

ABSTRAK

Faisal Hidayatullah. 200521100040. Kontstruksi Sosial *Nyadar* Pada Generasi Z Di Masyarakat Desa Pinggir Papas, Kecamatan Kalianget, Kabupaten Sumenep. Program Studi Sosiologi Fakultas Ilmu Sosial Dan Ilmu Budaya Universitas Trunojoyo Madura

Tradisi *Nyadar* merupakan tradisi masyarakat pegaraman Madura yaitu sebagai bentuk rasa syukur masyarakat Desa Pinggir Papas kepada Tuhan Yang Maha Esa atas nikmat yang diberikan serta bentuk penghormatan masyarakat kepada leluhur. Penelitian ini menggunakan metode penelitian kualitatif deskriptif dengan teknik pengumpulan data primer dan sekunder. Data primer diperoleh dari hasil observasi partisipan, wawancara langsung, dan dokumentasi, sedangkan data sekunder diperoleh melalui sumber-sumber literature seperti website, jurnal, skripsi, buku-buku, dll. Hasil dari penelitian ini adalah konstruksi sosial *Nyadar* pada Gen Z Desa Pinggir Papas dibagi menjadi 3 tahap yaitu eksternalisasi, objektivasi, dan internalisasi. Eksternalisasi adalah momen Gen Z mengekspresikan pemahaman tentang kesakralan tradisi *Nyadar* melalui tindakan mereka, yaitu berpartisipasi dalam pelaksanaan *Nyadar*, mematuhi norma dalam tradisi *Nyadar*, dan membentuk suatu komunitas yang bertujuan untuk melestarikan tradisi *Nyadar*. Kemudian proses Objektivasi, yaitu keyakinan Gen Z akan kesakralan tradisi *Nyadar* dianggap sebagai sesuatu yang objektif atau suatu kebenaran, sedangkan pada tahap internalisasi adalah proses dimana nilai, norma, dan keyakinan terkait *Nyadar* ditanamkan oleh orang tua kepada Generasi Z kemudian menjadi pola pikir, sikap, dan perilaku Gen Z terhadap tradisi *Nyadar*. Tujuan penelitian ini adalah untuk mendeskripsikan konstruksi sosial tradisi *Nyadar* menurut Gen Z Desa Pinggir Papas, Kecamatan Kalianget, Kabupaten Sumenep.

Kata kunci: Konstruksi Sosial, Tradisi *Nyadar*, Generasi Z, Desa Pinggir Papas, Kecamatan Kalianget

ABSTRACT

Faisal Hidayatullah. 200521100040. Social Contruction of *Nyadar* in Generation Z in the Community of Pinggir Papas Village, Kalianget Subdistrict, Sumenep District. Department of Sociology, Faculty of Social and Cultural Sciences, Trunojoyo University Madura

Nyadar tradition is tradition of the Madurese pegaraman community, namely as a form of gratitude of the community Pinggir Papas Village to God Almighty for the favors given as well as a form of community respect for the ancestors. a form of community respect for the ancestors. This research uses descriptive qualitative method with primary and secondary data collection techniques. Secondary data collection techniques. Primary data was obtained from participant observation, direct interviews, and documentation. and documentation, while secondary data was obtained through literature sources such as websites, journals, theses, books, etc. Literature sources such as websites, journals, theses, books, etc. The result of this research is the social construction of *Nyadar* in Gen Z Village. The result of this research is that the social construction of *Nyadar* on Gen Z in Pinggir Papas Village is divided into 3 stages, namely externalization, objectivation, and internalization. Externalization is the moment Gen Z expresses an understanding of the sacredness of the *Nyadar* tradition through their actions, namely participating in the implementation of the *Nyadar* tradition, obeying the norms in the *Nyadar* tradition, and internalizing the *Nyadar* tradition. *Nyadar*, obeying the norms in the *Nyadar* tradition, and forming a community that aims to preserve the *Nyadar* tradition. That aims to preserve the *Nyadar* tradition. Then the Objectivation process, which is Gen Z's belief in the sacredness of the *Nyadar* tradition, is considered as something objective or a truth. Objective or a truth, while the internalization stage is a process where the values, norms, and beliefs related to the *Nyadar* tradition. Process where values, norms, and beliefs related to *Nyadar* are values, norms, and beliefs related to *Nyadar* are instilled by parents to Generation Z and then become Gen Z's mindset, attitude, and behavior towards the *Nyadar* tradition, and behavior of Gen Z towards the *Nyadar* tradition. The purpose of this study is to describe the social construction of the *Nyadar* tradition according to Gen Z in Pinggir Papas Village, Kalianget sub-district, Sumenep district

Keywords: Social Construction, *Nyadar* Tradition, Generation Z, Pinggir Papas Village, Kalianget Sub-district