Economic and Social Dimensions of Uang Panai in the Bugis Tribe

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ABSTRACT

This study aims to determine the economic and social dimensions of Uang Panai among the Bugis tribe. The type of research used is qualitative with a phenomenological approach, namely explaining the results of research on phenomena that exist in people’s lives. Data collection uses interviews with relevant informants, observation and documentation. The research results obtained are that uang panai can be seen from the economic dimensions and social dimensions. When viewed from the economic dimension, Uang Panai will be formed due to the interaction of bargaining between the two parties (man and woman), the man makes the request, the party of the woman becomes the supplier, the woman becomes the item offered and Uang Panai becomes the price. The amount of Uang Panai is determined by several factors, namely the level of education, profession, the price of staples and the cost of the wedding ceremony. Meanwhile, if Uang Panai is seen from the social dimension, then it is related to people's lives that affect the amount of Uang Panai. Factors that influence the amount of Uang Panai on the social dimension are customs, nobility, social status, and the influence of the area or the surrounding community.

Keywords: Economic Dimensions, Bugis Tribe, Social Dimensions, Uang Panai
INTRODUCTION

Marriage is a regulator of human behavior related to biological life. Marriage also provides provisions for rights and obligations and protection to children, as well as efforts to meet human needs for life partners, meet the needs for property, gensi and class advancement of society and maintain good relations between certain groups of relatives are also often used as reasons for the purpose of marriage (Koenjaningrat, 1981).

The marriage process does not only involve young men and women, but involves two large families. Starting from an in-depth introduction, couples who want to continue their relationship to the marriage level must go through various stages and rituals, both religiously and culturally (Fatmawati, 2012).

Before holding a wedding, both parties will make transactions in determining the amount of uang panai' by explaining several factors in determining the price. The family that has the right to give approval or vote on the uang panai' is not only the father and mother of the woman, but the closest family such as aunts, uncles and other surrounding families.

In the past, uang panai' was intended only for women with noble ancestry. However, in modern times, uang panai' is not only intended for families of noble descent, but also to ordinary people who do not want to be rivaled by the surrounding community. Ordinary people in the Bugis tribe have asked for uang panai' with an unexpected nominal amount, even though when viewed from their family status, they only live mediocly. This has made uang panai' a prestige in people's lives.

Generally, uang panai' is only seen from the social life of the community. However, this study will discuss about uang panai' not only through the social dimension, but also the economic dimension. Because in this day and age, the amount of uang panai' is not only influenced by social factors of society but also influenced by factors that exist in the economic dimension.

LITERATURE REVIEW

Uang Panai'

Uang panai' is not dowry but money agreed upon by both parties (men and women). The money will be given by the man to the family or party of the woman to be married. The size of the uang panai' is determined depending on the criteria of women and the position of women based on the local area (Wahid, 2007). The money will be used for the wedding of the woman and will be a spending money.

In the past, a woman's panai' and dowry money were not only in the form of money, but could also be in the form of land, buffaloes, cows, even gardens or trees that could take the form of handing over a man's property to a woman. However, in the view of Islam there is no such thing as uang panai', there is only dowry and dowry can be in the form of the Qur'an. But in the Bugis tribe there is something called uang panai' as a symbol of appreciation to a woman. But people's understanding has shifted so that uang panai' has now become prestige (Sari & Nurfadill, 2019)

Uang panai' is generally a mutual aid fund to finance a wedding party, the meaning of mutual assistance is to help each other to complete the event so that the event can be held properly and does not cause further problems. Because the uang panai' is actually only to finance the wedding, not for the initial capital for the bride and groom or the parents of the bride and groom. But now, the meaning of uang panai' has begun to shift, the understanding of the community now is that a woman's uang panai' is high, the wedding event is also very lively so as not to become a byword of the community (Sari & Nurfadill, 2019)
Determinants of the Magnitude of Uang Panai' in Demand and Supply Theory

Uang panai’ can be seen from the economic dimension using the theory of demand and supply. What is the problem in the wedding tradition of the Bugis tribe is uang panai’, then the supplier is the woman and the buyer is the man himself. In the traditional Bugis marriage tradition with uang panai’, there is a transaction between the man and the woman which can then determine the price or how much uang panai’ the man must pay to the woman.

