ABSTRACT


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Keywords: Working Ethos, Time of working, Motivation, and Enthusiasm of Working.

Working ethos is a personal characteristic or community in which influenced by their cultural values. Yet, working ethos itself is quite difficult to be separated from cultural values. In order to determine working ethos of the traders of religious tourism KH. Abdurrahman Wahid Tebuireng of Jombang, vivid indicators are required. The indicators are: Time of working, motivation, and enthusiasm of working.

The aim of this research is to know and analyze how big the working ethos of traders in KH. Abdurrahman Wahid’s grave using explorative descriptive approaches through soundly interview. In the interview the researcher looked for informer who could give vivid information related to KH. Abdurrahman Wahid's grave. In this research, data is everything in which written and it relates to interlocution and behavior, record research is the researcher, and data sources is people. (The results of research are soundly interview and participation)

This research generate a result that showed the working ethos of the traders in KH. Abdurrahman Wahid’s grave are very high if being seen from the plenty of their working times of the trades in which every time serve the visitors. The traders are more motivated because of the figure of Gus Dur who are religious, simple, unique, charismatic, and respects of proletariats.