

ABSTRAK

IDENTITAS SOSIAL MANUSIA SILVER DEWASA DALAM KAJIAN SOSIOLOGI: STUDI DI KOTA BANDAR LAMPUNG

Oleh

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Penelitian ini bertujuan untuk mendeskripsikan bentuk performa manusia silver di ruang publik Kota Bandar Lampung, menganalisis proses pembentukan identitas sosialnya, serta mengkaji representasi identitas tersebut melalui perspektif dramaturgi Erving Goffman. Penelitian ini menggunakan pendekatan kualitatif dengan metode deskriptif. Data diperoleh melalui observasi dan wawancara terhadap manusia silver dewasa yang beraktivitas di beberapa titik perempatan jalan di Kota Bandar Lampung. Analisis data dilakukan melalui tahapan reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa manusia silver menampilkan performa tubuh melalui gestur, pose statis menyerupai patung hidup, serta penggunaan cat perak dan kostum sebagai simbol visual untuk menarik perhatian pengguna jalan. Identitas sosial mereka terbentuk melalui proses interaksi sosial yang ditandai oleh dinamika penerimaan dan penolakan masyarakat, serta pengalaman kolektif antar sesama pelaku. Dalam perspektif dramaturgi, manusia silver membagi peran antara panggung depan (*front stage*) saat beraksi di ruang publik dan panggung belakang (*back stage*) saat berada di luar pertunjukan, serta menerapkan praktik *impression management* untuk mengelola kesan di hadapan audiens. Penelitian ini merekomendasikan perlunya pendekatan yang lebih inklusif dari pemerintah daerah dalam memandang keberadaan manusia silver sebagai bagian dari dinamika sosial perkotaan, serta perlunya kebijakan yang tidak hanya bersifat represif, tetapi juga mempertimbangkan aspek sosial dan ekonomi yang melatarbelakanginya.

Kata Kunci: Manusia Silver, Ruang Publik, Identitas Sosial, Dramaturgi, Masyarakat Urban.

ABSTRACT

THE SOCIAL IDENTITY OF SILVER ADULTS IN SOCIOLOGICAL STUDIES: A STUDY IN THE CITY OF BANDAR LAMPUNG

By

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This study aims to describe the performance of silver humans in public spaces in Bandar Lampung City, analyze the process of forming their social identity, and examine the representation of that identity through Erving Goffman's dramaturgical perspective. This study uses a qualitative approach with a descriptive method. Data were obtained through observation and interviews with adult silver humans who were active at several intersections in Bandar Lampung City. Data analysis was carried out through the stages of data reduction, data presentation, and conclusion drawing. The results showed that silver humans performed their bodies through gestures, static poses resembling living statues, and the use of silver paint and costumes as visual symbols to attract the attention of road users. Their social identity is formed through a process of social interaction characterized by the dynamics of social acceptance and rejection, as well as collective experiences among fellow performers. From a dramaturgical perspective, silver humans divide their roles between the front stage when performing in public spaces and the back stage when outside of performances, and apply impression management practices to manage the impression they make on their audience. This study recommends the need for a more inclusive approach from local governments in viewing the existence of silver humans as part of urban social dynamics, as well as the need for policies that are not only repressive but also consider the underlying social and economic aspects.

Keywords: silver humans, public space, social identity, dramaturgy, urban society.