

Farah Faizatus Sholihah. 2023. Cultural Adaptation Of A Community Of Kutang Beach In The Kentong Village, Labuhan, Brondong District Of Lamongan. Under Direction by Eko Murdiyanto

ABSTRACT

The study was intended to (1) Review the culture of the Kentong community before the existence of Kutang Beach tourism and (2) Review the cultural adaptation process of the Kentong village community after the Kutang Beach tourism. The study involves a qualitative approach with a type of case study. The informant identification technique has been impressively purposive. Data sources use primary and secondary data. Data gathering techniques using interviews, observations, and documentation by testing data validity using source triangulation. The study suggests that (1) the culture of the Kentong village community before the existence of Kutang Beach tourism is still firmly entrenched in their native culture. The language system, use of Javanese Ngoko and Javanese Kromo with characteristic dialect, the religious system of the whole Muslim community, the livelihood system of TKI, TKW, and fishermen, the social organization system of RT, RW, ARKEN, and Muhammadiyah youth, the system of education for the majority of elementary school students, junior high schools and no nonformal education, the equipment systems of mobile, international transfer bank and vehicle, The art system is without any art. The potential had not been restored to maximum (2) the cultural adaptation process that occurs in the Kentong village community, which is the cultural adaptation process that occurs in language systems, religious systems, livelihood systems, social organization systems, education systems, equipment systems, and art systems.

Keyword: *Cultural Adaptation, Community Culture, Tourism, Tourist*

Farah Faizatus Sholihah. 2023. Adaptasi Budaya Masyarakat Pantai Kutang Dusun Kentong Desa Labuhan Kecamatan Brondong Kabupaten Lamongan. Di bawah bimbingan Eko Murdiyanto

ABSTRAK

Penelitian ini bertujuan (1) mengkaji budaya masyarakat Dusun Kentong sebelum adanya Objek Wisata Pantai Kutang, dan (2) Mengkaji proses adaptasi budaya pada masyarakat Dusun Kentong setelah adanya Objek Wisata Pantai Kutang. Penelitian ini menggunakan pendekatan kualitatif dengan jenis penelitian studi kasus. Teknik penentuan informan dilakukan secara *purposive*. Sumber data yang digunakan yaitu data primer dan data sekunder. Teknik pengumpulan data menggunakan wawancara, observasi, dokumentasi dengan pengujian keabsahan data menggunakan triangulasi sumber. Hasil penelitian ini menunjukkan bahwa (1) Budaya masyarakat Dusun Kentong sebelum adanya Objek Wiasata masih kental dengan budaya asli mereka. Sistem bahasa, penggunaan bahasa Jawa Ngoko dan bahasa Jawa Krama dengan dialeg khas, sistem religi seluruh masyarakat beragama Islam, sistem mata pencaharian sebagai TKI, TKW, dan nelayan, sistem organisasi sosial yaitu RT, RW, ARKEN dan Pemuda Muhammadiyah, sistem pendidikan mayoritas lulusan SD, SMP dan tidak ada pendidikan non formal, sistem peralatan dan perlengkapan hidup yaitu *Handphone*, layanan bank transfer khusus luar negeri dan kendaraan, sistem kesenian *nanggap* tidak ada kesenian khas. Potensi yang ada belum di kembangkan dengan maksimal (2) Adaptasi budaya yang terjadi di masyakat Dusun kentong terjadi pada sistem bahasa, sistem religi, sistem mata pencaharian, sistem organisasi sosial, sistem pendidikan, sistem peralatan dan perlengkapan, dan kesenian.

Kata kunci: Adaptasi Budaya, Budaya Masyarakat, Objek Wisata, Wisatawan