

ABSTRAK

PARTISIPASI KOMUNITAS HINDU DALAM TRADISI OGOH-OGOHO DI DESA PURWO KENCONO

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Penelitian ini mengkaji bagaimana komunitas Hindu di Desa Purwo Kencono, Lampung Timur, berpartisipasi dalam tradisi Ogoh-ogoh serta bagaimana mereka memanfaatkan tradisi tersebut untuk mempertahankan identitas budaya di tengah masyarakat multikultural. Komunitas Hindu menjalankan tradisi Ogoh-ogoh tidak hanya sebagai ritual menjelang Hari Raya Nyepi, tetapi juga sebagai media ekspresi budaya, simbol pembersihan spiritual, dan sarana memperkuat solidaritas sosial. Meskipun menjadi kelompok minoritas, mereka tetap berkomitmen menjaga keberlanjutan tradisi di tengah perubahan sosial. Peneliti menggunakan metode kualitatif dengan pendekatan naratif sistematis untuk menggali pengalaman dan makna yang masyarakat bangun melalui praktik budaya ini. Peneliti melakukan wawancara mendalam, observasi, dan dokumentasi untuk memperoleh data. Peneliti memilih informan secara purposive yang meliputi pemangku adat, tokoh masyarakat, pemuda, dan warga yang terlibat langsung dalam kegiatan Ogoh-ogoh. Analisis peneliti lakukan melalui proses reduksi, penyajian, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa masyarakat Hindu berperan aktif dalam seluruh tahapan tradisi, mulai dari perencanaan, pengumpulan dana, pembuatan Ogoh-ogoh, hingga arak-arakan dan pembakaran. Mereka bekerja sama secara lintas generasi dan membangun rasa kebersamaan yang kuat. Namun, komunitas masih menghadapi tantangan, terutama keterbatasan dana dan pengaruh modernisasi. Berdasarkan teori Identitas Budaya Stuart Hall, peneliti menafsirkan bahwa komunitas Hindu terus membangun dan menegosiasikan identitas budaya mereka secara dinamis melalui pelaksanaan tradisi Ogoh-ogoh.

Kata Kunci: partisipasi komunitas, Ogoh-ogoh, identitas budaya, Hindu.

ABSTRACT

THE PARTICIPATION OF HINDU COMMUNITY IN OGOH-OGOH TRADITION AT PURWO KENCONO VILLAGE

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This study explores how the Hindu community in Purwo Kencono Village, East Lampung, takes part in the Ogoh-ogoh tradition and employs this tradition to preserve their cultural identity in a multicultural environment. The Hindu community practices the Ogoh-ogoh tradition not solely as a ceremonial act before Nyepi Day but also as a means of cultural articulation, a representation of spiritual purification, and a mechanism for enhancing social cohesion. Despite representing a minority population, they consistently demonstrate dedication to maintaining the tradition's sustainability throughout social evolution. The researcher utilizes a qualitative approach with a systematic narrative framework to extract the experiences and significance that the community creates through this cultural phenomenon. The researcher conducted in-depth interviews, observations, and documentation to obtain the necessary data. Informants were selected purposively, consisting of traditional leaders, community figures, youth, and residents directly involved in the Ogoh-Ogoh activities. The analysis was carried out through processes of data reduction, presentation, and conclusion drawing. The findings indicate that the Hindu community plays an active role in all stages of the tradition, including planning, fundraising, constructing the Ogoh-Ogoh, as well as the procession and the final burning ritual. They collaborate across generations and foster a strong sense of communal solidarity. Nevertheless, the community still faces several challenges, particularly limited financial resources and the influence of modernization. Drawing on Stuart Hall's Cultural Identity theory, the researcher interprets that the Hindu community continuously constructs and negotiates their cultural identity dynamically through the practice of the Ogoh-Ogoh tradition.

Keywords: community participation, Ogoh-ogoh, cultural identity, Hindu