compensation ran out, he now works as a casual laborer." (Interview with Mrs. L, February 2024)

Although land acquisition compensation represents a similar form of economic capital received by affected residents, the outcomes are not uniform. The ability to transform compensation into sustainable livelihood strategies is mediated by differences in social capital. Individuals with stronger social networks, prior to connections to non-agricultural economic activities, and access to institutional or market-based relationships, are better able to mobilise compensation for productive purposes. In contrast, those with limited social capital tend to use compensation in a more direct, consumption-oriented manner. This suggests that compensation does not operate as a balancing mechanism but interacts with existing social structures and network-based resources.

> The land acquisition compensation he received was used to purchase land, improve his house, pay off debts, and maintain stable savings. (Interview with Mr. M., March 2024)

From a more critical perspective, these disparate outcomes contribute to widening social disparities within affected communities. Households with cultural capital such as education, perspectives, and business experience are better able to invest. compensation money into the productive sector. Conversely, households with disrupted traditional livelihoods often experience limited access to networks, increasing their vulnerability to economic marginalisation. Infrastructure development and land compensation do not eliminate social class structures but can instead reinforce social inequality if not accompanied by strengthening the cultural and social capital of affected communities. This pattern reflects Harvey's (2004) concept of accumulation through dispossession, where infrastructure-led development generates economic growth while reproducing social stratification rather than reducing it.

Cultural Capital and Identity Shift

The cultural landscape around Temon has shifted, with advertising, digital media, and commercial and immigrant branding playing a role in shaping identity.

> Especially young people are now more into brands. They see things online, in shops near the airport, and they want to follow the trends. (Interview with Resident C, December 2024)

This is in line with Featherstone's (1993) theory of consumer culture, which argues that modernisation brings consumer desires into everyday life, influencing not only what people buy but also their views of themselves. However, there is an important paradox here: some residents see increased economic participation as a means of self-improvement, while others struggle to meet the expectations of urban consumers.

Critical Discussion: Re-Evaluating The Impact of Infrastructure on Lifestyle

While previous studies on infrastructure development have largely focused on economic benefits, this study critically examines the often-overlooked socio-cultural consequences. The researchers' key points are:

The study emphasises that social and cultural impacts should be considered when planning infrastructure to ensure that the human factor in development is adequately addressed. Infrastructure not only "develops" communities but also changes the status structure and social relations within a society. The economic benefits of YIA have not been distributed evenly, favoring certain groups, such as those with access to capital, skills, and networks, while others remain economically vulnerable. This confirms Harvey's critique of uneven development, where large infrastructure projects often serve capitalist expansion at the expense of equitable progress. Policymakers should implement job guarantees for local residents in infrastructure-driven industries and support community-run businesses to ensure local participation in economic activities.

While individuals may experience increased mobility, they also face new financial pressures, greater economic dependency, and long-term uncertainty. This is in line with Baudrillard's (1998) critique of consumerism, which sees material success as a substitute for real economic security. Long-term cultural impacts are still undetermined. While communities have adopted an urban culture of consumption, it is uncertain whether this reflects a sustained improvement in quality of life or is simply a short-term economic reaction to the impacts of infrastructure development. The study found that many residents used land compensation payments for short-term consumption rather than long-term investment. To ensure that beneficiaries make informed financial decisions, mandatory financial literacy workshops should be incorporated into compensation programmes, and microfinance and investment programmes should be introduced to help beneficiaries find alternative sources of income.

Urban branding and commercialisation have transformed traditional social values by squeezing out new consumers. Policies should encourage more aggressive community-led cultural preservation initiatives. Promote a balanced approach to modernisation that allows communities to determine their own progress, primarily through local cultural identities.

This study does not simply view YIA as an "economic success story" but demonstrates the complex and uneven ways in which infrastructure reshapes people's lifestyles, aspirations, and social identities. Social impact assessments, along with environmental and economic feasibility studies, should be part of future projects. Ongoing community engagement to monitor and address unintended consequences of development.

CONCLUSION AND IMPLICATION

Re-Establishing the Objectives and Main Findings

This study aims to examine the impact of infrastructure development by analysing how the construction of Yogyakarta International Airport (YIA) has reshaped lifestyle patterns, aspirations, and social structures in the affected communities. This study specifically aims to (1) examine changes in lifestyle classification using the VALS framework, (2) explore factors influencing these shifts through the perspectives of Bourdieu's capital theory and Featherstone's consumer culture framework, and (3) critically evaluate the broader social impacts of modernisation triggered by infrastructure development.

