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ABSTRAK

Yang melatarbelakangi penelitian ini yaitu adanya dominasi perilaku yang mencerminkan nilai sosial dalam novel *Gadis Pesisir* karya Nunuk Y. Kusmania. Penelitian ini menganalisis novel *Gadis Pesisir* karya Nunuk Y. Kusmania menggunakan teori nilai sosial. Penelitian ini bertujuan untuk memaparkan nilai sosial yang ada dalam novel *Gadis Pesisir* karya Nunuk Y. Kusmania. Teori nilai sosial yang digunakan yakni teori nilai sosial menurut Usman Kholip. Nilai sosial memiliki arti pedoman tata kelakuan bersifat pokok yang keberadaannya adalah eksis dalam keyakinan masyarakat yang hanya dapat dijabarkan dalam bentuk perilaku umum oleh masyarakat tertentu. Metode yang digunakan adalah kualitatif deskriptif. Pengumpulan data dilakukan dengan teknik pustaka, teknik baca, dan teknik catat. Teknik analisis data adalah mereduksi data, penyajian data dan verifikasi data. Teknik keabsahan data yang digunakan adalah teknik triangulasi metode. Hasil penelitian ini adalah 1) nilai kasih sayang ditunjukkan tokoh Halijah seperti rela menikah dengan Supri, 2) nilai agama ditunjukkan tokoh Bapak Umar seperti ajaran bersyukur dan menasehati isteri, 3) nilai saling memaafkan ditunjukkan tokoh Bapak Umar seperti memaafkan kesalahan isteri, 4) nilai tanggung jawab ditunjukkan tokoh Supri seperti melamar Halijah dan memberi biaya pernikahan, 5) nilai tolong menolong ditunjukkan tokoh Mamak Nur seperti mencari calon istri seorang polisi, 6) nilai musyawarah ditunjukkan tokoh Bapak Umar seperti rencana memiliki anak, 7) nilai kerja sama ditunjukkan tokoh Halijah seperti kegiatan memasak dan kegiatan membuat kue bluder, dan 8) nilai gotong royong ditunjukkan tokoh anggota polisi seperti kegiatan memadamkan api. Berdasarkan hasil penelitian dapat ditarik kesimpulan dalam novel *Gadis Pesisir* karya Nunuk Y. Kusmania terdapat sembilan nilai yakni nilai kasih sayang, agama, saling memaafkan, tanggung jawab, tolong menolong, musyawarah, kerjasama, dan gotong royong.

Kata kunci: *Gadis Pesisir, Nilai Sosial, Analisis, Sosiologi Sastra*

Abu Bakar Al Lailul Qodry. 2020. Social value on the novel of Gadis Pesisir creation of Nunuk Y. Kusmania . Thesis. Indonesian Language and Literature Education Study Program, Faculty of teacher training and education, Madura Trunojoyo University. Advisor (1) Sulaiman, S.Pd, M.Pd (2) Ahmad Jami'ul Amil, S.Pd, M.Pd.

ABSTRACT

The background of the research is caused by behaviour reflecting social social value on the novel of *Gadis Pesisir* creation of Nunuk Y. Kusmania. This research analyzes the novel of Gadis Pesisir creation of Nunuk Y. Kusmania uses social value theory. The research aims at to explain social value on the novel of Gadis Pesisir, creation of Nunuk Y. Kusmania. Social value theory which is used is social value theory according to Usman Kholip. Social value has definition a guidliness of behavior manner which is the main principal existence still exist on community belief that can be only elaborated on general behavior by special community. The method used is descriptive qualitative research. The collecting data is done using reference technique, reading technique, and writing technique. The data analyze techniques are reducting data, data presentation, and verification data. Data validity technique used are triangulation technique method. The research result is 1) Affection value shown by character of Halijah that willing to marry to Supri, 2) Religion value shown by character of Mr. Umar like grateful, and advise wife, 3) Forgiving each other value shown by character of Mr. Umar like forgiving his wife, 4) Responsibility value shown by character of Supri like proposing Halijah and giving wedding cost 5) Mutual help value by character of Mamak Nur like looking for fiancée of a policeman, 6) Discussion value shown by character of Mr. Umar like planning to have baby, 7) Cooperation value shown by character of Halijah like cooking activity, making bluder cake activity, 8) Mutual cooperation shown by character of policemen member like put down the fire. Based on the results of the study, conclusions can be drawn in the novel *Pantai Pesisir* by Nunuk Y. Kusmania. There are nine values, namely the values of compassion, religion, forgiveness, responsibility, help, consultation, cooperation, and mutual cooperation.

Key Word : *Gadis Pesisir, social value, analysis, literature sociology*