

## ABSTRACT

Divination is popular among many Japanese, and one of that is the blood type divination. Blood type divination is believed to be a bridge for better interpret someone personality. Although there's no explicit correlation between blood type and personality, the Japanese people really like it, until they apply it in various things. Besides, divination is just a result from predicting something without any basis, that's why it unscientific. But the Japanese belief in something like that irrational things such as blood type divination, because the typical of them are more concerned in earthly things, compared in direct relationship with God. To fulfill their needs, they tend to runaway from the precept of their religion and ended in folk belief concept that superstitious. Therefore, the statement problems of this research are: **(1) how was the image of blood type divination phenomenon that occurred in Japan and its applications in Japanese society life? (2) how was the relationship of Japanese folk belief to the blood type divination phenomenon that occurred in Japan?**

This descriptive-qualitative research done by using literature study as main method and in depth interview as additional data resources. This research done by Horii Ichiro, Yanagita Kunio and Masahiro Kusunoki *minkan shinkō* (folk belief) concept.

It can be concluded from the research that the topic of blood type divination is discussed repeatedly in conversations between people in Japan. ABO blood type system as a divination to predict personality is very popular among them. By the Japanese people, blood type divination is applied in various things such as to determine ideal partner, to determine job career, etc. If viewed from the perspective of Japanese folk belief, blood type divination is a concrete form of *minkan shinkō*. Besides, blood type divination has magical-religious structure, superstitious, and materialized because of the dynamic relationship between the subjects (Japanese who believe in blood type divination) with the object (ABO blood type) of cult worship, and aims to avoid all kinds of worries in order to fulfill their demands of happiness all the time.

Keywords: blood type, divination, personality, folk belief, *minkan shinkō*, superstitious, magical-religious