

ABSTRAK

Berangkat dari fenomena umrah yang semakin meningkat dan menjadi masiv meskipun banyak kasus penipuan sana-sini namun tidak menyurutkan keinginan umat muslim Indonesia untuk pergi umrah. Bahkan melakukan umrah telah menjadi bagian gaya hidup dan ungkapan ketaqwaan beragama. Hal ini disinyalir merupakan efek dari dibatasinya kuota haji oleh pemerintah Arab Saudi. Sehingga mengakibatkan panjangnya daftar tunggu calon jamaah haji. Lebih dari itu, melakukan umrah kini telah menjadi bentuk ungkapan ketakwaan bagi masyarakat muslim kelas menengah Indonesia.

Dalam era modernitas yang cair, keringnya makna spiritualitas yang mendera *homo consumer* akibatnya lunturnya ikatan sosial, rendahnya komitmen jangka panjang, dan hilangnya tujuan karena masyarakat yang terpisah-pisah, membuat mereka secara lansung berhadapan dengan kehausan spiritual. Dalam dunia tanpa sekat yang sangat cair, melakukan perjalanan umrah diyakini sebagai bentuk pencarian pengalaman spiritualitas baru. Meskipun ambivalensi justru muncul di dalam pengalaman merumrah, antara pengalaman ibadah, wisata, jamaah, dan belanja saling campur aduk. Membuktikan bergesernya makna ibadah umrah dialami masyarakat.

Umrah ini juga telah memfasilitasi kebutuhan masyarakat untuk berkomunitas. Individualitas yang selalu disertai dengan rasa ketidakamanan sosial membuat masyarakat butuh untuk saling bertemu. Namun pada saat yang sama, kebersamaan temporer pada saat menjalankan ibadah umrah belum mampu mencukupikebutuhan *engagement* di antara jamaah umrah. Hal itu dikarenakan masing-masing individu sesungguhnya tidak ingin membagi ruang-ruang privasinya.

Kata Kunci : *Umrah, Ambivalensi, Liquid Modernity, Individuaitas*

ABSTRACT

These days, the phenomenon of Umrah have been increasing and becoming masiv. Despite the number of fraud cases related to Umrah, the eagerness of Indonesian Muslim to have Umrah is still high. In fact, Umrah has now become part of lifestyle and expression of religious devotion. Allegedly, this happen as an effect of limited Hajj quota made by the governor of Saudi Arabia. Therefore, it results in a long waiting list of prospective pilgrims. Moreover, Umrah has now become a form of religious devotion for the middle class society of Indonesian Muslim.

In this liquid modernity era, the homo consumer are suffering from lack of spiritual understanding due to fading social ties, weak long-term commitment, and loss of interest caused by fragmented society. These caused them to directly experience spiritual thirst. In a world that is free from boundary, doing Umrah is considered as a form of search for new spiritual experience. However, ambivalence also appears in experiencing Umrah because the purpose of Umrah gets mixed up between worshipping, touring, becoming a pilgrim, and shopping. This proves that the society experienced a shifting in understanding the spiritual meaning of Umrah.

Umrah has also facilitated the society's need in making community. Individuality that comes with a sense of social insecurity has increased the need for people to get in contact with each other. However, the temporary togetherness during Umrah is still unable to meet the engagement needs between Umrah pilgrims. This happen because each individual still have their own privacy space that they don't want to share.

Keywords: Umrah, Ambivalence, Liquid Modernity, Individuality