

IDENTIFIKASI TRADISI *MEGIBUNG* PADA UPACARA *DEWA YADNYA* DI DESA BESAKIH DAN PENGENALANNYA MELALUI MEDIA YOUTUBE

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ABSTRAK

Penelitian ini bertujuan untuk : (1) mendeskripsikan serangkaian tradisi *megibung* mulai dari tahap persiapan, pengolahan hidangan, penyajian hidangan dan pelaksanaan *megibung* Di Desa Besakih, (2) memperkenalkan tradisi *megibung* di Desa Besakih melalui youtube. Jenis penelitian ini adalah penelitian deskriptif kualitatif. Teknik pengumpulan data menggunakan metode observasi, wawancara, dan dokumentasi. Instrumen penelitian menggunakan lembar observasi dan pedoman wawancara. Analisis data menggunakan teknik analisis deskriptif kualitatif. Hasil penelitian ini menunjukkan: (1) Tradisi *megibung* di Desa Besakih terdiri dari tahap persiapan, pengolahan hidangan, penyajian hidangan dan pelaksanaan *megibung* yang dilaksanakan dengan asas kekeluargaan dan gotong royong. Tahap persiapan meliputi persiapan bahan dan alat. Tahap pengolahan merupakan proses mengolah bahan makanan menjadi hidangan *megibung*. Hidangan yang disajikan terdiri dari nasi, olahan lawar yang meliputi *lawar gecok*, *anyang*, *lawar belimbing*, *lawar jeruk* dan *lawar nangka*, sate *gede* serta *kuah trengtengan*. Tahap penyajian terdiri dari *gibungan* yang diletakkan ditengah *sele* serta olahan lawar diletakkan disisi kanan dan kiri *gibungan*. Tahap pelaksanaan *megibung*, peserta duduk melingkar dengan etika tangan kanan menghadap ke *gibungan* dan berakhirnya acara setelah semua makanan selesai dinikmati. (2) Pengenalan tradisi *megibung* di Desa Besakih melalui youtube yaitu mendokumentasikan serangkaian acara *megibung* dengan menampilkan realita yang ada. Penggunaan teknologi menjadi fokus utama media pengenalan yaitu youtube populer youtube untuk mengunggah video via *online*, sehingga dapat memberikan dampak edukasi dan pengetahuan bagi masyarakat mengenai tradisi *megibung* yang perlu dijaga dan dilestarikan.

Kata Kunci: identifikasi, tradisi *megibung*, youtube.

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ABSTRACT

This study aimed to: (1) describe a series of *megibung* traditions, starting from its preparations, its process, its presentation and its implementation in *Besakih Village* and (2) introducing the *megibung* tradition in *Besakih Village* through online media. This study type was a qualitative descriptive study. The data collection were conducted through observation, interviews, and documentation, using observation sheet and interview guidelines. Data analysis were done through qualitative descriptive analysis techniques. There were several results obtained. First, *megibung* tradition in *Besakih Village* consisted of the preparation, processing, presentation and implementation was carried out with the principles of kinship and mutual cooperation. The preparation stage of “*megibung*” included the preparation of materials and tools. The processing stage or “*mebat*” was the process of processing food ingredients. The dishes served in that processing stage consisted of rice, five kinds of *lawar* (*lawar gecok*, *lawar anyang*, *lawar belimbing*, *lawar jeruk* and *lawar nangka*), *satay gede*, and *trentengan* soup. The presentation stage consisted of “*gibungan*” which was placed in the middle of a group of people and kinds of “*lawar*” which were placed on the right and left sides of the “*gibungan*”. In the implementation stage, the participants sitting in a circle with right hand etiquette looking at the crowd. *Megibung* ended after all the food had been enjoyed. Second, the of *megibung* tradition in *Besakih Village* was conducted through online media by documenting a series of *megibung*. The documentation video was uploaded through YouTube, so that it could help spread new knowledge for many people.

Keywords: identification, *megibung* tradition, youtube.