

RINGKASAN

Penelitian ini bertujuan untuk mengetahui tentang praktik tradisi seserahan di desa yang identik dengan kesederhanaan dan tradisionalnya, serta memiliki simbol dan menjunjung nilai-nilai sosial dan budaya. Namun, kini tradisi seserahan masyarakat desa telah mengalami perubahan pemberian barang-barang seserahan dan maknanya. Masyarakatnya lebih mengedepankan materi sebagai indikatif status sosial, namun dengan keadaan ekonomi menengah bawa. Penelitian ini menggunakan metode kualitatif deskriptif, dan data dikumpulkan dengan teknik wawancara mendalam, observasi, dan dokumentasi. Proses analisis data menggunakan teknik analisis interaktif. Sasaran utama dalam penelitian ini adalah pasangan suami istri atau pengantin yang melangsungkan pernikahan dengan melaksanakan tradisi seserahan, orang tua pihak pengantin terutama pihak laki-laki dan tokoh masyarakat yang sering terlibat dalam tradisi seserahan. Lokasi penelitian berada di Desa Arjasari, Kecamatan Larangan, Kabupaten Brebes.

Hasil penelitian menunjukkan adanya perubahan signifikan dalam tradisi seserahan di Desa Arjasari antara zaman dahulu dan sekarang. Pada tahun 1890-1990-an, barang seserahan sederhana dan mencakup kebutuhan dasar wanita, seperti kebaya, kain jarik, perhiasan, jajanan tradisional, buah-buahan, dan peralatan rumah tangga dari tembaga (barang abang). Barang-barang ini dibawa menggunakan jodang. Namun, sejak tahun 2000-an, seserahan semakin beragam dan bernilai tinggi. Saat ini, barang seserahan mencerminkan status sosial, mencakup pakaian, tas, sepatu bermerek, perhiasan, kosmetik, hingga set elektronik dan peralatan rumah tangga besar seperti lemari, sofa, kulkas, bahkan sepeda motor atau mobil. Tradisi ini memberikan tekanan sosial dan ekonomi, terutama bagi calon pengantin pria, karena tuntutan masyarakat untuk memberikan seserahan yang mewah meski dalam kondisi ekonomi menengah ke bawah. Adanya fasilitas seperti pinjaman bank, penjualan aset, dan keringanan dari toko penyedia barang turut melestarikan tradisi ini tanpa memperhatikan kemampuan finansial individu. Hal ini memperkuat tekanan sosial dalam mempertahankan kebiasaan tersebut. faktor-faktor tersebut masyarakat Desa Arjasari semakin melanggengkan tradisi seserahan mewah tanpa melihat kondisi finansial individu.

Kata kunci: tradisi seserahan, perubahan sosial budaya, tekanan sosial ekonomi, pernikahan.

SUMMARY

This research aims to find out about the practice of the tradition of handover in the village which is synonymous with its simplicity and tradition, as well as having symbols and upholding social and cultural values. However, now the tradition of giving gifts to the village community has changed the giving of gifts and their meaning. The community prioritizes material as an indicator of social status, but with the inherent middle economic situation. This study uses a descriptive qualitative method, and data is collected by in-depth interview, observation, and documentation techniques. The data analysis process uses interactive analysis techniques. The main target in this study is married couples or brides who hold weddings by carrying out the tradition of handover, parents of the bride, especially the male side, and community leaders who are often involved in the tradition of handover. The location of the research is in Arjasari Village, Larangan District, Brebes Regency.

The results of the study show that there is a significant change in the tradition of handover in Arjasari Village between the past and the present. In the 1890s-1990s, handover goods were simple and included basic women's needs, such as kebaya, jarik cloth, jewelry, traditional snacks, fruits, and household utensils made of copper (red goods). These items are brought using jodang. However, since the 2000s, the offerings have become more diverse and of high value. Today, handover items reflect social status, including clothes, bags, branded shoes, jewelry, cosmetics, to electronic sets and large household appliances such as cabinets, sofas, refrigerators, and even motorcycles or cars. This tradition exerts social and economic pressure, especially for the groom-to-be, because of the community's demand to give luxurious gifts even in the middle to lower economic conditions. The existence of facilities such as bank loans, asset sales, and waivers from stores that provide goods.

Keywords: tradition of handover, socio-cultural changes, socio-economic pressure, marriage.