

Asmiatun.2017. The Motive Of Madurase Women Of Using Jewelry (Study Of Description On Madurese Women In Jaddih Village) Under the Advisor **Dewi Quraisyin, S. Pd.I.,M.Si**

ABSTRACT

Almost every women wears jewelry. Madurese women like wearing jewelry. Wearing jewelry is beautiful and elegant. How if a women who wears jewelry excesrively. This phenomenon has found by an researcher in one of Bangkalan village, that is Jaddih. where there is a habit that women like wearing excessive jewery. Thst habit has become a tradition for women in Madura especially in Jaddih village. They wear jewelry while attending big event. In this reaserch the writer uses qualitative about the motif of cause and motive purpose, and theory of motivation needs by Abraham Maslow. The technique of collecting data is observation, interview, and documentation. The data analysis use is phenomenon description by Creswell. While technique validity of data source triangulation. Motiv of social needs Madurese women wear excessive jewelry because of their motive sosial needs, they want to get recognition, friends and can be accepted by the society. Motive of needs self actualization for self sahsfaction, to make then lives happy because the result of their hard work and their husbands by wearing excessive jewelry. Wearing excessive jewelry as a for, of their success and their husbands.

keywords : *Madurese women, jewely, motive,*