

ABSTRAK

Rahmat Nauwalul Qolbi. 200521100086. Sosiologi. Kesadaran Tradisi *Ruwah Deso* Dalam Perspektif Fenomenologi Alfred Schutz Di Desa Kenongo Kecamatan Tulangan Kabupaten Sidoarjo.

Penelitian ini bertujuan untuk mengetahui kesadaran masyarakat Desa Kenongo dalam pelaksanaan tradisi *ruwah deso*. Selain itu juga untuk mengetahui kesadaran masyarakat jika dianalisis dari perspektif teori fenomenologi Alfred Schutz mengenai studi kesadaran. Dalam teori fenomenologi terdapat alur pemikiran mulai dari pemahaman *intersubjective*, tipifikasi pengalaman, dan tindakan secara sadar *in order to motive* dan *because motive*. Subjek penelitian ini yaitu masyarakat Desa Kenongo berupa pemerintah desa, ketua desa dan masyarakat desa. Penelitian ini menggunakan jenis kualitatif dengan pendekatan fenomenologi. Metode pengumpulan data berupa observasi, wawancara dan dokumentasi serta pemilihan informan menggunakan *purposive sampling* berdasarkan kriteria tertentu. Menggunakan teknik analisis data berupa reduksi data, penyajian data dan verifikasi data, sedangkan teknik pemeriksaan keabsahan data menggunakan triangulasi sumber.

Hasil penelitian menunjukkan bahwa kesadaran masyarakat Desa Kenongo, Kecamatan Tulangan, Kabupaten Sidoarjo berdasarkan tipifikasi pengalaman dari masing-masing individu dalam melakukan tradisi *ruwah deso*, serta diperkuat dengan tipifikasi berdasarkan nenek moyang mereka terdahulu. Hal tersebut menjadikan masyarakat Desa Kenongo masih melaksanakan tradisi *ruwah deso* hingga saat ini. Dengan kesadaran *intersubjective* itulah yang menjadi tolak ukur masyarakat untuk melakukan, melestarikan serta memperkenalkan tradisi *ruwah deso* kepada generasi yang akan datang.

Kata kunci: Kesadaran, *Ruwah Deso*, Masyarakat

ABSTRACT

Rahmat Nauwalul Qolbi. 200521100086. *Sociology. Awareness of the Ruwah Deso Tradition in Alfred Schutz's Phenomenological Perspective in Kenongo Village, Tulangan District, Sidoarjo Regency.*

This research aims to determine the awareness of the Kenongo village community in implementing the ruwah deso tradition. Apart from that, it is also to find out people's consciousness if analyzed from the perspective of Alfred Schutz's phenomenological theory regarding the study of consciousness. In phenomenology there is a line of thought starting from intersubjective understanding, typification of experience, and conscious action in order to motive and because motive. The subjects of this research are the Kenongo village community in the form of the village government, village elders and village communities. This research uses a qualitative type with a phenomenological approach. Data collection methods include observation, interviews and documentation as well as selecting informants using purposive sampling based on certain criteria. Using data analysis techniques in the form of data reduction, data presentation and data verification, while data validity checking techniques use source triangulation.

The results of the research show that the awareness of the people of Kenongo Village, Tulangan District, Sidoarjo Regency is based on typification of the experiences of each individual in carrying out the ruwah deso tradition, and is strengthened by typification based on their previous ancestors. This means that the people of Kenongo village still carry out the ruwah deso tradition to this day. With this intersubjective awareness, it becomes the benchmark for society to carry out, preserve and introduce the ruwah deso tradition to future generations.

Keywords: Awareness, Ruwah Deso, Society