

ABSTRAK

Sekar Arum Suhansa: Dakwah Berbasis Tradisi (Studi Etnografi pada Tradisi Ruwat Bumi di Desa Guci, Kecamatan Bumijawa, Kabupaten Tegal, Jawa Tengah).

Tradisi Ruwat Bumi di Desa Guci adalah ritual tahunan yang diwariskan secara turun-temuru sebagai wujud syukur atas kemakmuran alam dan permohonan keselamatan desa, yang dilaksanakan setiap 1 Muharram. Di tengah perkembangan pariwisata yang pesat, terdapat kecenderungan pergeseran makna ritual di kalangan generasi muda dari dimensi spiritual menuju dimensi hiburan semata.

Tujuan penelitian ini adalah mengidentifikasi situasi tutur, mengkaji peristiwa tutur, serta menganalisis tindak tutur dalam Tradisi Ruwat Bumi sebagai representasi media dakwah kultural atau dakwah berbasis tradisi.

Penelitian ini menggunakan pendekatan kualitatif dengan metode etnografi dan berlandaskan pada teori Etnografi Komunikasi Dell Hymes yang mencakup tiga konsep utama, yaitu situasi tutur (*speech situation*), peristiwa tutur (*speech event*), dan tindak tutur (*speech act*). Data diperoleh melalui observasi langsung dan wawancara mendalam dengan tiga informan, yakni kepala desa selaku panitia, ketua adat, dan warga aktif peserta ritual, serta studi dokumentasi.

Hasil penelitian memperlihatkan bahwa: (1) situasi tutur terbentuk dari pemilihan lokasi sakral yang bernilai historis-spiritual, penetapan waktu pada 1 Suro sebagai perpaduan kalender Jawa dan Islam, suasana ritual yang khidmat, serta identitas adat Reksawarna sebagai fondasi pelestarian tradisi, (2) peristiwa tutur tampak pada norma prosesi yang berfungsi menjaga kesakralan, tujuan komunikasi kolektif berupa harapan keselamatan dan keharmonisan, serta interaksi sosial yang mempererat hubungan antarwarga, (3) tindak tutur terwujud melalui simbol dan gerakan ritual seperti prosesi nyiwer, gunungan hasil bumi, dan ngelarung, yang mengandung pesan syukur, sedekah, dan penghormatan terhadap alam.

Kesimpulan penelitian ini menunjukkan bahwa Tradisi Ruwat Bumi terbukti merupakan media dakwah kultural yang hidup, didalamnya mengandung nilai-nilai Islam ke dalam bingkai budaya lokal secara organik dan lintas generasi.

Kata Kunci: Dakwah Kultural, Tradisi Ruwat Bumi, Etnografi Komunikasi, Dell Hymes, Speech Situation, Speech Event, Speech Act.

ABSTRACT

Sekar Arum Suhansa:*Tradition-Based Da'wah (An Ethnographic Study of the Ruwat Bumi Tradition in Guci Village, Bumijawa District, Tegal Regency, Central Java).*

The Ruwat Bumi tradition in Guci Village is an annual ritual passed down through generations as an expression of gratitude for nature's abundance and a communal prayer for village safety, held every 1st of Muharram. Amid rapid tourism development, a shift in the ritual's meaning has emerged among younger generations, from spiritual significance toward mere entertainment.

This study aims to identify the speech situation, examine the speech event, and analyze the speech act within the Ruwat Bumi tradition as a representation of cultural da'wah.

This study employs a qualitative approach with ethnographic method, grounded in Dell Hymes' Ethnography of Communication theory encompassing three key concepts: speech situation, speech event, and speech act. Data were collected through observation, in-depth interviews with three informants — the village head as event organizer, the customary chief, and an active community participant — as well as documentation.

The findings indicate that: (1) the speech situation is shaped by the selection of historically and spiritually significant sacred locations, the timing on 1 Suro representing a convergence of Javanese and Islamic calendars, a solemn ritual atmosphere, and the Reksawarna customary identity as the foundation of tradition preservation; (2) the speech event manifests through prosession norms that uphold ritual sanctity, collective communicative goals of safety and harmony, and social interactions that strengthen community bonds; (3) the speech act materializes through ritual symbols and movements such as the nyiwer procession, the gunungan of agricultural produce, and ngelarung, conveying messages of gratitude, almsgiving, and reverence for nature. The Ruwat Bumi tradition proves to be a living cultural da'wah medium, organically integrating Islamic values into local cultural frameworks across generations.

Keywords: *Cultural Da'wah, Ruwat Bumi Tradition, Ethnography of Communication, Dell Hymes, Speech Situation, Speech Event, Speech Act.*