

ABSTRAK

Seni pertunjukan wayang tradisional menghadapi tantangan dalam mempertahankan eksistensinya di tengah perubahan selera penonton yang semakin meluas. Permasalahan ini mendorong penelitian dengan rumusan masalah mengenai bagaimana bentuk adaptasi yang dilakukan komunitas Kie Wayang pada mode adaptasi konformitas, inovasi, ritualisme, retreatisme, dan rebellion di Wisata Cartoon Village Sidareja. Tujuan penelitian adalah memahami bentuk adaptasi yang dilakukan komunitas Kie Wayang pada mode adaptasi konformitas, inovasi, ritualisme, retreatisme, dan rebellion di Wisata Cartoon Village Sidareja. Landasan teori yang digunakan adalah teori adaptasi Robert King Merton, yang menyoroti lima mode adaptasi sosial. Penelitian ini menggunakan pendekatan kualitatif dengan metode deskriptif. Teknik pengumpulan data dilakukan melalui observasi, wawancara mendalam, dan dokumentasi, sedangkan analisis data menggunakan proses reduksi, penyajian, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa komunitas Kie Wayang menerapkan kelima mode adaptasi Merton konformitas, inovasi, ritualisme, retreatisme, dan rebellion yang diwujudkan dalam bentuk pertunjukan wayang kartun dengan kemasan segar, komunikatif, serta disesuaikan dengan kebutuhan audiens tanpa menghilangkan nilai tradisi. Kesimpulannya, keberhasilan adaptasi terletak pada kombinasi inovasi pertunjukan dan proses komunikasi yang efektif sehingga tradisi wayang tetap hidup dan relevan di era modern.

Kata kunci: Adaptasi, Komunikasi, Wayang, Cartoon Village, Robert K. Merton.

ABSTRACT

Traditional wayang performance art faces challenges in maintaining its existence amidst the increasingly widespread changes in audience tastes. This problem prompted research with the formulation of the problem regarding the forms of adaptation carried out by the Kie Wayang community in the adaptation modes of conformity, innovation, ritualism, retreatism, and rebellion at the Cartoon Village Sidareja Tourism. The purpose of the research is to understand the forms of adaptation carried out by the Kie Wayang community in the adaptation modes of conformity, innovation, ritualism, retreatism, and rebellion at the Cartoon Village Sidareja Tourism. The theoretical basis used is Robert King Merton's adaptation theory, which highlights five modes of social adaptation. This research uses a qualitative approach with a descriptive method. Data collection techniques are carried out through observation, in-depth interviews, and documentation, while data analysis uses the process of reduction, presentation, and drawing conclusions. The results of the study show that the Kie Wayang community applies Merton's five adaptation modes of conformity, innovation, ritualism, retreatism, and rebellion which are manifested in the form of cartoon wayang performances with fresh, communicative packaging, and adapted to the needs of the audience without eliminating traditional values. In conclusion, the success of adaptation lies in the combination of performance innovation and an effective communication process so that the wayang tradition remains alive and relevant in the modern era.

Keywords: Adaptation, Communication, Wayang, Cartoon Village, Robert K. Merton.