

ABSTRAK

Sherly Theresia Novelin Sinaga. NIM 220521100176. Program Studi Sosiologi. Pembentukan Dan Dinamika Identitas Sosial Mahasiswa Jabodetabek Di Universitas Trunodjoyo Madura Oleh Komunitas Jabodetabek *College Student* (JCOS)

Penelitian ini bertujuan untuk mengetahui proses pembentukan identitas sosial mahasiswa JCOS serta menganalisis mahasiswa Jabodetabek mengelola identitas sosial mereka dalam kehidupan kampus di Universitas Trunojoyo Madura.

Metode penelitian yang digunakan adalah pendekatan kualitatif deskriptif. Teknik pengumpulan data dilakukan melalui wawancara mendalam, observasi partisipatif, dan dokumentasi. Informan dipilih menggunakan teknik purposive sampling, yaitu mahasiswa asal Jabodetabek yang aktif dalam komunitas JCOS. Data dianalisis melalui tahapan reduksi data, penyajian data, dan penarikan kesimpulan. Keabsahan data diuji menggunakan triangulasi sumber.

Hasil penelitian menunjukkan bahwa identitas sosial mahasiswa JCOS terbentuk melalui proses social categorization, social identification, dan social comparison. Mahasiswa JCOS membangun solidaritas kelompok berdasarkan kesamaan asal daerah, pengalaman merantau, serta kebutuhan dukungan sosial di lingkungan baru. Dalam Dinamika identitas sosial, mahasiswa JCOS melakukan berbagai strategi adaptasi seperti komunikasi antarbudaya, menjaga budaya asal, dan membangun hubungan sosial dengan mahasiswa non Jabodetabek. Komunitas JCOS juga berperan sebagai media dukungan emosional dan penguatan rasa kebersamaan.

Kata Kunci: Identitas Sosial, Mahasiswa Perantau, JCOS, Komunitas, Interaksi Sosial.

ABSTRACT

Sherly Theresia Novelin Sinaga. NIM 220521100176. *Sociology Study Program. The Formation and Management of the Social Identity of Jabodetabek Students at Trunojoyo University of Madura by the Jabodetabek College Student (JCOS) Community.*

This study aims to identify the process of social identity formation among JCOS students and to analyze how Jabodetabek students manage their social identity in campus life at Trunojoyo University of Madura.

This research employed a descriptive qualitative approach. Data collection techniques included in-depth interviews, participatory observation, and documentation. Informants were selected using purposive sampling techniques, namely students from the Jabodetabek area who were actively involved in the JCOS community. Data were analyzed through data reduction, data presentation, and conclusion drawing. Data validity was tested using source triangulation.

The results of the study indicate that the social identity of JCOS students is formed through the processes of social categorization, social identification, and social comparison. JCOS students build group solidarity based on similarities in regional origin, migration experiences, and the need for social support in a new environment. In managing their social identity, JCOS students apply various adaptation strategies such as intercultural communication, maintaining their original culture, and building social relationships with non-Jabodetabek students. The JCOS community also plays a role as a medium for emotional support and strengthening a sense of togetherness.

Keywords: *Social Identity, Migrant Students, JCOS, Community, Social Interaction.*