

ABSTRAK

Penelitian ini membahas tradisi Barzanji sebagai bagian penting dari ritual adat masyarakat Melayu di Kelurahan Pekan Tanjung Pura, Kabupaten Langkat. Barzanji merupakan bentuk ekspresi keagamaan dan budaya yang diwariskan secara turun-temurun dan masih eksis hingga kini dalam berbagai kegiatan seperti pernikahan, aqiqah, naik haji, dan Maulid Nabi. Melalui pendekatan kualitatif dan studi antropologi budaya, penelitian ini menyoroti makna simbolik, fungsi sosial, serta pergeseran praktik tradisi Barzanji di tengah arus modernisasi. Hasil penelitian menunjukkan bahwa Barzanji tidak hanya memiliki nilai religius, tetapi juga memperkuat identitas budaya, solidaritas sosial, dan rasa kebersamaan masyarakat. Namun, eksistensinya kini menghadapi tantangan serius, terutama dari generasi muda yang mulai mengabaikan makna tradisi ini. Oleh karena itu, upaya pelestarian dan edukasi menjadi penting agar tradisi ini tetap hidup sebagai warisan budaya yang mencerminkan nilai-nilai luhur masyarakat Melayu Langkat.

Kata Kunci : Barzanji, Tanjung Pura, Melayu.

ABSTRACT

This study examines the Barzanji tradition as an important part of the traditional rituals of the Malay community in Pekan Tanjung Pura Village, Langkat Regency. Barzanji is a form of religious and cultural expression that has been passed down from generation to generation and still exists today in various activities such as weddings, aqiqah, pilgrimages, and the Prophet's birthday. Through a qualitative approach and cultural anthropology studies, this study highlights the symbolic meaning, social function, and shifts in the practice of the Barzanji tradition amidst the current of modernization. The results show that Barzanji not only has religious value, but also strengthens cultural identity, social solidarity, and a sense of community togetherness. However, its existence now faces serious challenges, especially from the younger generation who are starting to ignore the meaning of this tradition. Therefore, preservation and education efforts are important to ensure that this tradition remains alive as a cultural heritage that reflects the noble values of the Langkat Malay community.

Keyword : Barzanji, Tanjung Pura, Malay.