

ABSTRAK

Afrilia Mustika Damayanti. 220531100011. Program studi Ilmu Komunikasi. Konstruksi Makna Tradisi Ruwah dalam Pelestarian Lingkungan pada Masyarakat Dusun Urung-Urung, Desa Jatijejer, Kecamatan Trawas, Kabupaten Mojokerto

Tradisi Ruwah merupakan tradisi yang masih dilaksanakan masyarakat Dusun Urung-Urung, Desa Jatijejer, Kecamatan Trawas, Kabupaten Mojokerto, sebagai bentuk penghormatan kepada leluhur sekaligus ungkapan rasa syukur atas kehidupan yang diberikan kepada masyarakat. Dalam pelaksanaannya, tradisi ini tidak hanya mengandung nilai budaya dan spiritual, tetapi juga berkaitan dengan upaya pelestarian lingkungan. Penelitian ini bertujuan untuk mengetahui bagaimana konstruksi makna tradisi Ruwah dalam pelestarian lingkungan pada masyarakat Dusun Urung-Urung.

Penelitian ini menggunakan paradigma konstruktivisme dengan metode kualitatif dan pendekatan deskriptif. Subjek penelitian meliputi pemerintah desa, tokoh adat, dan masyarakat yang terlibat aktif dalam pelaksanaan tradisi Ruwah. Informan dipilih secara *purposive* berdasarkan keterlibatan dan pengetahuan mereka mengenai tradisi tersebut. Sementara objek penelitian adalah konstruksi makna tradisi Ruwah dalam pelestarian lingkungan. Data dikumpulkan melalui wawancara mendalam, observasi partisipatif, dan dokumentasi, yang kemudian dianalisis melalui reduksi data, penyajian data, dan penarikan kesimpulan. Keabsahan data diuji menggunakan triangulasi sumber dan metode untuk memastikan interpretasi yang akurat.

Hasil penelitian menunjukkan bahwa konstruksi makna tradisi Ruwah dalam pelestarian lingkungan terbentuk melalui proses interaksi sosial yang berlangsung secara turun-temurun dalam masyarakat. Makna tersebut diwujudkan dalam empat bentuk utama, yaitu harmoni manusia dan alam, kepedulian lingkungan, gotong royong, serta sakralitas alam. Tradisi Ruwah menjadi media sosial yang membangun kesadaran masyarakat untuk menjaga sumber air, melestarikan lingkungan, memperkuat solidaritas sosial, serta menghormati alam sebagai bagian penting dari kehidupan masyarakat. Temuan ini menunjukkan bahwa tradisi Ruwah berperan sebagai sarana komunikasi lingkungan yang mampu membentuk nilai dan perilaku pelestarian lingkungan secara berkelanjutan.

Kata Kunci: Tradisi Ruwah, Konstruksi Makna, Pelestarian Lingkungan, Interaksionisme simbolik.

ABSTRACT

Afrilia Mustika Damayanti. 220531100011. Communication Studies Program, The Construction of the Meaning of the Ruwah Tradition in Environmental Conservation among the Urung-Urung Hamlet Community, Jatijejer Village, Trawas District, Mojokerto Regency.

The Ruwah tradition is still practiced by the community of Urung-Urung Hamlet, Jatijejer Village, Trawas Subdistrict, Mojokerto Regency, as a form of respect for their ancestors and an expression of gratitude for the life bestowed upon the community. In its practice, this tradition not only embodies cultural and spiritual values but is also linked to environmental conservation efforts. This study aims to examine how the Ruwah tradition is interpreted in terms of environmental conservation among the community of Urung-Urung Hamlet.

This study employs a constructivist paradigm using qualitative methods and a descriptive approach. The research subjects include village officials, traditional leaders, and community members actively involved in the practice of the Ruwah tradition. Informants were selected through purposive sampling based on their involvement and knowledge of the tradition. Meanwhile, the research object is the construction of meaning of the Ruwah tradition in the context of environmental conservation. Data were collected through in-depth interviews, participatory observation, and documentation, which were then analyzed through data reduction, data presentation, and drawing conclusions. Data validity was tested using source and method triangulation to ensure accurate interpretation.

The research findings indicate that the construction of meaning surrounding the Ruwah tradition in environmental conservation is shaped through a process of social interaction that has been passed down from generation to generation within the community. This meaning manifests in four main forms: harmony between humans and nature, environmental stewardship, mutual cooperation, and the sacredness of nature. The Ruwah tradition serves as a social medium that fosters community awareness to protect water sources, preserve the environment, strengthen social solidarity, and respect nature as an integral part of community life. These findings indicate that the Ruwah tradition functions as a vehicle for environmental communication capable of shaping values and behaviors that support sustainable environmental conservation.

Keywords: *Ruwah Tradition, Meaning Construction, Environmental Conservation, Symbolic Interactionism.*