The findings reveal a significant shift in lifestyle categories, particularly from "Believers" to "Strivers", reflecting a shift from traditional and conservative values to more status- and aspiration-oriented consumption patterns. Meanwhile, the economic opportunities that arise from the existence of YIA also support these changes. In addition to increasing material consumption, it also creates new financial vulnerabilities and social pressures. The study also found a statistically significant reduction in the "Experiencers" group, indicating that people prioritise obtaining material and financial security over leisure and exploration.

Qualitative findings suggest that economic, social, and cultural changes occur unevenly within communities. Those who are able to adapt by utilising compensation funds, starting businesses, or finding jobs gain financially, while others struggle to adjust, face economic instability, or experience cultural dislocation. The results of this study challenge the assumption that infrastructure development automatically improves everyone's quality of life. They show the uneven and tiered impacts of infrastructure development.

Practical Implications and Policy Recommendations

Development is not only evaluated on economic metrics; it is also necessary to consider social and cultural impacts when planning infrastructure. Second, there is a need for financial literacy programmes for compensation recipients. There is a need for inclusive development to prevent socio-economic marginalisation. Fourth, managing cultural disruption and identity transformation allows communities to determine their progress, especially through local cultural identities. Finally, institutionalising social impact assessments in infrastructure development with ongoing community engagement to monitor and address unintended development consequences.

LIMITATION OF THE STUDY

Despite its contributions, this study has several limitations, including the fact that it uncovers lifestyle changes immediately after construction, but the long-term economic and cultural impacts are uncertain. This study focuses on Temon District, and while its results may provide insight into similar infrastructure projects, they cannot generally be applied to all areas experiencing changes due to infrastructure construction. This study relies on self-reported survey and interview responses, which are potentially affected by recall bias or social desirability bias. While this study discusses lifestyle changes, it does not specifically analyse their impacts on men and women separately. Future studies should consider a gender perspective.

SUGGESTION FOR FUTURE RESEARCH

Given these limitations, future research needs to explore the following aspects: longitudinal studies on economic stability after development and how individuals who initially increase consumption can maintain their financial well-being in the long term. Further research can be conducted on the gender impact of changes due to infrastructure and how consumption culture affects the aspirations and spending patterns of men and women differently. From a Sustainable Development Goals (SDGs) perspective, these findings suggest that while infrastructure development can drive economic growth (SDG 8), there is a risk of increasing social inequality (SDG 10) and potential disruption to cultural sustainability (SDG 11).

ACKNOWLEDGEMENT

The author would like to thank the National Resilience Science Programme of the Graduate School of Gadjah Mada University. The author also thanks the Graduate School of Gadjah Mada University for making this research possible.

REFERENCES

Bai, Y., & Wu, C. L. (2022). The causality analysis of airports and regional economy: Empirical evidence from Jiangsu Province in China. *Sustainability, 14*(7), Article 4295. https://doi.org/10.3390/su14074295

Baudrillard, J. (1998). *The consumer society: Myths and structures*. Sage Publications. https://doi.org/10.4135/9781526401502

Bourdieu, P. (1984). *Distinction: A social critique of the judgement of taste*. Harvard University Press.

Bourdieu, P. (1986). The forms of capital. In J. G. Richardson (Ed.), *Handbook of theory and research for the sociology of education* (pp. 241-258). Greenwood Press. https://doi.org/https://doi.org/10.4324/9780429494338-6

Breidenbach, P. (2020). Ready for take-off? The economic effects of regional airport expansions in Germany. *Regional Studies, 54*(8), 1084-1097. https://doi.org/10.1080/00343404.2019.1659948

Brzeziński, Ł. (2024). Social aspects of smart urban mobility. *Encyclopedia, 4*(2). https://doi.org/10.3390/encyclopedia4020055

Colmenero-Fonseca, F., Fonce-Segura, C. D., Guzmán-Ramírez, A., & Flores-García, M. (2021). Sustainable public transport service adapted for people with disabilities and reduced mobility in the municipality of León, Guanajuato, Mexico. *Sustainability, 13*(13), Article 7471. https://doi.org/10.3390/su13137471

