

ABSTRAK

Dian Ratna Sari. 2016072001. 2018. “Representasi Akulturasi Budaya Jawa-Tionghoa Dalam Program Dokumenter (Analisis Program Dokumenter Pariwisata Indonesia Bagus Episode “Tradisi Grebeg Sudiro”). Skripsi. Surakarta. Program Studi Ilmu Komunikasi.

Penelitian ini bertujuan mendeskripsikan dan mengklasifikasikan akulturasi budaya yang bersifat Substitusi, Sinkritisme dan Adisi yang direpresentasikan dalam acara Indonesia Bagus episode Tradisi Grebeg Sudiro serta menjelaskan makna akulturasi kebudayaan Jawa-Tionghoa di Solo. Penelitian ini adalah penelitian deskriptif kualitatif. Sumber data yang digunakan dalam penelitian ini adalah visual dan audio dari video program dokumenter pariwisata Indonesia Bagus episode Tradisi Grebeg Sudiro di Solo, Net Tv. Adapun data dalam penelitian ini adalah adegan-adegan dalam video program dokumenter Indonesia Bagus episode Tradisi Grebeg Sudiro di Solo. Analisis dilakukan bersamaan dengan melihat keterkaitan antar bagian dalam data atau elemen-elemen yang terlibat didalamnya. Analisis ini dilakukan bersamaan dengan proses pengumpulan data.

Hasil analisis menunjukkan bahwa dalam program dokumenter Indonesia Bagus ada 36 *scene* yang merepresentasikan nilai akulturasi budaya. Adapun ke 42 *scene* tersebut terbagi menjadi 3 kategori akulturasi budaya yaitu akulturasi budaya yang bersifat Substitusi, Sinkritisme dan Adisi. Adapun berdasarkan analisis semiotika Charles Sanders Pierce maka makna akulturasi budaya Jawa-Tionghoa di Solo dalam program dokumenter Indonesia Bagus episode Tradisi Grebeg Sudiro yang akan disampaikan adalah adanya keharmonisan antara etnis Jawa-Tionghoa dalam kehidupan masyarakat Surakarta terutama di kampung Sudiroprajan, Tradisi tersebut menghapus sekat-sekat etnik, sosial dan budaya.

Kata kunci: akulturasi budaya, budaya Jawa dan Cina, semiotika Charles Sanders Pierce

ABSTRACT

Dian Ratna Sari. 2016072001.2018. "The representation of the chinese-javanese culture acculturation in the documentary program (program analysis documentary tourism indonesia bagus episode" grebeg sudiro tradition "). Essay. Surakarta. Communication Studies Program.

This research aims to describe and classify the acculturation is Substitution, Sinkritisme and Addition is represented in the Great tradition of Giant episode Indonesia Sudiro and explain the meaning of acculturation Javanese culture-Chinese in Solo. This research is a descriptive qualitative research. The source of the data used in this research is the visual and audio from video documentaries tourism Indonesia's great tradition of Giant episode Sudiro in Solo, Tv Net. As for the data in this study are the scenes in the video program Indonesia Nice episode documentary Tradition Grebeg Sudiro Solo. The analysis is done in conjunction with seeing the interconnectedness between the inside of the data or elements involved. This analysis is carried out simultaneously with the process of data collection.

The results of the analysis show that in Indonesia there is a nice documentary program 36 scene which represents the value of acculturation. With regard to the aforementioned scene 42 is divided into 3 categories acculturation , acculturation is Substitution, Addition and Sinkritisme. As for based on analysis of the semiotics of Charles Sanders Pierce then the meaning of acculturation of Javanese culture-Chinese in Solo in Indonesia Great documentaries episode Grebeg Sudiro Tradition to be delivered is the existence of harmony between ethnic Javanese-Chinese in public life particularly in Sudiroprajan village, Surakarta, the tradition of removing the boundary bulkhead of ethnic, social and cultural.

Keywords: acculturation, Javanese and Chinese, the semiotics of Charles Sanders Pierce