

ABSTRACT

Cherry blossom, as known as *sakura* has particular meaning for Japanese. Not only its beauty that makes it become a special flower in Japan, but also its philosophical value which makes this flower has its attraction. It leads to the Japanese sense of beauty which is called *mono no aware*. *Mono no aware* is always identified by sadness, pathos, and also impermanence of beauty.

This research aims to find out *mono no aware* in Japanese proverbs that contain the word *sakura* by using theory of folklore and aesthetic in analyzing. The method used in this research is qualitative method as its data is presented in descriptive explanation instead of numbering. In the data collection, this research using library review that the writer using literatures, articles, books and journal as primary source.

From the analysis, it can be concluded that in proverbs, *mono no aware* appears in two mechanisms: as in written and implicitly. Not all of the Japanese proverbs contain the word *sakura* have the meaning of *mono no aware* implicitly. It depends on the meaning and usage of the proverb itself. *Mono no aware* appears implicitly as the sense of beauty of the proverbs. It is referring to the characteristic of proverbs that use metaphor words.

Keyword: *sakura, mono no aware, keindahan*