

ABSTRAK

Penelitian ini mengkaji tentang dampak globalisasi terhadap identitas tradisi *rewang* di Desa Paya Bedi Kecamatan Rantau Kabupaten Aceh Tamiang dan mengkaji upaya yang dapat mempertahankan tradisi *rewang* di Desa Paya Bedi Kecamatan Rantau Kabupaten Aceh Tamiang. Permasalahan penelitian pada penelitian ini ialah dampak globalisasi terhadap identitas tradisi *rewang* di Desa Paya Bedi Kecamatan Rantau Kabupaten Aceh Tamiang dan upaya masyarakat mempertahankan tradisi *rewang* di Desa Paya Bedi Kecamatan Rantau Kabupaten Aceh Tamiang. Penelitian ini menggunakan Teori Modernitas Juggernaut oleh Anthony Giddens. Metode penelitian yang digunakan dalam penelitian ini yaitu metode penelitian kualitatif. Hasil yang didapat dari penelitian ini ialah dampak positif yaitu mempererat solidaritas dan menjaga nilai nilai tradisional sedangkan dampak negatifnya adalah memudarnya kebudayaan lokal, memudarnya sifat dan nilai kebersamaan. Dan upaya masyarakat mempertahankan tradisi *rewang* dengan memperkuat nilai kebersamaan, membangun kesadaran generasi muda, serta meningkatkan rasa solidaritas antarwarga.

Kata Kunci : Globalisasi, Identitas Tradisi, Rewang, Kebersamaan, Kesadaran

ABSTRACT

This research examines the impact of globalization on the identity of the rewang tradition in Paya Bedi Village, Rantau District, Aceh Tamiang Regency and examines efforts that can maintain the rewang tradition in Paya Bedi Village, Rantau District, Aceh Tamiang Regency. The research problem in this study is the impact of globalization on the identity of the rewang tradition in Paya Bedi Village, Rantau District, Aceh Tamiang Regency and the community's efforts to maintain the rewang tradition in Paya Bedi Village, Rantau District, Aceh Tamiang Regency. This research uses the Juggernaut Modernity Theory by Anthony Giddens. The research method used in this research is a qualitative research method. The results obtained from this research are positive impacts, namely strengthening solidarity and maintaining traditional values, while the negative impacts are the fading of local culture, the fading of the nature and values of togetherness. And the community's efforts to maintain the rewang tradition by strengthening the values of togetherness, building awareness of the younger generation, and increasing the sense of solidarity between residents.

Keywords: Globalization, Traditional Identity, Rewang, Togetherness, Awareness