Dawazhaxi, Zhou, W., Yu, W., Yao, Y., & Jing, C. (2023). Understanding the indirect impacts of urbanisation on vegetation growth using the continuum of urbanity framework. *Science of the Total Environment, 899*, Article 165693. https://doi.org/10.1016/j.scitotenv.2023.165693

Doerr, L., Dorn, F., Gaebler, S., & Potrafke, N. (2020). How new airport infrastructure promotes tourism: Evidence from a synthetic control approach in German regions. *Regional Studies, 54*(10), 1402-1412. https://doi.org/10.1080/00343404.2020.1714022

Featherstone, M. (1993). *Consumer culture and postmodernism*. Sage Publications. https://doi.org/https://doi.org/10.4135/9781446288399

Foster, V., & Straub, S. (2023). *The impact of infrastructure on development outcomes: A qualitative review of four decades of literature* (World Bank Policy Research Working Paper).

Harvey, D. (2004). The "new" imperialism: Accumulation by dispossession. *Socialist Register, 40*, 63-87.

Hawkins, D. I., & Mothersbaugh, D. L. (2010). *Consumer behaviour: Building marketing strategy* (11th ed.). McGraw-Hill.

Indrawati, S. M. (2024). *International Seminar ASEAN Global Development and the Middle Income Trap and Growth Academy ASEAN*. Kementerian Keuangan Republik Indonesia.

Khanani, R. S., Adugbila, E. J., Martinez, J. A., & Pfeffer, K. (2021). The impact of road infrastructure development projects on local communities in peri-urban areas: The case of Kisumu, Kenya and Accra, Ghana. *International Journal of Community Well-Being, 4*(1), 33-53. https://doi.org/10.1007/s42413-020-00077-4

Lohmann, G., & Peres de Oliveira, R. (2024). *Tourism and passenger air transport: Horizon 2050 paper*. Emerald Publishing. https://doi.org/10.1108/tr-01-2024-0017

Miles, M. B., & Huberman, A. M. (1994). *Qualitative data analysis: An expanded sourcebook* (2nd ed.). Sage Publications.

Nawaz, S., Anwar, S., & Iqbal, N. (2021). The spatial effects of road infrastructure on employment in Pakistan: Quantifying the role of complementary factors. *Pakistan Development Review, 60*(3), 309-330. https://doi.org/10.30541/v60i3pp.309-330

Purbawa, Y. (2022). The effect of financial compensation for farmland acquisition on household welfare: The Yogyakarta International Airport development case. *Journal of Indonesian Economy and Business, 37*(2), 188-200.

Quesada-García, S. (2022). Architecture of infrastructure or the building of contemporary landscapes. *AUS, 31*, 4-12. https://doi.org/10.4206/aus.2022.n31-02

Saadaoui Mallek, R., Awad, A., Ozturk, I., & Ben Douissa, I. (2024). Infrastructure development and poverty eradication in sub-Saharan Africa: Its effect and transmission channels. *Cities, 144*, Article 104658. https://doi.org/10.1016/j.cities.2023.104658

Sharma, S., Ittner, I., Khambule, I., Mingorría, S., & Geschewski, H. (2024). Contested airport lands in the Global South. In *Contested airport land: Social-spatial transformation and environmental injustice in Asia and Africa* (pp. 1-21). Routledge. https://doi.org/10.4324/9781003494966-1

Song, K.-H., & Suh, W. (2022). Perceptions on regional benefit of airport development and operation. *Applied Sciences, 12*(9), 4340. https://doi.org/10.3390/app12094340

Sugiyono. (2013). *Metode penelitian kuantitatif, kualitatif, dan R&D*. Alfabeta.

Sugiyono. (2015). *Metode penelitian kombinasi (Mixed methods).* Alfabeta.

Tashakkori, A., & Creswell, J. W. (2007). Editorial: The new era of mixed methods. *Journal of Mixed Methods Research, 1*(1), 3-7. https://doi.org/10.1177/2345678906293042

Veblen, T. (1899). *The theory of the leisure class: An economic study of institutions*. Macmillan.

World Bank. (2014). Indonesia: Avoiding the Trap. *Indonesia : Avoiding the Trap*. https://doi.org/10.1596/18944

Yemba, B. W., Ribeiro, R. S. M., & Medeiros, V. (2020). Infrastructure and manufacturing in Sub-Saharan Africa: An empirical analysis using dynamic panel data models. *PSL Quarterly Review, 73*(294), 261-276. https://doi.org/10.13133/2037-3643_73.294_4