

Maneki Neko as a Superstitious Lucky Charm In
Semarang

Thesis



ENGLISH DEPARTMENT

FACULTY OF LANGUAGES AND ARTS

SOEGIJAPRANATA CATHOLIC UNIVERSITY

SEMARANG

2017

A Thesis defended in front of the Board Of Examiners on
January 10th, 2017 and declared acceptable

BOARD OF EXAMINERS

Chair Person : B. Retang Wohangara, SS., M.Hum.

Secretary : Dra. Wuryani Hartanto, MA.

Member : Angelika Riyandari, SS. MA.

Semarang, January 10th, 2017

Faculty of Language and Arts

Soegijapranata Catholic University

Dean,

Angelika Riyandari, SS. MA

NPP. 058.1.1996.201

A THESIS ON

MENEKI NEKO AS A SUPERSTITIOUS LUCKY CHARM IN

SEMARANG

by

Melody Permata Herman

Student Number: 11.80.0005

Approved by,

Wecang Wohangara, SS., M.Hum

January 10th, 2017

Sponsor

Dra. Wuryani Hartanto, MA

January 10th, 2017

Co-Sponsor

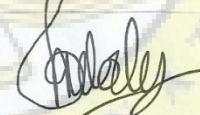
: KEPUTUSAN REKTOR UNIVERSITAS KATOLIK SOEGIJAPRANATA
Nomor : 0047/SK.Rek/X/2013
Tanggal : 07 Oktober 2013
Tentang : PERNYATAAN KEASLIAN SKRIPSI/TUGAS AKHIR DAN THESIS

PERNYATAAN KEASLIAN SKRIPSI/TUGAS AKHIR DAN THESIS*)

Dengan ini saya menyatakan bahwa dalam skripsi yang berjudul "MANEKI NEKO AS A LUCKY CHARM IN SEMARANG" ini tidak terdapat karya yang pernah dulu memperoleh gelar kesarjanaan di suatu Perguruan Tinggi, dan sepanjang ini saya juga tidak terdapat karya atau pendapat yang pernah ditulis atau dulu oleh orang lain, kecuali yang secara tertulis diacu dalam naskah ini dan dulu dalam daftar pustaka.

Jika kemudian hari ternyata terbukti bahwa skripsi ini sebagian atau seluruhnya hasil plagiasi, maka saya rela untuk dibatalkan, dengan segala akibat hukumnya dengan peraturan yang berlaku pada Universitas Katolik Soegijapranata dan/atau perundang-undangan yang berlaku.

Semarang, 10 January 2017



(Melody Permata Herman)
NIM : 11.80.0005

ACKNOWLEDGEMENTS

First and foremost, I dedicate my deepest gratitude to my Lord, Jesus Christ. With His perfect blessings I could do and finish my thesis.

Second, I would like to thank my parents that always pray for me everyday. Thanks for your support, love and patience. Thanks to my dear husband for your patience, guidance and love, too.

Third, I would like to thank all my lectures at the Faculty od Language and Arts, especially Mr. B. Retang Wohanghara as my major sponsor and Mrs. Wuryani Hartanto as my co-major sponsor. Thank you for your time and guidance during the completion of this thesis. I would also like to thank all the lectures and staff that teach me a lot of valuable things. Fourth, I would like to thank my friends, especially Dimas, Eunike, Glenda, Jovita, Lidya, Novi and Valencia. Thank you for being my friends and for always helping me.

I am grateful to you all for your help, without your help this thesis would not have been possible. The time we spent together will be unforgettable memories.

