

ABSTRAK

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PERSEPSI GENERASI MILENIAL TERHADAP TATA CARA PERNIKAHAN ADAT BATAK TOBA

(xiv + 148 halaman: 2 gambar; 13 tabel; 228 lampiran)

Kata Kunci: Persepsi, Milenial, Adat, Pernikahan, Batak, Komunikasi

Sebagai negara kepulauan terbesar di dunia, Indonesia memiliki sekitar 633 suku besar dan salah satunya adalah suku Batak. Sebagai kelompok kolektif dari wilayah Sumatera Utara yang memiliki lima sub-suku, suku Batak dikenal dengan karakteristik masyarakatnya yang menjunjung tinggi adat istiadat. Pada saat ini, ada kecenderungan terjadinya penyesuaian terhadap tata cara pernikahan adat Batak Toba. Hal ini merupakan akibat globalisasi yang menimbulkan pergeseran persepsi terhadap tata cara pernikahan adat Batak Toba di kalangan generasi milenial. Sehingga dirasa perlu untuk meneliti bagaimana persepsi generasi milenial tersebut.

Dalam penelitian ini, persepsi yang akan digali adalah hasil pengamatan dan pengalaman generasi milenial berdasarkan indera yang dimiliki terhadap tata cara pernikahan adat Batak Toba.

Penelitian ini menggunakan pendekatan kualitatif dengan metode etnografi. Pengumpulan data dilakukan melalui wawancara secara mendalam dengan beberapa narasumber dan *key informan* terpilih, serta dilengkapi dengan studi kepustakaan.

Hasil penelitian menunjukkan mayoritas generasi milenial memiliki persepsi yang sama terhadap tata cara pernikahan adat Batak Toba, yaitu rumit dan mahal. Namun, di sisi lain peneliti menemukan bahwa melalui komunikasi yang baik, tata cara pernikahan adat Batak Toba dapat disesuaikan berdasarkan kemampuan calon pengantin.

Referensi: 83 (1981-2020)

ABSTRACT

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MILLENNIALS PERCEPTION TOWARDS BATAK TOBA WEDDINGS PROCEDURES

(xiv + 148 pages; 2 pictures; 13 table; 228 appendices)

Key words: *Perception, Millennials, Custom, Marriage, Batak, Communication*

As the largest archipelagic country in the world, Indonesia has around 633 major tribes and one of them is the Batak tribe. As a collective group from the North Sumatra region which has five sub-tribes, the Batak tribe is known for its community characteristics that uphold customs. At this time, there is a tendency for adjustments to occur in the customary marriage procedures of the Toba Batak. This is a result of globalization which has led to a shift in perceptions of the Toba Batak traditional marriage procedures among the millennial generation. Therefore, it is necessary to examine how the perception of the millennial generation is.

In this study, the perceptions that will be explored are the results of observations and experiences of the millennial generation based on their senses of the Toba Batak traditional marriage procedures. This research is a qualitative-based one with ethnographic methods approach. Data collection was carried out through in-depth interviews with several selected sources and key informants, as well as equipped with a literature study and observation.

The results of the study show that the majority of the millennial generation have the same perception of the Toba Batak traditional marriage procedure, which is complicated and expensive. However, on the other hand, researcher found that through good communication, the Toba Batak traditional wedding procedures can be adjusted based on the bride and grooms' abilities.

References: 83 (1981-2020)