

KOMODIKASI *PITRA YADNYA* DALAM CERPEN INDONESIA KARYA PENGARANG BALI

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ABSTRAK

Penelitian ini mendeskripsikan bentuk, factor, dan dampak komodifikasi *pitra yadnya* dalam cerpen pengarang Bali dengan subjek “Mati Sunyi” (Cok Sawitri, 2010), “Mati Salah Pati” (Aryantha Soethama, 2016), “Hyang Ibu” (Adnyana Ole, 2019), “Awig- awig” (Abu Bakar, 2011), dan “Sagra” (Oka Rusmini, 1998). Objek yang dikaji: jenis, faktor-faktor, dan dampak komodifikasi *pitra yadnya*. Data dikumpulkan menggunakan metode dokumentasi dan dianalisis secara deskriptif kualitatif. Tahap analisis data dimulai dari deskripsi data, analisis data, interpretasi data, komparasi data, reduksi data, dan identifikasi data. Tahap-tahap analisis data tersebut dilandasi oleh metode induktif yang digunakan dalam penarikan simpulan. Terdapat tiga bentuk komodifikasi *pitra yadnya* (komodifikasi barang, jasa, dan tempat) yang dilakukan oleh masyarakat Bali. Kedua, komodifikasi *pitra yadnya* terkait dengan sejumlah faktor yakni rasa malu yang berlebihan, membuat citra diri, pengaruh pariwisata, eksploitasi agama, pengaruh kuasa terhadap agama dan adat, kerumitan tradisi dalam masyarakat Bali, kompleksitas *yadnya* yang mesti dilakukan, dan keinginan masyarakat Bali untuk melaksanakan upacara yang lengkap.. Ketiga, komodifikasi memiliki sejumlah dampak yaitu masyarakat semakin kompetitif dan individualis, peminjaman uang yang berlebihan, penjualan tanah, hilangnya esensi pelaksanaan *yadnya*, dan adanya paradigma baru.

Kata kunci: Cerpen, Komodifikasi, Ngaben, Sosiologi Sastra

THE COMMODIFICATION OF *PITRA YADNYA* IN INDONESIA SHORT STORY BY BALINESE LITTERATURE

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ABSTRACT

This research aimed to describe the form, factor, and effect of Pitra Yadnya Comodification in Indonesian short story by Balinese writer with the subjects were “Mati Sunyi” (Cok Sawitri, 2010), “Mati Salah Pati” (Aryantha Soethama, 2016), “Hyang Ibu” (Adnyana Ole, 2019), “Awig-awig”(Abu Bakar, 2011), dan “Sagra” (Oka Rusmini,1998). The research objects were type, factors, effect of Pitra Yadnya Comodification. The data collection used documentation method and analyzed by descriptive qualitative. The analysis step was begun by data description, data analysis, data interpretation, data comparison, data reduction, and data identification. The steps based on inductive method that used to get the conclusion. The result of study showed that. First there were there form of Pitra Yadnya Comodification such as stuff, service, and place which was done by Balinese people. Second, Pitra Yadnya commodification related to several factors such as excessive shame, make self-image, effect to tourism, religion exploitation, the effect of power toward religion and custom, the complicated of tradition in Balinese people, the complexity of Yadnya that should be done, and the desire of Balinese people to do complete ceremony. The third, there were several effect of commodification such as people tended to competitive and individualist, rented the excessive money, selling the ground, the disappearance of Yadnya essence, and there were new paradigm.

Keywords: Commodification, Ngaben, , Literature Sociology, Short Story