

ORIENTASI NILAI PADA ANGGOTA HADRAH DI SITUBONDO BERDASARKAN TEORI SCHWARTZ

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INTISARI

Nilai (*value*) dipahami sebagai keyakinan mengenai hal-hal yang dianggap penting oleh individu, yang secara aktif mempengaruhi cara berpikir, merasa, dan bertindak (Schwartz & Cieciuch, 2022). Penelitian ini bertujuan mengetahui orientasi nilai anggota hadrah dewasa awal berdasarkan sepuluh nilai dasar teori Schwartz. Penelitian menggunakan pendekatan kuantitatif dengan metode deskriptif pada anggota hadrah berusia 18–30 tahun yang aktif mengikuti kegiatan hadrah minimal enam bulan. Pengumpulan data dilakukan menggunakan *Portrait Values Questionnaire* (PVQ) yang diadaptasi dari Widayrini dan Utama (2024). Hasil penelitian menunjukkan orientasi nilai responden lebih dominan pada *Social Focus* ($M = 179$, $SD = 26,5$) dibandingkan *Personal Focus* ($M = 98,2$, $SD = 16,9$). *Universalism* menjadi nilai tertinggi, sedangkan *Achievement* menjadi nilai terendah. Temuan ini menunjukkan bahwa anggota hadrah cenderung memiliki kepedulian sosial, sikap toleransi, penghargaan terhadap perbedaan, serta keinginan menjaga keharmonisan hubungan sosial. Keterlibatan anggota dalam kegiatan hadrah juga dipengaruhi oleh kebutuhan pengembangan diri, pencarian pengalaman bermakna, dan pembentukan identitas pada masa dewasa awal. Implikasi penelitian menunjukkan bahwa kegiatan hadrah tidak hanya berfungsi sebagai aktivitas seni dan keagamaan, tetapi juga berperan dalam pembentukan orientasi nilai pada dewasa awal. Keterlibatan dalam komunitas hadrah dapat menjadi sarana pengembangan diri, pembentukan identitas, serta penguatan nilai sosial dan religius, seperti kepedulian sosial, toleransi, kebersamaan, dan solidaritas. Penelitian ini berkontribusi pada pengembangan kajian psikologi nilai, psikologi sosial, dan psikologi budaya dengan memberikan bukti empiris mengenai penerapan *Theory of Basic Human Values* Schwartz pada konteks komunitas hadrah sebagai kesenian religius serta memperluas pemahaman tentang orientasi nilai dewasa awal dalam konteks budaya lokal.

Kata kunci: dewasa awal, hadrah, orientasi nilai, teori Schwartz

**VALUE ORIENTATION OF HADRAH MEMBERS IN SITUBONDO BASED
ON SCHWARTZ'S THEORY**

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ABSTRACT

Values are understood as beliefs regarding matters deemed important by individuals, actively influencing how they think, feel, and act (Schwartz & Cieciuch, 2022). This study aims to determine the value orientations of young adult hadrah members based on the ten basic values of Schwartz's theory. A quantitative, descriptive approach was employed, involving hadrah members aged 18–30 who had actively participated in hadrah activities for at least six months. Data were collected using the Portrait Values Questionnaire (PVQ), adapted from Widayrini and Utama (2024). The results indicate that respondents' value orientations were more strongly aligned with a Social Focus ($M = 179$, $SD = 26.5$) than a Personal Focus ($M = 98.2$, $SD = 16.9$). Universalism emerged as the highest-rated value, while Achievement was the lowest. These findings suggest that hadrah members tend to possess social concern, tolerance, an appreciation for diversity, and a desire to maintain harmonious social relationships. Nevertheless, member involvement in hadrah activities is also influenced by needs for self-development, the pursuit of meaningful experiences, and identity formation during early adulthood. The study implies that hadrah activities serve not only as artistic and religious pursuits but also play a role in shaping value orientations among young adults. Participation in a hadrah community can facilitate self-development and identity formation while reinforcing social and religious values such as social concern, tolerance, togetherness, and solidarity. This research contributes to the fields of the psychology of values, social psychology, and cultural psychology by providing empirical evidence regarding the application of Schwartz's Theory of Basic Human Values within the context of hadrah communities as a form of religious art, while also broadening the understanding of value orientations among young adults within a local cultural context.

Keywords: *early adulthood, hadrah, orientation, Schwartz's theory value*