

## Perubahan makna festival "NBAH KYLAJIA" (Ivan Kupala's night) sebagai bentuk rusifikasi = "NBAH KYLAJIA" (Ivan Kupala's night) festival meaning alteration as a form of russification

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### Abstrak

Skripsi ini membahas mengenai Festival Ivan Kupalas Night yang merupakan tradisi Rusia dan muncul ketika Rusia menganut paganisme. Masyarakat Rus Kuno yang kala itu menganut paganisme, menganggap tradisi ini sebagai tradisi penting keagamaan yang berhubungan dengan kegiatan sehari-hari mereka. Akan tetapi, ketika Kristen Ortodoks masuk dan menjadi agama resmi di Rusia, tradisi ini tetap berlangsung dan diakulturasi dengan agama Kristen Ortodoks. Namun, ketika era Uni Soviet tradisi ini tidak dirayakan dan muncul kembali pada era Federasi Rusia. Pada era Federasi Rusia, masuk arus modernisasi dan keterbukaan terhadap dunia Barat menyebabkan berubahnya makna Festival Ivan Kupala bagi masyarakat Rusia saat ini. Berdasarkan teori kebudayaan populer oleh Tony Bennett 1982 dan Festival Ivan Kupalas Night, mengalami perubahan makna simbolik dan merupakan kebudayaan populer. Perubahan makna dianalisis dengan teori Semiotika oleh Charles Sanders Peirce 1931-1958. Dengan menggunakan metode deskriptif analisis dan pendekatan kualitatif, penelitian ini bertujuan mengetahui perubahan makna festival Ivan Kupala Night.

.....This thesis discusses the Festival Ivan Kupala's Night which is a Russian tradition and emerged when Russia embraced paganism. Ancient Rus society, who at that time embraced paganism, regard this tradition as an important religious tradition associated with their daily activities. However, when Orthodox Christians entered and became the official religion in Russia, this tradition persisted and was acculturated with Orthodox Christianity. However, when the era of the Soviet Union this tradition was not celebrated and reappeared in the era of the Russian Federation. In the era of the Russian Federation, the flow of modernization and openness to the Western world led to the changing meaning of the Ivan Kupala Festival for Russian society today. Based on the popular culture theory by Tony Bennett 1982 and the Ivan Kupala's Night Festival, it has undergone a change of symbolic meaning and is a popular culture. The alteration of meaning was analyzed by semiotic theory by Charles Sanders Peirce 1931 1958. By using descriptive method of analysis and qualitative, this study aims to find out the meaning changes festival Ivan Kupala's Night.