

ABSTRAK

Nuril Fahmi. 210531100106. Program Studi Ilmu komunikasi. Dinamika Komunikasi Kelompok dalam Melestarikan Identitas Budaya Samin (Studi Kasus di Dusun Jepang, Margomulyo, Bojonegoro)

Masyarakat Samin di Dusun Jepang, Bojonegoro, menganut ajaran Sedulur Sikep yang menekankan kesederhanaan, kejujuran, dan perlawanan non-konfrontatif, nilai-nilai yang telah diwariskan sejak akhir abad ke-19. Namun, pesatnya modernisasi dan globalisasi menghadirkan tantangan signifikan terhadap pelestarian identitas budaya mereka, memengaruhi dinamika komunikasi antar-generasi dan keberlanjutan tradisi. Tujuan utama penelitian ini adalah untuk menganalisis dan memahami dinamika komunikasi kelompok masyarakat Samin dalam upaya mereka melestarikan identitas budaya di tengah perubahan zaman. Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus tunggal holistik. Paradigma konstruktivisme diterapkan untuk memahami realitas sosial dari perspektif informan. Data dikumpulkan melalui wawancara mendalam dengan pemimpin komunitas, generasi tua, generasi muda, warga umum, dan perangkat pemerintah, observasi langsung, dan studi dokumentasi. Teknik analisis data yang digunakan adalah analisis tematik, didukung oleh *pattern matching* dan triangulasi sumber untuk memastikan keabsahan data. Temuan menunjukkan bahwa dinamika komunikasi kelompok Samin dibentuk oleh karakteristik budayanya. Bentuk komunikasinya adaptif melalui tradisi gotong royong, slametan, dan musyawarah. Proses komunikasinya mendorong partisipasi dan kesetaraan. Simbol-simbol budaya seperti gotong royong, tradisi pernikahan, tradisi kematian, Balai Budaya Masyarakat Samin, dan pakaian adat berfungsi sebagai media komunikasi budaya yang kuat. Pelestarian identitas budaya Samin dipengaruhi oleh faktor internal meliputi persepsi harmonis antar-generasi, konsep diri adaptif dan eksternal yang meliputi pemanfaatan teknologi digital, dukungan pemerintah. Komunitas Samin menunjukkan adaptasi selektif terhadap modernisasi, menjaga nilai-nilai inti sambil terbuka terhadap perubahan. Pergantian kepemimpinan adat tidak mengubah esensi ajaran, melainkan memengaruhi gaya komunikasi menjadi lebih inklusif. Relevansi nilai-nilai Samin yang universal yakni, kejujuran, kesabaran, empati, yang memungkinkan budaya ini bertahan dan tetap relevan di era modern.

Kata Kunci: Dinamika Komunikasi Kelompok, Identitas Budaya, Masyarakat Samin, Pelestarian Budaya, Modernisasi, Globalisasi.

ABSTRACT

Nuril Fahmi. 210531100106. Communication Science Study Program. The Dynamics of Group Communication in Preserving Samin Cultural Identity (Case Study in Dusun Jepang, Margomulyo, Bojonegoro).

The Samin community in Dusun Jepang, Bojonegoro, adheres to the teachings of Sedulur Sikep, which emphasize simplicity, honesty, and non-confrontational resistance, values that have been passed down since the late 19th century. However, rapid modernization and globalization present significant challenges to the preservation of their cultural identity, affecting intergenerational communication dynamics and the sustainability of traditions. The primary objective of this research is to analyze and understand the dynamics of group communication within the Samin community in their efforts to preserve cultural identity amidst changing times. This study employs a qualitative approach with a holistic single case study method. A constructivist paradigm is applied to understand social reality from the informants' perspectives. Data were collected through in-depth interviews with community leaders, older generations, younger generations, general residents, and government officials, as well as through direct observation and document studies. The data analysis technique used is thematic analysis, supported by pattern matching and source triangulation to ensure data validity. The findings indicate that the dynamics of Samin group communication are shaped by their cultural characteristics. Their communication forms are adaptive, manifested through traditions of mutual assistance (gotong royong), slametan (ceremonial feasts), and deliberation (musyawarah). The communication process encourages participation and equality. Cultural symbols such as mutual assistance, marriage traditions, death traditions, the Samin Cultural Hall, and traditional clothing serve as strong media for cultural communication. The preservation of Samin cultural identity is influenced by internal factors, including harmonious perceptions among generations and adaptive self-concepts, as well as external factors such as the utilization of digital technology and government support. The Samin community demonstrates selective adaptation to modernization, maintaining core values while being open to change. The transition of traditional leadership does not alter the essence of their teachings; rather, it influences communication styles to become more inclusive. The relevance of universal Samin values, such as honesty, patience, and empathy, enables this culture to endure and remain relevant in the modern era.

Keywords: Group Communication Dynamics, Cultural Identity, Samin Community, Cultural Preservation, Modernization, Globalization.