

ABSTRAK

Penelitian ini membahas mengenai penanaman etika kejawaan yang dilakukan selama melakukan aktivitas makan bersama keluarga dan memiliki keterkaitan dengan aktivitas *eating out*. Fenomena *eating out* telah menggeser budaya makan di rumah, ditandai dengan banyaknya gerai-gerai makanan di Kelurahan Srandol Wetan, Kecamatan Banyumanik, Kota Semarang yang mendukung aktivitas *eating out*. Penelitian ini bertujuan untuk mengetahui adanya penanaman etika Kejawaan dalam aktivitas makan bersama keluarga. Kemudian untuk melihat alasan *eating out* sangat digandrungi oleh masyarakat perkotaan. Terakhir adalah untuk melihat perubahan budaya makan pada orang. Teori yang digunakan sebagai landasan adalah teori *wedi*, *isin*, dan *sungkan* oleh Hildred Geertz. Penelitian menggunakan pendekatan kualitatif studi kasus melalui wawancara mendalam, observasi, serta catatan lapangan (*field notes*). Analisis data dilakukan dengan mereduksi, menyajikan, dan penarikan kesimpulan dari penelitian. Penelitian ini menghasilkan temuan bahwa dalam aktivitas makan bersama keluarga tidak hanya terdapat aktivitas makan, tetapi di dalamnya termuat penanaman nilai kesopanan dengan menanamkan sikap *wedi* (takut), *isin* (malu), dan *sungkan* (segan). Dengan adanya fenomena *eating out*, terjadi perubahan pada budaya makan orang Jawa. Orang tua Jawa sejak dahulu selalu membiasakan anggota keluarga mereka untuk makan bersama keluarga di rumah, tetapi kini anggota keluarga khususnya anak lebih sering melakukan aktivitas makan di luar. Pada aktivitas makan di luar ini terdapat lunturnya norma kesopanan dan pantangan makan yang sudah ditanamkan oleh orang tua ketika makan bersama keluarga di rumah, tetapi pada sebagian informan, norma dan pantangan makan tersebut sudah tertanam dan terbawa ketika mereka melakukan aktivitas makan di luar.

Kata Kunci: Etika Jawa, *Eating Out*, Tren, Internalisasi, dan Orang Jawa.

ABSTRACT

This study discusses the inculcation of Javanese ethics which is carried out during eating activities with the family and is related to eating out activities. The phenomenon of eating out has shifted the culture of eating at home, marked by the many food outlets in Srandol Wetan Sub-district, Banyumanik District, Semarang City that support eating out activities. This study aims to determine the inculcation of Javanese ethics in eating activities with the family. Then to find out why eating out is so loved by urban communities. The last is to see the application of politeness norms that have been instilled by parents when eating together when eating out. The theory used as the basis is the theory of *wedi*, *isin*, and *sungkan* by Hildred Geertz. The research uses a qualitative case study approach through in-depth interviews, observations, and field notes. Data analysis was carried out by reducing, presenting, and drawing conclusions from the study. This research resulted in the finding that in the activity of eating with the family there is not only the activity of eating, but it includes the cultivation of politeness values by instilling the attitudes of *wedi* (fear), *isin* (embarrassment), and *sungkan* (reluctant). With the eating out phenomenon, there has been a change in the Javanese eating culture. Javanese parents have always accustomed their family members to eating with the family at home, but now family members, especially children, eat out more often. In the activity of eating out, there is a fading of the norms of politeness and eating taboos that have been instilled by parents when eating with the family at home, but for some informants, these norms and eating taboos have been ingrained and carried over when they eat out.

Keywords: Javanese Ethics, Eating Out, Trends, Internalization, and Javanese.