

ABSTRAK

Penelitian ini berjudul “Bertahan di Tengah Arus Zaman (Studi Etnografi Industri Kerajinan Gerabah Tradisional di Gampong Cot Bada Tunong, Kecamatan Peusangan, Kabupaten Bireuen)”. Penelitian ini bertujuan untuk menganalisis strategi perajin gerabah dalam mempertahankan kerajinan gerabah serta mengidentifikasi faktor-faktor yang mempengaruhi keberlangsungan kerajinan gerabah tradisional di Gampong Cot Bada tunong. Metode penelitian yang digunakan adalah metode kualitatif dengan pendekatan etnografi. Teknik pengumpulan data terdiri dari observasi partisipan, wawancara dan studi dokumen. Analisis data terdiri dari pengumpulan data, penyederhanaan data, penyajian data dan penarikan kesimpulan. Hasil Penelitian menunjukkan bahwa perajin gerabah di Gampong Cot Bada Tunong mengembangkan strategi bertahan melalui diversifikasi pemasaran yang dijalankan melalui penjualan langsung di pinggir jalan raya, distribusi melalui jaringan pengepul (*muge*) dan agen yang menjangkau luar daerah, serta promosi digital melalui media sosial seperti TikTok. Selain itu, pewarisan pengetahuan berlangsung secara lintas generasi melalui tiga pola, yakni vertikal dalam keluarga inti, horizontal antarteman sebaya, dan oblique melalui pihak di luar orang tua kandung. Pola oblique ini umumnya terjadi melalui pelatihan yang difasilitasi oleh pihak eksternal, seperti sekolah dan pemerintah. Di samping mempertahankan strategi pemasaran dan pewarisan pengetahuan tersebut, para perajin juga melakukan inovasi produk dengan memperluas variasi hasil kerajinan. Produk yang semula terbatas pada alat masak tradisional, seperti *beulangong* (belanga), *kanot* (periuk), dan *capah* (cobek), kini dikembangkan menjadi barang seni dan fungsional modern, seperti *pot bungong* (pot bunga), *asbak rukok* (asbak rokok), *celeng* (celengan), serta *caprok* (cobek kecil) yang dimanfaatkan sebagai souvenir pada acara pernikahan. Temuan lapangan lainnya menunjukkan keberlangsungan ditopang oleh keberadaan perajin aktif yang tetap bertahan, permintaan pasar yang stabil, nilai budaya yang kuat serta solidaritas sosial antarperajin dan dukungan pemerintah. Namun, industri gerabah mengalami hambatan seperti, keterbatasan modal dan ketiadaan teknologi, serta persaingan dengan produk modern, krisis regenerasi, menurunnya kualitas bahan baku seperti tanah liat, minat perajin yang rendah dalam berinovasi dan pengaruh cuaca yang memengaruhi proses produksi. Dengan demikian, ketahanan kerajinan ini bergantung pada kemampuan adaptif perajin dan dukungan sistematis dalam regenerasi, teknologi, dan kebijakan pelestarian.

Kata kunci: Gerabah Tradisional, Etnografi, Perubahan Zaman, Adaptasi Budaya, Keberlangsungan.

ABSTRACT

This thesis is entitled “Surviving in the Midst of Changing Times (An Ethnographic Study of the Traditional Pottery Industry in Gampong Cot Bada Tunong, Peusangan District, Bireuen Regency)”. This study aims to analyze the strategies used by pottery artisans to preserve pottery crafts and to identify the factors that influence the sustainability of traditional pottery crafts in Gampong Cot Bada Tunong. The research method used is a qualitative method with an ethnographic approach. The data collection techniques used consisted of participant observation, interviews, and document studies. Data analysis consisted of data collection, data simplification, data presentation, and conclusion drawing. The research results show that pottery artisans in Gampong Cot Bada Tunong have developed survival strategies through marketing diversification, which is carried out through direct sales on the side of the highway, distribution through a network of collectors (muge) and agents that reach outside the region, and digital promotion through social media such as TikTok. In addition, knowledge inheritance occurs across generations through three patterns: vertically within the nuclear family, horizontally among peers, and obliquely through parties outside the biological parents. This oblique pattern generally occurs through training facilitated by external parties, such as schools and the government. In addition to maintaining these marketing and knowledge inheritance strategies, artisans also innovate their products by expanding the variety of handicrafts. Products that were originally limited to traditional cooking utensils, such as beulangong (pot), kanot (cooking pot), and capah (mortar), have now been developed into modern art and functional items, such as pot bungong (flower pot), asbak rokok (cigarette ashtrays), celeng (piggy banks), and caprok (small mortars) that are used as souvenirs at weddings. Other field findings indicate that sustainability is supported by the continued existence of active artisans, stable market demand, strong cultural values, social solidarity among artisans, and government support. However, the pottery industry faces obstacles such as limited technology and capital, competition with modern products, a regeneration crisis, declining quality of raw materials such as clay, low interest among artisans in innovation, and weather conditions that affect the production process. Thus, the resilience of this craft depends on the adaptive capacity of artisans and systematic support for regeneration, technology, and preservation policies.

Keywords: *Traditional Pottery, Ethnography, Changing Times, Cultural Adaptation, Sustainability.*