

Abstrak

Muhammad Faizaluddin Febri. 200521100020. Sosiologi. Makna Simbolik Minuman *Toak* Pada Masyarakat Desa Campurejo Kecamatan Panceng

Penelitian ini bertujuan untuk mengetahui makna minuman *Toak* menurut pandangan masyarakat Desa Campurejo. Adapun proses pemberian makna minuman *Toak* menurut pandangan masyarakat Desa Campurejo yang dianalisis dengan teori Interaksionisme Simbolik oleh George Harbert Mead. Teori Interaksionisme Simbolik terdapat pemikiran dasar berupa Kemampuan berfikir, Berfikir dan berinteraksi, Pembelajaran Makna Simbol, Aksi dan Interaksi, dan membuat pilihan-pilihan. Subjek pada penelitian ini adalah golongan masyarakat, berupa tokoh masyarakat, kelompok masyarakat serta pedagang air nira di Desa Campurejo. Penelitian ini menggunakan pendekatan kualitatif dengan studi kasus. Metode pengumpulan data menggunakan teknik wawancara, observasi dan dokumentasi serta pemilihan informan menggunakan teknik purposive sampling berdasarkan kriteria tertentu. Teknik analisis data yang digunakan yaitu reduksi data, penyajian data dan verifikasi data, sedangkan untuk teknik pemeriksaan keabsahan data menggunakan triangulasi sumber. Hasil penelitian ini menunjukkan pemaknaan secara simbol minuman *Toak* menurut masyarakat Desa Campurejo terdapat 9 makna simbolik. Adapun simbol yang terkandung pada minuman toak menurut hasil penelitian berikut; Makna Minuman *Toak* sebagai sajian serta rasa syukur dalam suatu tradisi petik laut, Sebagai simbol kebersamaan dan kesolidaritasan, Simbol kesehatan jasmani dan rohani, simbol modal sosial kelompok nelayan, Simbol kesejahteraan ekonomi, Simbol warisan budaya, serta Simbol gotong royong. Dari beberapa simbol tadi merupakan hasil dari korelasi pemikiran dasar mead tentang kemampuan berfikir serta membuat pilihan-pilihan.

Kata Kunci: Makna Simbolik, Minuman, *Toak*,

ABSTRACT

Muhammad Faizaluddin Febri. 200521100020. *Sociology. The Symbolic Meaning of Toak Drink in the Community of Campurejo Village Panceng District Gresik Regency*

This research aims to find out the meaning of the Toak drink according to the views of the people of Campurejo Village. The process of giving meaning to the Toak drink according to the views of the people of Campurejo Village was analyzed using the theory of Symbolic Interactionism by George Harbert Mead. The Symbolic Interactionism Theory contains basic ideas in the form of the ability to think, think and interact, learn the meaning of symbols, action and interaction, and make choices. The subjects in this research were community groups, in the form of community leaders, community groups and sap water traders in Campurejo Village. This research uses a qualitative approach with case studies. The data collection method uses interview, observation and documentation techniques and the selection of informants uses purposive sampling techniques based on certain criteria. The data analysis techniques used are data reduction, data presentation and data verification, while the data validity checking technique uses source triangulation. The results of this research show the symbolic meaning of the Toak drink according to the people of Campurejo Village. The symbols contained in Toak drinks are according to the results of the following research; The meaning of Toak Drink is as a dish and a feeling of gratitude in a sea picking tradition, as a symbol of togetherness and solidarity, a symbol of physical and spiritual health, a symbol of social capital for fishermen groups, a symbol of economic prosperity, a symbol of cultural heritage, and a symbol of mutual cooperation. Some of these symbols are the result of a correlation between Mead's basic ideas about the ability to think and make choices.

Keywords: Symbolic Meaning, Drink, Toak,