

ABSTRAK

Lukman Hakim.190521100022. Makna dan Nilai Perayaan Dewi *Kwan Im* di Vihara *Avalokitesvara* di Desa Polagan. Program Studi Sosiologi, Fakultas Ilmu Sosial dan Ilmu Budaya, Universitas Trunojoyo Madura.

Tujuan penelitian ini adalah untuk mengkaji makna dan nilai perayaan Dewi *Kwan Im* di Vihara *Avalokitesvara* Desa Polagan. Dewi *Kwan Im* merupakan sosok dewi yang sangat dihormati oleh anggota komunitas umat Buddha dan merupakan dewi yang dipuja dalam tradisi keagamaan umat Buddha di Vihara *Avalokitesvara*. Penelitian ini bertujuan untuk mengetahui makna dan nilai-nilai budaya dalam tradisi perayaan Dewi *Kwan Im*. Penelitian dengan jenis kualitatif ini menggunakan pendekatan Etnografi. Sumber data yang diperoleh melalui observasi, wawancara, dokumentasi. Teknik analisis data menggunakan model Miles dan Huberman, teori simbil dan interaksionisme simbolik George Herbert Mead, serta pemeriksaan keabsahan data menggunakan triangulasi sumber.

Hasil penelitian ini menunjukkan bahwa upacara perayaan Dewi *Kwan Im* memiliki suatu makna yang mendalam dalam praktik keagamaan dan tradisi budaya umat Buddha di Vihara *Avalokitesvara*. Makna yang terkandung dalam perayaan Dewi *Kwan Im* seperti kebijaksanaan, belas kasih dan cinta kasih. Perayaan Dewi *Kwan Im* ini juga mencerminkan nilai-nilai kuat seperti persatuan, toleransi dan keberagaman dalam komunitas umat Buddha. Pada praktik keagamaan, perayaan Dewi *Kwan Im* dapat melibatkan meditasi, doa, pemujaan, dan penghormatan sebagai bentuk pengabdian spiritual dan mencari suatu kedamaian batin kepada Dewi *Kwan Im*.

Kata Kunci: Perayaan Dewi *Kwan Im*, Keagamaan, Keberagaman Budaya, Makna dan nilai.

ABSTRACT

Lukman Hakim. 190521100022. The Meaning and Value of the Celebration of Dewi Kwan Im at the Avalokitesvara Monastery in Polagan Village Sociology Study Program, Faculty of Social and Cultural Sciences, Trunojoyo University, Madura

The purpose of this study was to examine the meaning and value of the celebration of Dewi Kwan Im at the Avalokitesvara Monastery in Polagan Village. Dewi Kwan Im is a goddess who is highly respected by members of the Buddhist community and is worshiped in the Buddhist religious tradition at the Avalokitesvara Temple. This study aims to determine the meaning and cultural values of the tradition of celebrating Dewi Kwan Im. This type of qualitative research uses an ethnographic approach. Sources of data obtained through observation, interviews, and documentation the data analysis technique uses the Miles and Huberman model, George Herbert Mead's symbolic theory, and symbolic interactionism, and checks the validity of the data using source triangulation.

The results of this study indicate that the ceremony of celebrating Dewi Kwan Im has a deep meaning in the religious practices and cultural traditions of Buddhists at the Avalokitesvara Vihara. The meaning contained in the celebration of Dewi Kwan Im is wisdom, compassion, and love. The celebration of Dewi Kwan Im also reflects strong values such as unity, tolerance, and diversity in the Buddhist community. In religious practices, the celebration of Dewi Kwan Im can involve meditation, prayer, worship, and respect as a form of spiritual devotion and seeking inner peace through Dewi Kwan Im.

Keywords: Celebration of Dewi Kwan Im, Religion, Cultural Diversity, Meaning, and Value

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