

Demam Mao Zedong dalam masyarakat Cina (1990-1995) = Mao Zedong fever in Chinese society (1990-1995)

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Abstrak

Mao Zedong merupakan tokoh pemimpin yang berpengaruh dalam sejarah Cina. Pada awal dekade 1990-an, belasan tahun setelah kematian Mao dan setelah posisinya dalam pemerintahan digantikan oleh Deng Xiaoping, terjadi ketertarikan kembali di kalangan masyarakat Cina terhadap sosoknya, yang dikenal dengan istilah 毛泽东热; 毛泽东热 (Mao Zedong re, Demam Mao Zedong). Penelitian ini bertujuan untuk memahami apa saja ragam ekspresi yang nampak dalam fenomena Demam Mao Zedong dalam masyarakat Cina pada 1990 hingga 1995, serta mengapa fenomena tersebut terjadi dalam masyarakat. Penelitian ini menemukan bahwa Demam Mao Zedong ditunjukkan melalui berbagai ragam ekspresi, seperti komersial, media masa, pariwisata, dan spiritual. Fenomena Demam Mao Zedong juga disebabkan oleh kebijakan Reformasi dan Keterbukaan yang memungkinkan masyarakat memanfaatkan sistem ekonomi pasar untuk mendapatkan keuntungan ekonomi dari sosok Mao, romantisme masyarakat terhadap Mao dalam bentuk kekaguman terhadap sosok Mao sebagai pemimpin dan nostalgia terhadap masa pemerintahannya, serta kemunculan pandangan baru masyarakat mengenai sosok Mao, yaitu sosok manusia biasa dan sebagai objek dari satire dan parodi.

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Mao Zedong is an influential leader figure in the history of China. On the early 1990s, years after his death and the replacement of his position in Chinese government by Deng Xiaoping, there was a renewed interest of his figure in Chinese society, which became known as 毛泽东热; 毛泽东热 (Mao Zedong re, Mao Zedong fever). This research is meant to analyze the expressions of Mao Zedong fever on Chinese society during 1990 to 1995, and the reasons of its appearance during that era. This research found that Mao Zedong Fever was expressed using various forms, such as commercial goods, mass media, tourism, and spiritualism. The Mao Zedong Fever phenomenon was also caused by the Reform and Openness policy, which allows the use of market economy system by society to achieve economic gain from Mao's image, romanticism of his image, such as his status as a leader and nostalgia of his period of government, and the rise of new outlooks on Mao's figure within Chinese society, which are Mao as an ordinary man and Mao as the object of satire and parody.