

ABSTRAK

Penelitian ini mengkaji keberlanjutan tradisi *manyonggot* di kalangan generasi muda di Kelurahan Karya, Kota Tanjung Balai, Sumatera Utara. Fokus penelitian diarahkan pada praktik tradisi *manyonggot* dalam di kelurahan serta alasan generasi muda tetap mempertahankannya di tengah perubahan sosial dan perkembangan modernitas. Penelitian ini menggunakan teori tindakan sosial Max Weber sebagai kerangka analisis untuk melihat motif dan makna tindakan generasi muda dalam mempertahankan tradisi. Metode penelitian yang digunakan adalah kualitatif dengan pendekatan deskriptif. Teknik pengumpulan data meliputi observasi partisipan, wawancara mendalam, dan dokumentasi. Teknik analisis data dilakukan melalui tahapan pengumpulan data, reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa tradisi *manyonggot* dilaksanakan melalui beberapa tahapan, yaitu pemanggilan semangat, pengangkatan balai dan penaburan beras, pembalutan sarung, serta doa dan nasihat penutup, dengan keterlibatan aktif generasi muda sebagai pendukung teknis ritual dan penjaga ketertiban prosesi. Partisipasi generasi muda didorong oleh manfaat sosial dan pengakuan dari lingkungan, keyakinan terhadap nilai spiritual, rasa cinta dan kebanggaan terhadap budaya lokal, serta kebiasaan yang telah diwariskan secara turun-temurun.

Kata Kunci: *Tradisi Manyonggot, Generasi Muda, Tindakan Sosial, Budaya Lokal, Keberlanjutan Tradisi.*

ABSTRACT

This study examines the sustainability of the manyonggot tradition among young people in Kelurahan Karya, Tanjung Balai City, North Sumatra. The research focuses on the practice of the manyonggot tradition at the community level and the reasons why the younger generation continues to maintain it amid social change and the development of modernity. Max Weber's theory of social action is employed as the analytical framework to understand the motives and meanings underlying young people's actions in preserving the tradition. This study adopts a qualitative research method with a descriptive approach. Data were collected through participant observation, in-depth interviews, and documentation. Data analysis was conducted through the stages of data collection, data reduction, data display, and conclusion drawing. The findings show that the manyonggot tradition is carried out through several stages, including spirit-calling, lifting the balai and scattering rice, wrapping with a sarong, as well as closing prayers and advice, with active involvement of young people as technical supporters of the ritual and as guardians of order during the procession. The participation of young people is driven by social benefits and recognition from the community, belief in spiritual values, feelings of affection and pride toward local culture, and habits that have been passed down from generation to generation.

Keywords: *Manyonggot Tradition; Young Generation; Social Action; Local Culture; Tradition Sustainability.*