

INTISARI

Kehadiran sastra digital masih menjadi perdebatan dalam jagad Sastra Indonesia. Persoalan politik dan poetik kesusasteraan tetap jadi ratu adil dalam penentu haluan perkembangan sastra Indonesia meski dalam praktiknya politisasi terhadap poetika sastra yang doxais dan dikotomis. Tetapi inilah dunia *post modern*, tuntutan jaman tetap mampu mencipta-kembangkan sastra digital dan bentuk-bentuk eksploratif yang tidak terduga. Tidak bisa dipungkiri banyak unggahan-unggahan dari berbagai rupa sastra digital telah meluas dan dikonsumsi oleh masyarakat, bukan saja masyarakat sastra tetapi lebih jamak sebagai masyarakat Indonesia. Salah satunya adalah popularitas video-video sastra seperti pembacaan puisi, musikalisasi puisi, dramatisasi hingga film yang diunggah di platform *youtube*. Hal itu dibuktikan dari banyaknya jumlah penonton, penyuka dan pengikut yang tertera pada fitur yang disediakan platform tersebut.

Secara garis besar penelitian ini akan membahas mengenai adanya indikasi hubungan antara popularitas tayangan-tayangan bentuk sastra digital berupa sastra audiovisual tersebut dengan adanya peluang legitimasi para agennya dalam arena sastra Indonesia modern. Indikasi hubungan tersebut terletak pada ledakan animo penonton media dan dialektika proses produksi dan selera konsumsi karya tersebut di media sosial yang berbanding lurus dengan konsepsi legitimasi populer agen-agen sastra tersebut dalam kenyataan arena sastra Indonesia modern. Penelitian ini memanfaatkan teori dan konsep-konsep produksi Budaya Pierre Felix Bourdieu, mengikuti teori praktik, histeresis dan distingsi selera dalam arena sastra.

Hasil penelitian ini menunjukkan bahwa arena sastra Indonesia modern mengalami efek histeresis yakni perubahan stabilitas arena dan ketidakcocokan habitus agennya karena dorongan digitalisasi di segala sektor di Indonesia. Menjamurnya unggahan tayangan-tayangan sastra digital yang tersebar di berbagai platform media sosial, yang kemudian dinikmati dan diresepsi oleh masyarakat dimungkinkan menjadi legitimator populer yang baru guna mengorbitkan para agen (sastrawan ataupun pengalihwahana) untuk bertarung dalam arena sastra Indonesia modern. Viralitas adalah penanda dari popularitas media dalam realitas sosial, sehingga legitimasi populer dalam sastra Indonesia modern juga dapat dirujuk dari posisi dominan agen dalam media sosial, sebab ruang relaitas berjalan beriringan dengan ruang-ruang maya dalam media-media digital.

Kata Kunci: Politik-poetik sastra Indonesia, sastra audiovisual, legitimasi populer

ABSTRACT

The presence of digital literature is still being debated in the Indonesian literary universe. Politics and literary poetics remain the fair queen in determining the direction of Indonesian literary development despite the politicization of doxist and dichotomous literary poetics in practice. But this is the post-modern world, the demands of the times are still able to create digital literature and unexpected explorative forms. It is undeniable that many uploads of various forms of digital literature have become widespread and consumed by the public, not only the literary community but more plural as Indonesian society. One of them is the popularity of literary videos such as poetry readings, poetry musicalizations, dramatizations and films uploaded on the Youtube platform. This is evidenced by the large number of viewers, likes and followers listed on the features provided by the platform.

Broadly speaking, this research will discuss the indication of the relationship between the popularity of digital literature in the form of audiovisual literature and the legitimization opportunities of its agents in the modern Indonesian literary arena. The indication of this relationship lies in the explosion of media audience interest and the dialectic of the production and consumption process of these works on social media which is directly proportional to the conception of popular legitimacy of these literary agents in the reality of the modern Indonesian literary arena. This research utilizes Pierre Felix Bourdieu's theories and concepts of cultural production, concerning the theory of practice, hysteresis and the distinction of tastes in the literary arena.

The results of this study show that the modern Indonesian literary arena experiences a hysteresis effect, namely changes in the stability of the arena and the incompatibility of the habitus of its agents due to the encouragement of the development of science and technology in Indonesia. The proliferation of uploads of digital literary shows spread across various social media platforms, which are then enjoyed and perceived by the public, is possible to become a new popular legitimator to orbit agents (writers or translators) to fight in the modern Indonesian literary arena. Virality is a marker of media popularity and social reality, so popular legitimacy in modern Indonesian literature can also be referred to the dominant position of agents in social media, because the space of reality goes hand in hand with virtual spaces in digital media.

Keywords: *Political-poetics of Indonesian literature, audiovisual literature, popular legitimac*