

Adaptasi Pelaku Budaya Dalam Era Normal Baru Dan Pasca Pandemi Di Jakarta Studi Kasus: Pelaku Seni Pertunjukan Di Perkampungan Budaya Betawi Setu Babakan = Adaptation Of Cultural Performers In The New Normal And Post-Pandemic Era In Jakarta. Case Study: Art Performer In Betawi Cultural Village Of Setu Babakan

Iwan Henry Wardhana, author

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Abstrak

Penelitian ini mengeksplorasi adaptasi pelaku seni budaya Betawi khususnya di Setu Babakan untuk bertahan hidup di tengah tantangan yang ditimbulkan selama pandemi COVID-19 dan transisi menuju “Era Normal Baru”. Data diambil menggunakan metode penelitian mix method, yaitu melibatkan dua tahap utama: tahap kualitatif diikuti oleh tahap kuantitatif. Pengumpulan data dilakukan dengan observasi, wawancara mendalam, dan FGD. Kemampuan adaptasi yang dilakukan oleh para pelaku seni budaya Betawi diklasifikasikan merujuk pada level adaptasi Merton, yaitu conformity, innovation, retreatism, rebellion, dan ritualism. Tahap selanjutnya dilakukan penyebaran kuesioner terstruktur kepada 211 pelaku seni tradisional Betawi, penelitian ini menyelidiki bagaimana para pelaku seni menyesuaikan praktik mereka untuk mematuhi protokol kesehatan sambil terus melestarikan dan mempromosikan warisan budaya takbenda ASEAN. Analisis statistik, termasuk Structural Equation Modeling (SEM), digunakan untuk menilai hubungan antara kemampuan beradaptasi para pelaku seni dengan berbagai variabel laten seperti konformitas, inovasi, ritualisme, retretisme, pemberontakan, otoritas (OTO), edukasi (PEND), alat (ALAT), protokol kesehatan (PROKES), media sosial (SOSMED), dan kesesuaian pertunjukan (SP). Hasil penelitian menunjukkan bahwa para pelaku seni tradisional Betawi telah menunjukkan ketahanan dan fleksibilitas dengan memanfaatkan platform digital, merangkul inovasi, dan mendiversifikasi sumber pendapatan mereka. Strategi adaptif ini tidak hanya berkontribusi pada pelestarian warisan budaya takbenda, tetapi juga sejalan dengan Tujuan Pembangunan Berkelanjutan (SDGs) 8 (Pekerjaan yang Layak dan Pertumbuhan Ekonomi) dan 11 (Kota dan Masyarakat yang Berkelanjutan).

.....This research explores the adaptation of Betawi cultural performers, particularly in Setu Babakan, in sustaining their livelihoods amidst the challenges posed by the COVID-19 pandemic and the transition towards the "New Normal Era." The study employs a mixed-method approach, involving two main stages: a qualitative phase followed by a quantitative phase. Data collection was conducted through observation, in-depth interviews, and Focus Group Discussions (FGD). The adaptation abilities of Betawi cultural performers are classified according to Merton's levels of adaptation: conformity, innovation, retreatism, rebellion, and ritualism. In the subsequent phase, a structured questionnaire was distributed to 211 traditional Betawi performers to investigate how they adjusted their practices to comply with health protocols while continuing to preserve and promote ASEAN's intangible cultural heritage. Statistical analysis, including Structural Equation Modeling (SEM), was used to assess the relationship between the performers' adaptive capacities and various latent variables such as conformity, innovation, ritualism, retreatism, rebellion, authority (OTO), education (PEND), resources (ALAT), health protocols (PROKED), social media (SOSMED), and performance compliance (SP). The findings show that Betawi traditional performers demonstrated resilience and flexibility by utilizing digital platforms, embracing innovation, and

diversifying their income sources. These adaptive strategies not only contributed to the preservation of intangible cultural heritage but also aligned with Sustainable Development Goals (SDGs) 8 (Decent Work and Economic Growth) and 11 (Sustainable Cities and Communities).