

RINGKASAN

Parfum telah menjadi bagian tak terpisahkan dari gaya hidup masyarakat modern. Fungsinya bukan sekadar pengharum tubuh, melainkan telah mengalami pergeseran makna menjadi simbol status sosial, identitas pribadi, dan representasi gaya hidup. Penelitian ini bertujuan untuk menggambarkan makna dan motif ibu-ibu kelas menengah ke bawah memberikan parfum *Duar* ke balita di Kabupaten Purworejo menggunakan pendekatan kualitatif deskriptif. Data dikumpulkan melalui wawancara mendalam dengan tujuh informan yang dipilih secara purposif. Analisis data dilakukan dengan menggunakan pendekatan teori tindakan sosial Max Weber untuk mengkategorikan motif-motif tindakan sosial yang muncul.

Hasil penelitian menunjukkan bahwa parfum dipahami tidak hanya sebagai alat kosmetik, tetapi memiliki makna sosial, emosional, dan budaya yang beragam. Pemakaian parfum mencerminkan peran ibu dalam membentuk identitas sosial, menjaga citra keluarga, serta memenuhi norma dan ekspektasi sosial di lingkungan sekitar. Dalam konteks tindakan sosial, motif-motif penggunaan parfum oleh para informan mencerminkan berbagai kategori yang dijelaskan oleh Max Weber: motif instrumental (*Zweckrational*), parfum untuk kebersihan, penghematan, dan penyesuaian sosial; motif nilai (*Wertrational*), parfum sebagai tanggung jawab moral dan nilai dalam pengasuhan; motif afektif, parfum sebagai ekspresi kasih sayang dan kedekatan emosional; motif tradisional, parfum karena kebiasaan sejak kecil dan budaya keluarga. Penelitian ini memberikan kontribusi dalam memahami bagaimana praktik sederhana sehari-hari seperti penggunaan parfum dapat mengandung makna sosial yang kompleks dan menjadi perantara ekspresi hubungan emosional dan peran sosial dalam masyarakat.

Kata kunci: makna, motif, penggunaan parfum, dan tindakan sosial

SUMMARY

Perfume has become an integral part of modern society's lifestyle. Its function is not merely as a body freshener, but has shifted in meaning to become a symbol of social status, personal identity, and lifestyle representation. This study aims to describe the meaning and motives of lower-middle-class mothers who give Duar perfume to toddlers in Purworejo Regency using a descriptive qualitative approach. Data were collected through in-depth interviews with seven purposively selected informants. Data analysis was conducted using Max Weber's social action theory approach to categorize the motives for social action that emerged.

The results of this study indicate that perfume is understood not only as a cosmetic product but also as having diverse social, emotional, and cultural meanings. The meaning of perfume reflects the role of mothers in shaping social identity, maintaining the family image, and fulfilling social norms and expectations in the surrounding environment. In the context of social action, the informants' motives for perfume use reflect various categories described by Max Weber: instrumental motives (Zweckrational), perfume for cleanliness, thrift, and social adjustment; value motives (Wertrational), perfume as a moral responsibility and value in parenting; affective motives, perfume as an expression of affection and emotional closeness; and traditional motives, perfume as a result of childhood habits and family culture. This study contributes to understanding how simple everyday practices such as perfume use can contain complex social meanings and mediate the expression of emotional relationships and social roles in society.

Keywords: meaning, motives, perfume use, and social action

This research aims to describe the motives of mothers giving *Duar* perfume to toddlers in Purworejo Regency using a descriptive qualitative approach. Data were collected through in-depth interviews with seven purposively selected informants. Data analysis was conducted using Max Weber's social action theory approach to categorize the emerging social action motives. The results show that perfume is understood not only as a cosmetic tool, but has diverse social, emotional, and cultural meanings. The social action motives found include instrumental motives (practical goals), value motives (moral beliefs and responsibilities), affective motives (emotional drives), and traditional motives (social customs). The meaning of perfume reflects the role of mothers in shaping social identity, maintaining family image, and fulfilling social norms and expectations in the surrounding environment. This study contributes to understanding how simple everyday practices such as the use of perfume can contain complex social meanings and mediate the expression of emotional relationships and social roles in society.

Keyword: motive, perfume, and social action