**Demand for Uang Panai’**

Demand is the desire of consumers to buy a good at various price levels over a certain period of time. Demand can be interpreted as the quantity of a particular good that a consumer wants and can afford to buy at various price levels, assuming other factors remain (Rahardja & Manurung, 2004).

The law of demand is "when prices increase or decrease, the quantity demanded will be lower and vice versa, the quantity of goods demanded will increase. This law of demand is based on the principle *ceteris paribus*, meaning that other factors do not change (Sugiarto, Herlambang, Brastoro, & Sudjana, 2007). The most important of these factors include: the price of the goods themselves, the prices of other goods that are substitutive to the goods, individual income or household income, the tastes of individuals or society, number of inhabitants (Abimanyu, 2012).

In the tradition of uang panai’ marriage in the Bugis tribe, the price level, which in this case is uang panai’, changes following the bargaining process of both parties. Meanwhile, the quantity of goods is only one and cannot be added again like other goods. So in this condition, men can only agree or reject the price that has been offered.

**Bidding Against Uang Panai’**

New demand can be fulfilled if producers or sellers provide goods or services needed by these consumers. So supply can be interpreted as a variety of quantities of a particular good in which a seller is willing to offer his goods or services at different price levels, *ceteris paribus* (Rahardja & Manurung, 2004).

The law of supply that applies to producers as economic market participants states if the price of goods rises, then the quantity offered rises and if the price of a good falls, then the amount offered will also fall. There are several factors that can affect supply, including the price of the goods themselves, the price of other goods (substitutes), production costs, company objectives, the level of technology used (Sugiarto et al., 2007).

As before, in the concept of supply the quantity of goods is also not changing/constant because there is only one good offered, so in this case we can use the concept of supply of perfect inelasticity, where even though the price of goods rises, but the quantity is still one. Because in the uang panai’ transaction, the woman provides the goods and determines the price according to factors.

**Social Dimension**

The social dimension is to examine patterns of behavior between communities, families, and others in behavior control. If marriage is viewed through the social dimension, then we are talking about family members, relatives as well as people who know the bride-to-be. But, in this case, we focus on the prospective woman only, where when a Bugis tribal girl wants to be married, there must be approval from the closest people, especially family.
Marriage is a form of cooperative life between a man and a woman in the life of a society under a special rule that has certain characteristics. The man acts as a husband, and the woman acts as a wife, both of which are in a legal bond. The wedding tradition of the Bugis tribe is actually inseparable from money or property which is a benchmark for the smooth running of a wedding tradition carried out. Stratification is based on the layers that exist in society one indicator is wealth which is also related to money (Kartasapoetra, 1997).

Georg Simmel's 'The Philosophy of Money' which focused his attention on the emergence of money in modern society separate from the individual and dominate the individual (Syukur, 2018). Money in society can no longer be separated, because money affects all aspects of life ranging from tradition, interaction, and survival of one's life. According to Simmel, the value of an object is determined by the distance between the individual and the object. The concept of distance in Simmel's thought refers to the level of difficulty to obtain an object, which can be measured through four main variables namely time, scarcity, effort to be expended, as well as sacrifices to be made (Simmel, 2010).

Simmel states that money, like fashion, is contradictory. On the one hand, money symbolizes the distance between the subject (individual) and the object (thing); But on the other hand, money also acts as a tool to go beyond that distance. The price of an object is a manifestation of the distance between the individual and the object and to go beyond that distance, an individual must have money. The difficulty experienced by individuals to earn money is an experience that makes an object have value in the eyes of individuals. Broadly speaking, money transforms human relationships that were once personal, into impersonal. The presence of money makes humans turn into calculating creatures. Everything can be measured and purchased using money including humans (Ritzer, 2010).

Just like the tradition of uang panai' that is currently much talked about which makes people outside the Bugis tribe that this tradition of uang panai' is like selling their daughters. Social influence before marriage in the Bugis tribe as discussed earlier, that is, family, relatives, and closest people determine the nominal money panai'.

