

## ABSTRACT

### THE EXISTENCE OF TRADITIONAL ART IN THE MODERNIZATION (CASE STUDY COMMUNITY OF HADDRAH ART IN PELEMWATU VILLAGE, MENGANTI SUB DISTRICT, GRESIK REGENCY)

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The purpose of this research is to gain detail illustration regarding the influence for existence of *Haddrah* in the modernization, second is to gain the detail illustration concerning barrier factors of survivability process. This research is using qualitative method and providing by description with case study approach.

The result of this research showed that, support factors of existence *Haddrah* art in the Pelemwatu Village community was reviewed with 'Traditional Authority' Weber theory with the Patriarchal characteristic and 'Charismatic Authority.' The existence of *Haddrah* until now was supported by a leader role to unite or organize his members. Beside this, the figure of *Haddrah* organization leader here include the type of Charismatic Authority, that is using the great quality of authority he has in which was reflected from attitude and his action (to protect, explicit, able to solve the problem, self sacrifice, and high disciplined). The second support factor was reviewed by Durkheim collective consciousness theory. Based on the data collection in the field, ideally, the *Haddrah* art community (art cast and art user) at the Pelemwatu village is very aware to the value and consensus in the Moslem that was covered in the *shalawat* art in which was performed all the time. If there is not formed the community awareness to support the *Haddrah*, so the existence of *Haddrah* art gradually would be collapsed by itself, moreover with the area condition that constitutes transitional area. While the constraints of the existence of *Haddrah* art can be seen from the textual side. Barrier factor of textual side toward structure and performance of *Haddrah*; particularly motion design, floor design, music and fashion design which is traditional impression and regardless esthetic aspect from the performance theory side.

**Key word:** The existence of *Haddrah* traditional art, modernization