

ABSTRAK

SISI KEHIDUPAN SUKU BADUY DI LEBAK BANTEN DALAM KARYA FOTO UKM FOTOGRAFI ZOOM UNIVERSITAS LAMPUNG (STUDI SEMIOTIKA KARYA FOTO UKM FOTOGRAFI ZOOM UNILA)

Oleh

DESKA DAMAYANTI

Salah satu suku yang ada di Indonesia, menetap di pegunungan Kendeng, desa Kanekes, kecamatan Leuwidamar, kabupaten Lebak, Banten Selatan yaitu masyarakat suku Baduy yang masuk kedalam kelompok etnis Sunda. Karya UKM Fotografi ZOOM Universitas Lampung menonjolkan keunikan dan keberagaman yang terus dijaga, dimana adat istiadat terus dilestarikan oleh suku Baduy. Masyarakat Baduy dalam melaksanakan aktivitas sehari-hari berpedoman pada aturan adat yang telah ditetapkan. Penelitian ini menggunakan penelitian deskriptif-kualitatif dengan menggunakan teori semiotika Roland Barthes untuk mengetahui makna denotasi, konotasi dan mitos dalam foto. Objek penelitian yakni foto UKM Fotografi ZOOM Unila tahun 2017 sebanyak dua foto. Hasil Analisis semiotik penelitian ini menunjukkan bahwa foto UKM Fotografi ZOOM Unila merefleksikan realitas sisi kehidupan suku Baduy melalui foto *human interest*.

Kata kunci : Semiotika Roland Barthes, Sisi Kehidupan Suku Baduy di Lebak Banten, Foto UKM Fotografi ZOOM Universitas Lampung

ABSTRACT

SIDE OF THE LIFE OF THE BADUY IN LEBAK BANTEN IN THE PAPER PHOTOGRAPH PHOTOGRAPHY ZOOM UKM UNIVERSITY OF LAMPUNG (THE STUDY OF SEMIOTICS PAPER PHOTO PHOTOGRAPHY ZOOM UKM UNILA)

By

DESKA DAMAYANTI

One of the tribes that existed in Indonesia, settled in the mountains Kendeng Ciujung, Baduy village, kecamatan Lewidamar, kabupaten Lebak, Banten Baduy community South belonging to the Sundanese ethnic group. The work of UKM ZOOM Photography University of Lampung accentuates the uniqueness and diversity that continues to guarded, where customs continue to be preserved by the Baduy. Baduy community in carrying out daily activities based on custom rules that have been in charge. This research uses descriptive research-kualitatif by using a theory of semiotics Roland Barthes to know the meaning denoted, connotation and myth in the photos. Object of research i.e. UKM photo Photography ZOOM Unila year 2017 as much as two images. Semiotik analysis results the research indicates that UKM Photography photo ZOOM Unila reflect the reality side of the Baduy lives through photographs of human interest.

Keywords : *Semiotics Roland Barthes, the life of the Baduy in Lebak Banten, UKM Photo ZOOM Photography University Of Lampung*