

## Kontestasi pemaknaan bagi produksi konsumsi, sponsor dan media dalam axis jakarta international java jazz festival 2010

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### Abstrak

Tesis ini merupakan penelitian mengenai produksi dan konsumsi Festival Java Jazz di Indonesia yang diselenggarakan oleh PT. Java Festival Production. Penelitian ini bertujuan menunjukkan bagaimana sebuah produksi budaya dimaknai oleh produsen, konsumen, sponsor dan media, dan konstruksi sosial (gender, kelas, cita rasa) yang dibangun. Sumber data adalah AXIS Jakarta International Java Jazz Festival 2010 dan pihak-pihak yang terlibat di dalamnya, seperti produsen, konsumen, dan media. Landasan pemikiran yang dipakai adalah konsep pemaknaan (signifikasi). Pendekatan Cultural Studies diterapkan melalui kajian kritis terhadap hasil observasi, wawancara dan Focus Group Discussion (FGD). Hasil penelitian ini menunjukkan bahwa Festival Java Jazz merupakan ruang pertarungan berbagai kepentingan, khususnya kepentingan kapital yang mendukung konstruksi sosial yang membangun citra femininitas dan membedakan cita rasa kelas menengah atas.

<hr>This thesis is based on a research on the production and consumption of Java Jazz Festival in Indonesia, which was organized by PT. Java Festival Production. The research is aimed at describing how a cultural event production was constructed by producers, consumers, sponsors and media, as well as the social construction (gender, class, flavor) created. The sources of data are AXIS Jakarta International Java Jazz Festival 2010 and the parties involved in the event, such as producers, consumers, and media. The underlying idea applied in this research is the concept of signification. Cultural Studies approach is applied through critical assessment of the results of the observation, interviews and Focus Group Discussion (FGD). The results of this research indicate that Java Jazz Festival was a battlefield for various interests, especially the interests of the capital supporting a social construction that creates a feminine image and segregates a flavor for the uppermiddle class.