

Abstract

This research aims to describe the connection between *Hounen Matsuri*, one of infamous festival of phallus in Japan, and fertility concept in Shinto. As a fertility festival, Hounen Matsuri had an unique way to representing its idea in fertility symbols. This symbols represent the concept of fertility in Shinto. The previous research of *Hounen Matsuri* is Kobayashi Sakae's "*A Study On Good Harvest Festival in Japan*".

The steps of this research method presented material object as the primer data, The researcher used literature review to acquired reference about the object and the theory of culture and sociology that had a resemblance on it.

Several stages that the writer took for collecting the primer data were by identifying and marking every point which took an effort on Hounen Matsuri and Shinto's fertility cult. After that, the writer analyzed the point used interaction symbolic method.

The result of this research point out that *Hounen Matsuri* and its symbols is Shinto's basic concept of human function in reproduction as biological and social role, this function have been representing the same function of soil fertility in Komaki, Aichi. The worship of *Hounen Matsuri* is a fertility cult of Komaki's people for many years.

As a fertility cult, the worship in *Hounen Matsuri* is the offering of the giant phallus replica to the female deity Tamahime no mikoto. This giant phallus replica is a symbol of fertility that transferred its idea to an offering an exchange with the blessings on the farming field on that year.

Based on the result of this research, the writer suggested to improve the research of ancient agricultural society. Not only for Japan agricultural society, but also many agricultural civilization all over the world. Because the agricultural society is the basic for most of human civilization in the world.

Keyword: *Hounen Matsuri*, *Shinto*, fertility, fertility cult, sociology, culture