

ABSTRAK

Helen Nardalia Gea, NIM. 3203322003, Peran Organisasi Sosial Pemuda Peduli Nias (PPN) dalam Penguatan Budaya dan Sosial Etnis Nias di Kota Medan, Skripsi, Program Studi Pendidikan Antropologi, Fakultas Ilmu Sosial, Universitas Negeri Medan, 2024.

Penelitian bertujuan untuk menggali, mendeskripsikan dan menganalisis upaya Pemuda Peduli Nias (PPN) dalam memperkuat dukungan sosial terhadap generasi Nias di Kota Medan. Penelitian dijalankan secara kualitatif dengan pendekatan deskriptif dimana pengumpulan data dilakukan melalui observasi, wawancara mendalam dan studi literatur khususnya studi organisasi. Hasil penelitian menunjukkan bahwa organisasi PPN berperan dalam penguatan dan masyarakat melalui pelestarian tradisi dan budaya Nias di Kota Medan khususnya *fasile* dan *maena*. Upaya penguatan tersebut dilakukan atas dasar rasa kepedulian terhadap sesama suku Nias untuk saling membantu dan bekerjasama serta dalam kebudayaan. Tantangan yang muncul dari organisasi kemasyarakatan tidak lepas dari maraknya media sosial dan egosentrisme masyarakat lain di Kota Medan. Upaya yang dilakukan PPN agar organisasi terus berkembang adalah penanaman dan pemahaman dini tradisi dan budaya suku Nias yang diwariskan oleh nenek moyang berdasarkan falsafah sosial "*aoha noro nilului wahea, aoha noro nilului woaso tafafifo na'enu ba tafaha na esolo*" yang memiliki arti pekerjaan yang dilakukan bersama lebih mudah diselesaikan.

Kata Kunci: Pemuda, Nias, Penguatan, Kebudayaan, Organisasi.

ABSTRACT

Helen Nardalia Gea, NIM. 3203322003, The Role of the Social Organization of Youth Concerned with Nias (PPN) in Strengthening the Culture and Social of the Nias Ethnic Group in Medan City, Thesis, Anthropology Education Study Program, Faculty of Social Sciences, State University of Medan, 2024.

The study aims to explore, describe and analyze the efforts of Youth Concerned with Nias (PPN) in strengthening social support for the Nias generation in Medan City. The study was conducted qualitatively with a descriptive approach where data collection was carried out through observation, in-depth interviews and literature studies, especially organizational studies. The results of the study show that the PPN organization plays a role in strengthening and society through the preservation of Nias traditions and culture in Medan City, especially *fasile* and *maena*. These strengthening efforts are carried out on the basis of a

sense of concern for fellow Nias people to help and work together and in culture. The challenges that arise from community organizations cannot be separated from the rise of social media and the egocentrism of other communities in Medan City. Efforts made by PPN so that the organization continues to develop are the instillation and early understanding of the traditions and culture of the Nias tribe inherited from their ancestors based on the social philosophy of "aoha noro nilului wahea, aoha noro nilului woaso tafafofo na'enu ba tafahea na esolo" which means work done together is easier to complete.

Keywords: Youth, Nias, Strengthening, Culture, Organization.

