ABSTRACT

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Else Julisa, Existence Of Lelang Ayam Tradition At The Community Weddings In Kedaton Village, Kedaton Raya Sub-district, Ogan Komering Ulu Regency. i+132 pages+Attachment

This research describes the tradition of lelang ayam in Kedaton Village, Kedaton Raya Sub-district, Ogan Komering Ulu Regency. This tradition is part of the wedding ceremony in Kedaton Village community. In order to understand the message of this tradition in the community of Kedaton Village, qualitative research is used which is sourced from direct observation and interviews with informants as well as documentary data.

This research aims to find out the process of implementing the lelang ayam tradition and to find out how the existence of the lelang ayam tradition at the community wedding ceremony in Ogan Komering Ulu Regency. To answer these problems, ethnographic methods are used to understand the position of this tradition for the people of Kedaton Village. The theory used is the social construction theory of Peter L. Berger and Thomas Luckmann. This theory was chosen in order to understand how the lelang ayam tradition as part of the social construction of the Kedaton Village community.

The results of this study show that the lelang ayam tradition still exists in the Kedaton Village community because it is needed by the community to build solidarity in the form of mutual assistance and ease the burden on the community in carrying out the wedding ceremony carry out the wedding ceremony.

Kata Kunci: Lelang Ayam Tradition, Existence, Kedaton Village