

Negosiasi Budaya dalam Olahraga (Studi Kasus Atlet Berhijab Figure Skating Pertama Uni Emirat Arab) = Culture Negotiation in Sports (Case Study of the First Hijabi Figure Skater from the United Arab Emirates)

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Abstrak

Fenomena berhijab kian menciptakan ruang yang semakin dipertimbangkan. Penggunaan hijab pada kalangan perempuan atlet di berbagai cabang olahraga semakin meningkat. Penelitian ini membahas performa pakaian Zahra Lari, atlet figure skating asal Abu Dhabi, Uni Emirat Arab. Figure skating merupakan olahraga yang dilakukan dengan cara menari di atas es dengan pakaian ketat yang melekat pada tubuh atlet. Jenis pakaian ketat ini aerodinamis dan ringan untuk memudahkan atlet bergerak tanpa merasakan beban berlebih. Zahra Lari adalah perempuan atlet pertama yang mengenakan hijab pada ajang Kejuaraan Musim Dingin European Cup 2012 di Italia. Zahra Lari mendapat pengurangan nilai di kompetisi tersebut disebabkan penggunaan hijab yang tidak biasa. Pengurangan nilai itu membuat Zahra Lari mengajukan banding kepada International Skating Union (ISU) karena ia merasa diperlakukan dengan tidak adil. Pengajuan banding akhirnya diterima oleh ISU dan sejak saat itu banyak atlet figure skating menggunakan hijab dalam berbagai kompetisi. Upaya Zahra Lari menegosiasikan model pakaian figure skating dengan tambahan hijab menjadi fokus penelitian ini. Penelitian ini bertujuan untuk menjelaskan bagaimana Zahra Lari melakukan negosiasi budaya agar diterima berkompetisi di ajang internasional figure skating dengan tidak meninggalkan sikap dan pandangan hidupnya dalam berpakaian. Penelitian ini menggunakan metode kualitatif. Teknik pengumpulan data dilakukan dengan studi media berbahasa Indonesia dan Inggris serta wawancara jarak jauh. Wawancara dilakukan kepada Zahra Lari sebagai informan utama. Wawancara juga dilakukan kepada pelatih figure skating di Kuwait dan seorang atlet figure skating nasional Kuwait. Hasil penelitian menunjukkan negosiasi budaya yang dilakukan Zahra Lari berdampak pada harmonisasi budaya dalam olahraga figure skating.

.....The phenomenon of hijab is creating more and more space for consideration. The use of hijab among female athletes in various sports is increasing. This research discusses the clothing performance of Zahra Lari, a figure skating athlete from Abu Dhabi, United Arab Emirates. Figure skating is a sport performed by dancing on ice with tight clothing attached to the athlete's body. This type of tight-fitting clothing is aerodynamic and lightweight to make it easier for athletes to move without feeling overloaded. Zahra Lari was the first female athlete to wear the hijab at the 2012 European Cup Winter Championships in Italy. Zahra Lari received a deduction in the competition due to her unusual use of the hijab. The deduction made Zahra Lari appeal to the International Skating Union (ISU), because she felt unfairly treated. The appeal was eventually accepted by the ISU and since then many figure skating athletes have worn the hijab in various competitions. Zahra Lari's efforts to negotiate the figure skating clothing model with the addition of hijab is the focus of this research. This research aims to explain how Zahra Lari negotiates culture in order to be accepted to compete in international figure skating competitions without leaving her attitude and worldview in dressing. This research uses a qualitative method. Data collection techniques were carried out by studying Bahasa and English-language media and also online interviews. Interviews were conducted with Zahra Lari

as the main informant. Interviews were also conducted with a figure skating coach in Kuwait and a Kuwaiti national figure skating athlete. The results showed that Zahra Lari's cultural negotiation had an impact on cultural harmonisation in figure skating.