

ABSTRACT

This study attempted to explore the gossip culture of people living in the rural area. Qualitative phenomenological approach was used to gather rich information and understand the universal essence of a phenomenon. Six informants consists of individuals from different points of time, the old, middle, and young generation were interviewed. Researchers believe that individuals from different generations have diverse perceptions and experiences about gossip. Informants shared their beliefs about gossiping in rural area and offered insight as to how it affects everyday life. Researchers found out that rural area members have common beliefs such as good and bad about gossiping which are mostly done by women and gossipers have control on the focus of gossips. The practices of gossiping in the rural area include spreading gossip through social networks and relationship, and informal communication channel. They talked about romantic affairs and social status. In addition, the impact of gossip in the community include conflicts and broken relationships, and they also become the source of information, news, and entertainment in the community.

Keywords: Gossip, gossipers, rural area, beliefs, practices