

ESTETIKA POSMODERN DALAM PARIWISATA : KOMODIFIKASI KESENIAN BALI

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Abstract

Balinese arts can be said one of the most important entities in the system of tourism industry in Bali. However, due to the business maximalization of the industry, the Balinese arts are commodified (getting a “commodification” , that is a process of excessive commoditization and commercialization for the sake of economic benefit). This study shows that, in terms if an aesthetic discourse, such a phenomenon is no longer relevant to be analyzed in a modern aesthetics but postmodern one.

It is said so since the modern one can not express unstability , irony, and chaos, which are really facts in the postmodern age. In fact, in the hand of tourism capitalization, the Balinese arts such as Barong Dance and Kecak Dance shown to the tourists semiotic forms of fun and not of meaning. By this, cultural tourism in Bali, including the two most popular dance shows, can be categorized a postmodern industry.

Key Word : Balinese arts, Barong, Kecak, commodification, postmodern aesthetic, cultural tourism