

ABSTRAK

Adha, Muhammad Alfian, 2020. *Strategi Komunikasi Masyarakat Desa Kemiren Dalam Melestarikan Bahasa Osing (Studi Kasus Komunikasi Verbal Suku Osing)*. Skripsi, Program Studi Ilmu Komunikasi, Fakultas Ilmu Sosial dan Ilmu Politik, Universitas Muhammadiyah Jember. Pembimbing: Juariyah, Dr.M. Si.

Kata Kunci: *Strategi, Komunikasi Verbal, Bahasa Osing.*

Skripsi ini mengkaji Strategi Komunikasi Masyarakat Desa Kemiren Dalam Melestarikan Bahasa Osing (Studi Kasus Komunikasi Verbal Suku Osing). Banyuwangi (Osing) mengalami degradasi minat dalam penggunaan bahasa Osing dalam komunikasi. Hal itu disebabkan banyak faktor, diantaranya: Berkembangnya sektor pariwisata di Kabupaten Banyuwangi, Banyaknya turis yang mulai masuk ke Banyuwangi (Kemiren). Metode penelitian ini menggunakan metode kualitatif, teknik pengumpulan data menggunakan hasil wawancara, observasi dan dokumentasi. Skripsi ini berfokus pada strategi masyarakat desa kemiren dalam melestarikan bahasa osing, komunikasi verbal masyarakat desa Kemiren, dan pendapat warga Banyuwangi mengenai bahasa Osing. Meski dengan banyaknya suku budaya dan bahasa di Banyuwangi tetap bisa hidup berdampingan, saling menghargai satu sama lain, sehingga dari hal tersebut terciptalah suatu keindahan yang mampu memberikan contoh positif bagi masyarakat luas, khususnya masyarakat yang ada di Republik Indonesia.

ABSTRACT

Adha, Muhammad Alfian, 2020. *The Communication Strategy of Kemiren Village Communities in Preserving Osing Language (Case Study of Osing Verbal Communication)*. Thesis, Communication Studies Program, Faculty of Social and Political Sciences, Muhammadiyah University, Jember. Supervisor: Juariyah, Dr.M. Si

Key words: Strategy, Verbal Communication, Osing Language.

This thesis studies the Communication Strategy of Kemiren Village Communities in Preserving Osing Language (Case Study of Osing Verbal Communication). Banyuwangi (Osing) experienced a degradation of interest in the use of Osing language in communication. That was caused by many factors, including: The development of the tourism sector in Banyuwangi Regency, the number of tourists who began to enter Banyuwangi (Kemiren). This research method uses qualitative methods, data collection techniques using the results of interviews, observation and documentation. This thesis focuses on the strategies of the Kemiren village community in preserving the osing language, the verbal communication of the Kemiren village community, and the opinions of Banyuwangi residents regarding the Osing language. Even with the many cultural and linguistic tribes in Banyuwangi still able to live side by side, mutual respect for each other, so that from this created a beauty that is able to provide a positive example for the wider community, especially people in the Republic of Indonesia.

