

ABSTRACT

Qomariyah, Nur. 180511100097. *An Analysis of Pamali Utterances in Osing Banyuwangi Society: Semiotic Study*.

This study examines the meaning of the sign in prohibition or utterances of *pamali* that exist in the *Osing* community in Banyuwangi Regency. This study aims to determine the utterances of the prohibition of *pamali* that are still valid and are still believed and are still carried out by the Javanese people in *Osing* community. The type of research used is qualitative research with descriptive method. Sources of data in this study obtained from direct interviews with informants who know and are still implementing this *pamali*. Data collected by interviews method. Data in this study uses interactive model analysis that is data collection, data reduction, data display and conclusion: drawing or verifying. The key instrument in this study is writer herself. This study explains the kinds of *pamali* and the meanings contained in the utterances of *pamali* in *Osing*, there are 3 types of signs that are examined in this study, namely the first level of meaning (denotative) and the second level of meaning (connotative) which are forms of results that become myths. *Pamali* utterances contained in *Osing* society in Banyuwangi there are 30 *pamali* which were divided into *pamali* carried out and *pamali* not implemented, from the 30 *pamali* data known and implemented by the *Osing* community, there are 21 *pamali* used by the general public which cover health, sustenance, match and manners, 4 *pamali* used specifically for girls who are still unmarried and 5 *pamali* used specifically for pregnant woman.

Keywords: Denotation, Connotation, Myth, *Pamali*, Semiotics

ABSTRAK

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Penelitian ini mengkaji tentang makna tanda larangan atau ucapan *pamali* yang ada pada masyarakat *Osing* di Kabupaten Banyuwangi. Penelitian ini bertujuan untuk mengetahui ucapan-ucapan larangan *pamali* yang masih berlaku dan masih diyakini serta masih dilakukan oleh masyarakat suku *Osing* Jawa. Jenis penelitian yang digunakan adalah penelitian kualitatif dengan metode deskriptif. Sumber data dalam penelitian ini diperoleh dari wawancara langsung dengan informan yang mengetahui dan masih melaksanakan *pamali* ini. Pengumpulan data dilakukan dengan metode wawancara. Data dalam penelitian ini menggunakan analisis model interaktif yaitu pengumpulan data, reduksi data, penyajian data dan penarikan kesimpulan: penarikan atau verifikasi. Instrumen kunci dalam penelitian ini adalah penulis sendiri. Kajian ini menjelaskan tentang macam-macam *pamali* dan makna-makna yang terkandung dalam tuturan *pamali* dalam bahasa *Osing*, ada 3 jenis tanda yang diteliti dalam penelitian ini, yaitu makna tingkat pertama (denotatif) dan makna tingkat kedua (konotatif). yang merupakan bentuk hasil yang menjadimitos. Ungkapan *pamali* yang terdapat pada masyarakat *Osing* di Banyuwangi terdapat 30 *pamali* yang terbagi menjadi *pamali* yang dilaksanakan dan *pamali* tidak dilaksanakan, dari 30 data *pamali* yang diketahui dan dilaksanakan oleh masyarakat *Osing*, terdapat 21 *pamali* yang digunakan oleh masyarakat umum yang meliputi kesehatan, rezeki, jodoh dan adab, 4 *pamali* digunakan khusus untuk anak perempuan yang masih belum menikah dan 5 *pamali* digunakankhusus untuk ibu hamil.

Kata kunci: Denotasi, Konotasi, Mitos, *Pamali*, Semiotika

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