TABLE OF CONTENTS

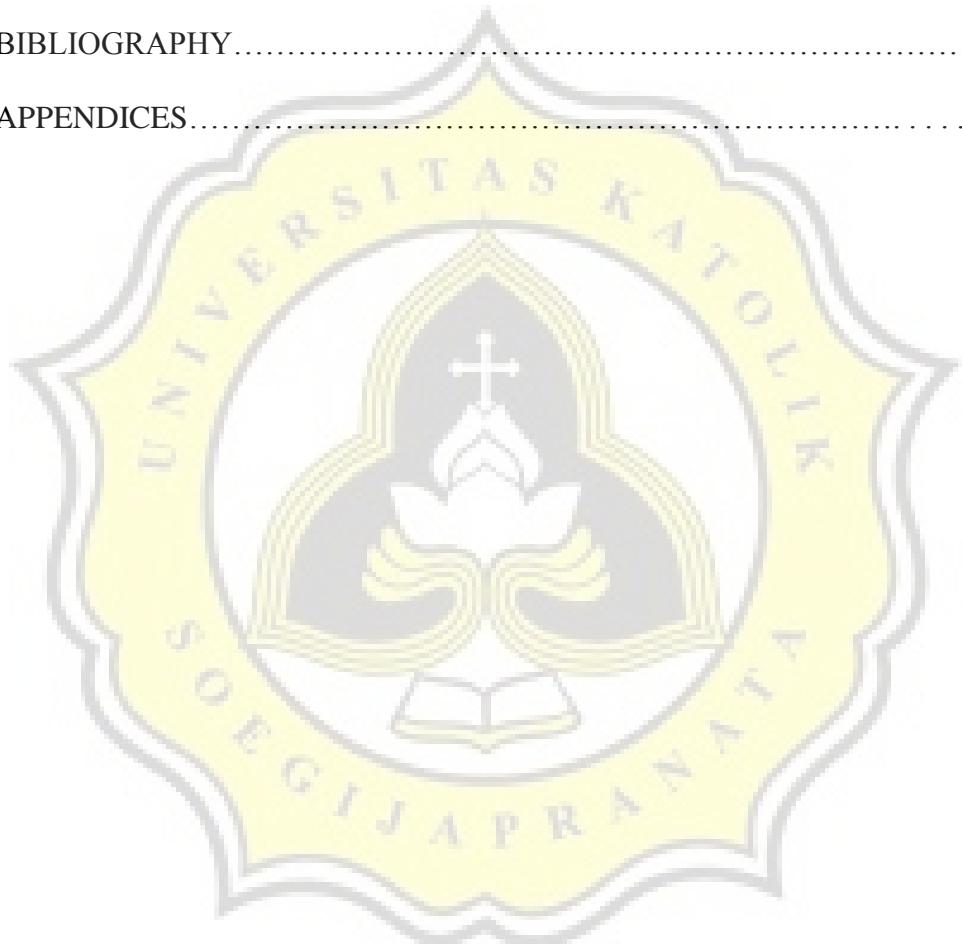
COVER

PAGEi
ACKNOWLEDGEMENT.....	.ii
TABLE OF CONTENTS.....	.v
ABSTRACT.....	.ix
ABSTRAK.....	.x
CHAPTER I:	
INTRODUCTION.....	.1
1.1. Background of the Study.....	.1
1.2. Field of the Study.....	.3
1.3. Scope of the Study.....	.3
1.4. Problem Formulation.....	.3
1.5. Objectives of the Study.....	.4
1.6. Significance of the Study.....	.4
1.7. Definition of Terms.....	.4
CHAPTER II: LITERATURE REVIEW.....	.6
2.1. Folklore6
2.2. Superstition Of Folkbelief.....	.7
2.3. Maneki Neko.....	.10
2.3.1. History Of Maneki Neko10
2.3.2. The Legend of Maneki Neko11
2.3.2.1. The legend from Gotokuji Temple12