RESEARCH METHOD

This type of research is qualitative. In this case, researchers are the main data collection tool because they are able to adapt and capture local meanings and values in people's cultures, manage data, analyze data and present objectively (Lexy & Moleong, 2005). Sugiono (as cited in Taan, 2020) states that qualitative research is a method to study conditions on natural objects with a researcher as a key instrument. The qualitative approach reveals the various uniqueness contained in individuals, groups, societies and organizations in everyday life in a comprehensive, detailed, in-depth and naturally accountable manner (Miles & Hubermas, 1992). This approach is able to produce an in-depth description of the speech, writing, and behavior that can be observed from a particular individual, group, community or organization setting a particular context that is studied from a complete, comprehensive and holistic point of view (Ramailis, 2021).

This research approach is a phenomenological approach that aims to describe the meaning of life experiences experienced by several individuals, about certain concepts or phenomena, by exploring the level of human consciousness. The focus of attention of phenomenology is not merely phenomena, but conscious experience from the perspective of the first person or those who experience it directly (Kuswarno, 2009).
According to Sugiyono, analysis is a unit of study that can be an individual, group, object or a setting of social events such as the activity of an individual or group as the subject of research (Sugiyono, 2016). Thus, the unit of analysis (unit of analysis) in this study is uang panai’.

The data collection method is the most important step in a study, because the main purpose of research is to get the data and information that researchers need. To obtain completeness of information or data in accordance with the focus of research, the data collection methods used by researchers are: Interview, is one of the methods used to obtain information from an informant, by conversing face to face with someone (Saifuddin, 2001). Observation, according to Nana Sudjana observation is the systematic observation and recording of the symptoms studied (Sudjana, 1989). Meanwhile, according to Sutrisno Hadi, the observation method is defined as observation, recording and systematically the phenomena investigated (Hadi, 2002). Documentation, data collection techniques with documentation is the collection of data obtained through documents, the provision of documents using accurate evidence from recording special sources of information from accurate essays, wills, books, laws, and so on (Usman & Akbar, 1995).

RESULTS

Economic Dimension in Uang panai’

Uang panai’ is generally seen from the social community. Because along with the times, the uang panai’ can also be seen from several economic factors that affect the high and low amount of uang panai’. In the economic dimension, the formation of a price (uang panai’) is due to a transaction between the bride who is the supplier or who makes the offer and the groom who is the one who makes the demand (buyer). Supply will occur when there is demand from a party. In this transaction, the quantity of goods offered from suppliers is only one or cannot change, namely prospective women. After bargaining between the two parties, the man can choose to continue or leave it.

This transaction in determining uang panai’ occurs during the application event, at the time of the proposal event the woman will mention the price or uang panai’ to be paid while explaining the criteria for women who make uang panai’ can reach a certain amount. After that, the man can bargain from the previous amount of uang panai’ (which has been offered by the woman) until reaching an agreement on the price (uang panai’) that the man can pay. If the man has bid according to his ability but the woman has not been able to accept, then the man may not continue to the next level.

The amount of uang panai’ in the economic dimension can be influenced by certain factors, according to researchers the factors in question are the level of education, profession, price of basic commodities and the cost of the wedding party.

Education Level

Education is one of the values that exist in a person, especially in women. Therefore, in the Bugis tribe, the size of the uang panai’ is determined by one factor, namely the education factor itself. The level of education at this time is very influential to determine the amount of uang panai’ for women in Sidenreng Rappang Regency. Because basically the parents of women in Sidenreng Rappang ask for high uang panai’ when their children have higher education, this happens because the woman attains the education at the expense of her parents. Therefore, the uang panai’ will be high when the woman's education is also high.

As from the interview results "now, the uang panai’ will be high when the bride-to-be reaches a high level of education, for example she has graduated from s1 or s2 and so
on, then the uang panai’ will also increase. Maybe that factor is to return the capital from the cost of his child's education". It also relates to one of the factors that affect the offer. In bidding, production costs will affect the price of goods to be offered, the higher the cost of production, the price of goods will also rise. Similarly, uang panai’, if the level of education of the woman is high, the cost of education is also large. That is what will affect the high panai’. The higher a woman's education, the higher the uang panai’ to be paid.

