

ABSTRAK

Elva Yeni Br Ginting. Eksistensi Perhiasan Tradisional Karo Bagi Pengembangan Pariwisata Budaya Di Berastagi Kabupaten Karo. Program Pascasarjana Universitas Negeri Medan, 2015.

Penelitian ini bertujuan untuk mengetahui jenis, makna dan fungsi perhiasan tradisional Karo yang terdapat di Berastagi, keberadaan dan perhatian masyarakat Karo terhadap perhiasan tradisional Karo di Berastagi dan strategi pengembangan perhiasan tradisional Karo dalam upaya pengembangan pariwisata budaya di Berastagi. Teori yang digunakan adalah teori interaksionisme simbolik. Metode penelitian adalah metode penelitian kualitatif dengan pendekatan etnografi. Pengumpulan data dilakukan dengan cara menetapkan informan, mewawancarai informan, catatan etnografi, observasi partisipasi, metode dokumentasi dan studi kepustakaan. Hasil penelitian didapat bahwa jenis-jenis perhiasan tradisional Karo dibagi kedalam 12 jenis cincin, 6 jenis gelang, 9 jenis *bura* (kalung), dan 4 jenis *padung* (anting). Sedangkan benda-benda pakai lain ialah kancing baju, draham, cimata, bunga palas, gelang keruncung, rudang, sisir rambut dan caping. Setiap jenis perhiasan tradisional Karo mempunyai beragam motif. Keberadaan dan perhatian masyarakat Karo terhadap perhiasan tradisional Karo di Berastagi ialah jenis-jenis perhiasan tradisional Karo sudah sangat sulit dijumpai bahkan beberapa jenis perhiasan tradisional Karo sudah tidak dijumpai lagi dan sudah hampir punah. Penggunaan perhiasan tradisional Karo terus mengalami pergeseran seiring dengan perkembangan zaman dan masyarakat hampir sudah meninggalkan pemakaian perhiasan tradisional Karo dan beralih pada perhiasan modern. Bentuk perhatian masyarakat Karo terhadap perhiasan Karo juga masih sangat minim bahkan banyak yang tidak peduli lagi dengan perhiasan tradisional Karo. Strategi pengembangan perhiasan tradisional Karo dalam upaya pengembangan pariwisata budaya di Berastagi ialah dengan membuat perhiasan tradisional Karo tetap eksis dengan cara diperjual-belikan kepada wisatawan yang datang di kota Berastagi. Selain itu, cara pengupayaan serta pengoptimalan kepada para pemangku dalam perwujudan pariwisata yang ada di kota Berastagi, seperti halnya museum. Dalam pembuatannya pemerintah diupayakan untuk melakukan investasi kepada pihak penggiat perhiasan tradisional Karo.

Kata Kunci: Perhiasan, Tradisional, Karo, Masyarakat, Pariwisata Budaya

ABSTRACT

Elva Yeni Br Ginting. Traditional Jewelry existence Karo For Cultural Tourism Development In Berastagi Karo. Graduate Program, State University of Medan, 2015.

This study aims to determine the type, the meaning and function of traditional jewelery Karo contained in Berastagi, presence and public attention to the traditional jewelry Karo Karo in Berastagi and traditional jewelery Karo development strategy in the development of cultural tourism in Berastagi. The theory used is the theory of symbolic interactionism. The research method is a method of qualitative research with an ethnographic approach. Data collection is done by setting the informant, interviewed informants, ethnographic records, observation of participation, methods of documentation and literature study. The result is that the types of traditional jewelery Karo divided into 12 kinds of rings, bracelets types 6, 9 types bura (necklace), and 4 types padung (earrings). While other disposable objects are buttons, Draham, cimata, flowers palas, bracelets keruncung, rudang, hair combs and hat. Each type of traditional jewelry Karo have a variety of motives. The existence and the public's attention to the traditional jewelry Karo Karo in Berastagi are the kinds of traditional jewelry Karo has been very difficult to find even some types of traditional jewelry Karo has not found again and is almost extinct. The use of traditional jewelry Karo continues to shift along with the times and people almost had to leave the use of traditional jewelery Karo and switch to modern jewelery. Shape the public's attention to the jewelry Karo Karo is also still very low even many do not care anymore with traditional jewelery Karo. Karo traditional jewelery development strategy in the development of cultural tourism in Berastagi is to create traditional jewelery Karo exist by way traded to tourists who come in town Berastagi. Jam it, the way in deploying and optimizing the stakeholders in the embodiment of tourism in the town of Berastagi, as well as a museum. In making the government sought to make an investment to the energizer traditional jewelery Karo.

Keywords: *Jewelry, Traditional, Karo, Community, Cultural Tourism*