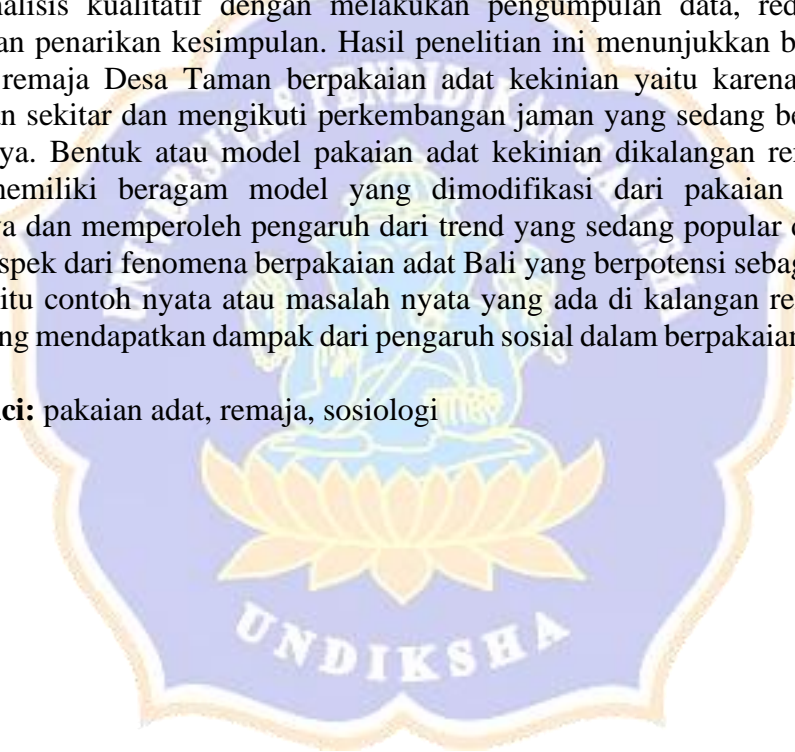


## ABSTRAK

Penggunaan pakaian adat di Bali telah melahirkan berbagai fenomena sosial, salah satunya adalah pakaian adat Bali yang dimodifikasi sedemikian rupa sehingga keluar dari pakem-pakem pakaian adat Bali yang seharusnya. Fenomena berpakaian adat Bali kekinian telah terjadi di kalangan remaja Bali, fenomena ini menarik untuk dikaji sebagai sumber belajar sosiologi. Penelitian ini bertujuan untuk mendeskripsikan latar belakang, bentuk atau model pakaian adat kekinian serta aspek yang dapat digunakan sebagai bahan belajar sosiologi. Penelitian ini dilakukan di Desa Taman, Kecamatan Abiansemal, Kabupaten Badung. Informan dalam penelitian ini adalah Kepala Desa, tokoh adat, 5 orang remaja, serta 2 orang guru sosiologi SMA. Informan ditentukan dengan menggunakan teknik *purposive sampling* dengan proses pengembangan *snowball sampling*. Pengumpulan data dilakukan dengan melakukan wawancara terhadap informan. Teknik analisis data adalah analisis kualitatif dengan melakukan pengumpulan data, reduksi data, analisis dan penarikan kesimpulan. Hasil penelitian ini menunjukkan bahwa latar belakang remaja Desa Taman berpakaian adat kekinian yaitu karena pengaruh lingkungan sekitar dan mengikuti perkembangan jaman yang sedang berlangsung disekitarnya. Bentuk atau model pakaian adat kekinian dikalangan remaja Desa Taman memiliki beragam model yang dimodifikasi dari pakaian adat Bali sebenarnya dan memperoleh pengaruh dari trend yang sedang populer dikalangan remaja. Aspek dari fenomena berpakaian adat Bali yang berpotensi sebagai sumber belajar yaitu contoh nyata atau masalah nyata yang ada di kalangan remaja Desa Taman yang mendapatkan dampak dari pengaruh sosial dalam berpakaian adat Bali.

**Kata kunci:** pakaian adat, remaja, sosiologi



## ABSTRACT

*The use of traditional clothing in Bali has given rise to various social phenomena, one of which is Balinese traditional clothing which has been modified in such a way that it comes out of the proper standard of Balinese traditional clothing. The phenomenon of contemporary Balinese traditional clothing has occurred among Balinese youth, this phenomenon is interesting to study as a source of learning sociology. This study aims to describe the background, shape or model of contemporary traditional clothing and aspects that can be used as sociology study material. This research was conducted in Taman Village, Abiansemal District, Badung Regency. The informants in this study were the village head, traditional leaders, 5 teenagers, and 2 high school sociology teachers. Informants were determined using purposive sampling with the development of snowball sampling. Data collection was carried out by conducting interviews with informants. The data analysis technique is a qualitative analysis by collecting data, reducing data, analyzing and drawing conclusions. The results of this study indicate that the background of the youth of Taman Village is dressed in contemporary custom, namely due to the influence of the surrounding environment and following the developments of the times that are taking place around them. The forms or models of contemporary traditional clothing among young people in Taman Village have a variety of models that have been modified from actual Balinese traditional clothing and are influenced by trends that are currently popular among young people. Aspects of the phenomenon of Balinese traditional dress that have the potential as a source of learning are real examples or real problems that exist among Taman Village youth who are affected by social influences in Balinese traditional clothing.*

**Keywords:** *traditional clothing, youth, sociology*

