

## ABSTRAK

Penelitian ini mengkaji tentang “*Oukup* Di Perkotaan : Strategi Kebertahanan Usaha *Oukup* Gundaling 2 Di Kota Medan”. Tujuan penelitian yaitu untuk mengetahui perkembangan pengobatan *Oukup* pada masyarakat multikultural di Kota Medan dan mengetahui faktor-faktor penghambat dan pendukung dari berdirinya praktik usaha *Oukup* di Medan. Menggunakan teknik penelitian kualitatif dan metode penelitian dengan wawancara mendalam, observasi, dan analisis dokumentasi. Hasil penelitian menunjukkan bahwa *Oukup* Gundaling 2 merupakan sebuah praktik usaha yang sudah ada sejak 2008 dan bertahan hingga sekarang. Praktik usaha ini memiliki satu layanan utama yaitu layanan *Oukup*, dan 2 layanan tambahan yaitu Layanan Kusuk dan Lulur. Praktik usaha ini mengembangkan beberapa strategi bertahan di lingkungan multikultural, termasuk promosi melalui media sosial dan *word of mouth*. Adanya perkembangan zaman maka *Oukup* juga mengalami perubahan pada sistem dan metode pelaksanaannya. Adapun faktor pendukung yang diidentifikasi meliputi surat izin usaha dari Pemda setempat, pelestarian budaya, dan adaptabilitas praktisi terhadap perkembangan teknologi dan tren kesehatan. Di sisi lain, faktor penghambat mencakup persaingan dengan praktik kesehatan moderen dan praktik usaha lainnya, juga pada stereotipe yang ada di tengah masyarakat. Stereotipe tersebut muncul dari layanan kusuk dan lulur yang sering disangkut pautkan dengan seks komersial.

**Kata Kunci : Pengobatan Tradisional, *Oukup*, Rempah-rempah**

## **ABSTRACT**

*This research examines "Oukup in Urban Areas: Business Survival Strategy for Oukup Gundaling 2 in Medan City". The aim of the research is to determine the development of Oukup treatment in multicultural communities in Medan City and to determine the inhibiting and supporting factors in the establishment of Oukup business practices in Medan. Using qualitative research techniques and research methods with in-depth interviews, observation and documentation analysis. The research results show that Oukup Gundaling 2 is a business practice that has existed since 2008 and has persisted until now. This business practice has one main service, namely the Oukup service, and 2 additional services, namely the Kujuk and Scrub Services. This business practice develops several strategies to survive in a multicultural environment, including promotion through social media and word of mouth. Due to developments over time, Oukup has also experienced changes in its systems and implementation methods. The supporting factors identified include a business license from the local government, cultural preservation, and practitioners' adaptability to technological developments and health trends. Other hand, inhibiting factors include competition with modern health practices and other business practices, as well as stereotypes that exist in society. This stereotype arises from the kink and scrub services which are often associated with commercial sex.*

**Keyword : Traditional Medicine, Oukup, Herbs and Spices**