CHAPTER III: RESEARCH

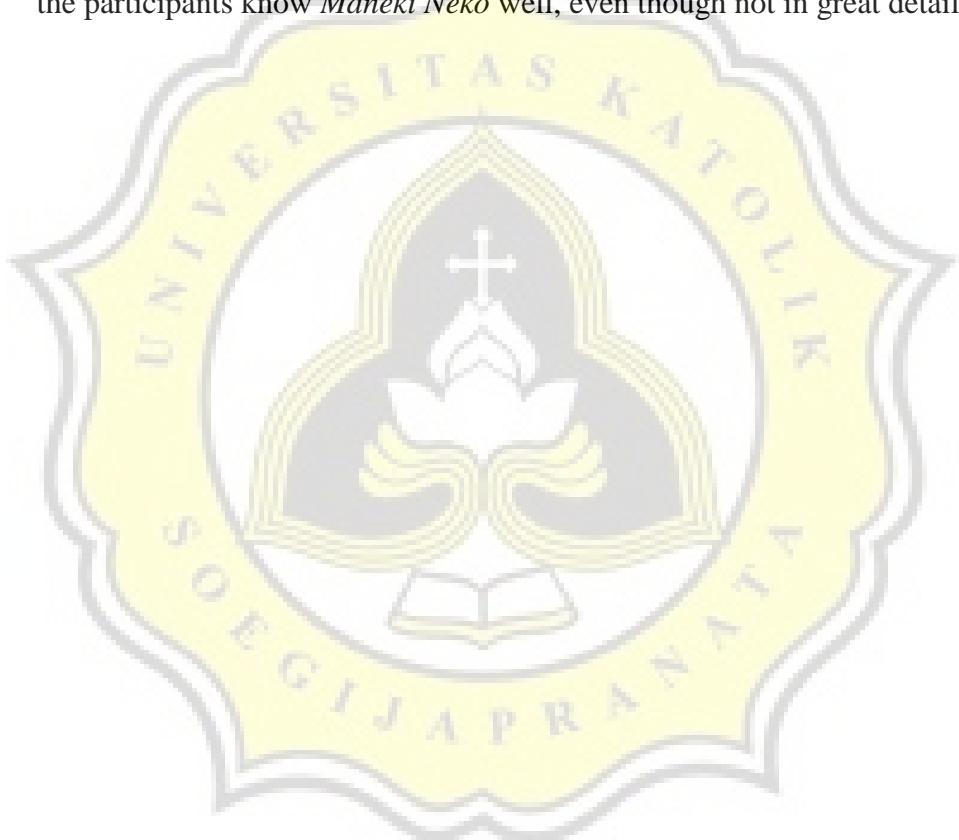
METHODOLOGY	13
3.1. Type Of Research.....	13
3.2. Data Collection.....	13
3.2.1. Participants.....	14
3.2.2. The Main Question of the Interview	14
3.2.3. Instruments.....	15
3.2.4. Procedures.....	15
3.3. Method of Data Analysis	16
CHAPTER IV: DATA ANALYSIS.....	17
4.1. Table from Semawis.....	18
4.2. Table from Citraland mall.....	20
4.3. Functions of <i>Maneki Neko</i>	21
4.3.1. Fortune	23
4.3.2. Bring Customers	24
4.3.3. Money.....	25
4.4. People Understanding of <i>Maneki Neko</i>	26
4.4.1. Name.....	27
4.5.1.1. Goodluck cat (Kucing Keberuntungan).....	27
4.5.1.2. Wealth Bringer Cat (Kucing Pembawa Harta).28	28
4.5.1.3. Welcoming Cat (Kucing Selamat Datang)...28	28
4.4.2. Origin	29
4.4.3. Colors	31

4.5. The Way of Transmission.....	32
4.5.1. Family	33
4.5.2. Friend.....	33
4.5.3. Other Stores	34
CHAPTER V: CONCLUSION	36
BIBLIOGRAPHY.....	40
APPENDICES.....	42



ABSTRACT

This thesis contains an analysis of the superstitious lucky charm, *Maneki Neko*, in Semarang. The writer analyzed this lucky charm using superstition theory. The aim of this research is to find out the belief of the people who use *Maneki Neko* in their stores, also their knowledge about *Maneki Neko*. The writer used some interview questions to collect the data. The data were divided into three categories, the functions of *Maneki Neko*, their knowledge about *Maneki Neko*, and how they know about *Maneki Neko*. By interviewing the participants, the writer got some information about the superstition and matched it with the theory. The results showed that almost all the participants know *Maneki Neko* well, even though not in great details.



ABSTRAK

Skripsi ini berisi analisa dari kepercayaan jimat keberuntungan, *Maneki Neko*, di Semarang. Penulis menganalisa jimat keberuntungan ini menggunakan teori kepercayaan. Tujuan dari penelitian ini adalah untuk mengetahui kepercayaan orang-orang yang menggunakan *Maneki Neko* di toko mereka, juga pengetahuan mereka tentang *Maneki Neko*. Penulis memakai pertanyaan-pertanyaan wawancara untuk mengumpulkan data. Data di bagi menjadi tiga, fungsi dari *Maneki Neko*, pengetahuan responden tentang *Maneki Neko*, dan bagaimana mereka mengenal *Maneki Neko*. Dengan mewawancarai para partisipan, penulis mendapatkan informasi tentang kepercayaan dan mencocokkannya dengan teori. Hasilnya menunjukkan bahwa hampir semua partisipan mengenal baik tentang *Maneki Neko*, walaupun tidak semua detailnya.