**Profession**  
Profession is also a factor in the high and low money panai’. If a woman's profession is good in general, this indicates that her quality is also good and not far from how much it costs to achieve the profession. In addition, if the quality of a woman is good, then there could be many men who want to be with her, because a man will also choose a future wife according to his taste. In the hope of benefiting from his future wife.

Like the answer from the interview "If you finish college, you continue to work too, the uang panai’ is already big, because we are also men, we must choose according to taste, if we work, we are more willing to pay high uang panai’”. Men will be willing to pay high uang panai’ if they get a woman who is in accordance with their taste. This can be attributed to one of the factors that influence demand, namely household/individual income and taste. When put in uang panai’, if a man's income is high then he can also pay high uang panai’ with his own taste. Usually, men with higher incomes also have high tastes.

**Prices of Staples**  
The price of basic commodities is one factor, because the price of basic commodities will affect the amount of uang panai’ when you want to hold a wedding when the price of basic commodities rises, the uang panai’ that will be asked will also increase. The results of the interview said that the price of basic commodities could be one of the factors that affect the amount of uang panai’’. Because uang panai’ will be used to shop for staples such as rice, flour and other staples that will be used.

**Wedding Party Cost**  
The factor that makes uang panai’ high is the cost of the wedding party that will be held. Researchers distinguish the price of staples and party costs, because the cost of this party will be used from making invitations until the wedding party is over. While the cost of basic commodities can be replaced by directly providing the staples needed. The higher the uang panai’, the more lively the party held. The cost of the feast in the Bugis tribe, especially in Sidenreng Rappang, is borne by the groom by giving uang panai’”.

**DISCUSSION**

**The Social Dimension of Uang panai’”**  
The amount of uang panai’ in the Bugis tribe varies depending on the quality and offspring of the woman who wants to be proposed. Uang panai’ when viewed from the social dimension, then there are several social factors that affect the high and low of uang panai’”. According to researchers, factors that may influence are nobility, social status, customs, and community influence or local influence.

**Customs**  
This custom is not a factor in the high uang panai’, but a factor in the existence of uang panai’ to be paid. Because from the habits of the people in the past, this uang panai’ has become a custom / habit of the people in the Bugis tribe until now. Uang panai’ is one of the requirements that exist in the Bugis tribe and must be discussed by both parties before proceeding to the marriage stage.
Nobility
In traditional Bugis society, noble titles / descendants are often one of the benchmarks for finding a mate. This is so that the descendants of their noble blood continue to flow. The noble factor can affect the high level of uang panai' because when families have noble titles, they will hold magnificent parties so that they remain respected or maintain their honor. When holding a magnificent party, automatically a large cost is needed as well. Therefore, uang panai' must also be high.

Social Status
In addition to being seen from nobility, it can also be seen from the social status of each candidate's family or parents. Social status referred to here such as the position of parents, parents' occupations, and their wealth. There are also those who see the work of the family, either from the brother, mother or father of the candidate. And now this woman with the title of Hajja, her uang panai' is also high. The reason for social status being one of the factors for the high uang panai' is almost the same as the aristocratic factor, that is, if their social status is high then they think of holding a grand party so that they can maintain their social status and so as not to become a byword in society.

Community/Regional Influence
In addition to the above factors, the influence of the community / region is a very influential factor at this time. This is a factor in the high uang panai' because of the story or influence from the surrounding community. Before holding a wedding, during the proposal process close relatives of the woman's family gather to discuss the uang panai', that's when they sometimes compare the amount of uang panai' that has been given previously to married families. Sometimes there are families of women who don't care, but sometimes there are also those who want to exceed it for reasons of prestige.

CONCLUSION
Uang panai' in this study is viewed from two dimensions, namely the economic dimension and the social dimension. The amount of uang panai' is formed from several economic factors: level of education, profession, price of staples, and the cost of the wedding banquet. If viewed from the social dimension, then uang panai' is formed due to a factor that exists in the surrounding community or influence on an area. The factors that affect uang panai' on the economic dimension are: customs, nobility, social status, and community/regional influence.

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DECLARATION OF CONFLICTING INTERESTS
The purpose of this study is for academic only and there is no personal interest from authors.

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