

IMPLEMENTASI TATA RIAS PENGANTIN PAYAS ABRA GIANYAR DI SALON RUMPI

Oleh

Ni Luh Putu Testya Novianti, NIM 1915011065

Jurusan Teknologi Industri, Prodi Pendidikan Kesejahteraan Keluarga

ABSTRAK

Penelitian ini bertujuan untuk (1) mengimplementasikan tata rias pengantin Payas Abra Gianyar di Salon Rumpi, (2) mendeskripsikan bagian-bagian yang diimplementasikan dalam tata rias pengantin Payas Abra Gianyar di Salon Rumpi, dan (3) menggali faktor-faktor yang mempengaruhi implementasi tata rias pengantin Payas Abra Gianyar di Salon Rumpi ditinjau dari tata rias wajah, tata rias rambut, busana, serta aksesoris. Penelitian ini menggunakan pendekatan deskriptif kualitatif dengan lokasi penelitian di Salon Rumpi, Kecamatan Blahbatuh, Kabupaten Gianyar. Teknik pengumpulan data dilakukan melalui observasi dan wawancara mendalam dengan penata rias di Salon Rumpi, kemudian dianalisis secara kualitatif dan diuraikan secara deskriptif. Hasil penelitian menunjukkan: (1) implementasi tata rias pengantin Payas Abra Gianyar di Salon Rumpi mencakup tata rias wajah, tata rias rambut, busana, dan aksesoris yang mengacu pada aspek warna, bentuk, teknik, dan bahan; (2) bagian-bagian yang diimplementasikan meliputi bentuk alis natural berserat, *eyeshadow soft* dengan *gliter gold*, penggantian bunga kemerak segar dengan tataan emas, teknik semi mopong menggunakan sasakan dan *hairspray*, kamben songket menggantikan kamben prada, variasi warna ules bahu, beskap hitam berpayet, tampel pelengan tataan emas, serta penambahan badong; (3) faktor yang mempengaruhi implementasi tersebut meliputi ketersediaan bahan, preferensi konsumen, adaptasi tren kecantikan modern, kepraktisan, pengaruh media sosial, serta kompetensi penata rias. Perkembangan ini merupakan bentuk adaptasi estetika yang tetap berlandaskan nilai budaya lokal sehingga tradisi Payas Abra Gianyar tetap relevan di tengah dinamika modernisasi.

Kata Kunci: tata rias, payas abra gianyar, implementasi estetika.

**IMPLEMENTATION OF THE PAYAS ABRA GIANYAR BRIDAL MAKEUP STYLE
AT RUMPI SALON**

By

Ni Luh Putu Testya Novianti, NIM 1915011065

Department of Industrial Technology, Family Welfare Education Program

ABSTRACT

This study aims to (1) implement Payas Abra Gianyar bridal makeup at Salon Rumpi, (2) describe the parts implemented in Payas Abra Gianyar bridal makeup at Salon Rumpi, and (3) explore the factors that influence the implementation of Payas Abra Gianyar bridal makeup at Salon Rumpi in terms of facial makeup, hair makeup, clothing, and accessories. This study uses a qualitative descriptive approach with the research location at Salon Rumpi, Blahbatuh District, Gianyar Regency. Data collection techniques were carried out through observation and in-depth interviews with makeup artists at Salon Rumpi, then analyzed qualitatively and described descriptively. The results of the study show: (1) the implementation of Payas Abra Gianyar bridal makeup at Salon Rumpi includes facial makeup, hair makeup, clothing, and accessories that refer to aspects of color, shape, technique, and material; (2) the implemented parts include natural fibrous eyebrow shapes, soft eyeshadow with gold glitter, replacement of fresh peacock flowers with gold inlays, semi-mopong techniques using sasakan and hairspray, songket kamben replacing prada kamben, variations in shoulder ules colors, black sequined beskap, gold inlay pelengan patch, and the addition of badong; (3) factors that influence the implementation include the availability of materials, consumer preferences, adaptation to modern beauty trends, practicality, the influence of social media, and the competence of makeup artists. This development is a form of aesthetic adaptation that remains based on local cultural values so that the Payas Abra Gianyar tradition remains relevant amidst the dynamics of modernization.

Keywords: *make-up, payas abra gianyar, aesthetic implementation*