

## INTISARI

Penelitian ini mengkaji proses remediasi seni pertunjukan tradisional Ludruk dari panggung konvensional ke medium televisi di TVRI Jawa Timur. Transformasi media digital telah mengubah cara seni pertunjukan dipresentasikan dan dikonsumsi masyarakat, di mana Ludruk sebagai teater rakyat Jawa Timur mengalami transisi signifikan dari pertunjukan langsung ke tayangan televisi. Penelitian bertujuan menganalisis proses remediasi pertunjukan Ludruk, mengkaji proses produksi sebagai tayangan hiburan, dan menganalisis elemen-elemen produksi yang mempengaruhi pertunjukan di TVRI Jawa Timur. Penelitian menggunakan pendekatan kualitatif deskriptif dengan metode etnografi media yang dipadukan analisis performatif-komparatif. Pengumpulan data dilakukan melalui observasi partisipatif terhadap pertunjukan Ludruk langsung dan siaran televisinya, wawancara mendalam dengan seniman Ludruk dan kru produksi TVRI, serta studi arsip dokumentasi TVRI. Analisis data menggunakan pendekatan multi-metode yang menggabungkan analisis tematik dan komparatif. Penelitian diharapkan memberikan kontribusi pada pengembangan kajian remediasi seni dalam konteks pertunjukan tradisional Indonesia, khususnya memahami dinamika transformasi digital yang melibatkan negosiasi antara autentisitas tradisional dan adaptabilitas media modern. Hasil penelitian dapat menjadi rujukan bagi seniman, praktisi media, pengambil kebijakan budaya, dan akademisi dalam mengembangkan strategi preservasi dan revitalisasi seni pertunjukan tradisional yang responsif terhadap perkembangan teknologi media.

**Kata Kunci:** Remediasi, Ludruk, TVRI Jawa Timur, Seni Pertunjukan Tradisional, Transformasi Digital

## **ABSTRACT**

This research examines the remediation process of the traditional performing art Ludruk from conventional stage to television medium at TVRI East Java. Digital media transformation has altered the way performing arts are presented and consumed by society, where Ludruk as East Javanese folk theater has undergone a significant transition from *live* performance to television broadcast. The research aims to analyze the remediation process of Ludruk performances, examine the production process as entertainment programming, and analyze production elements that influence performances at TVRI East Java. The research employs a descriptive qualitative approach with media ethnography methods combined with performative-comparative analysis. Data collection was conducted through participatory observation of *live* Ludruk performances and their television broadcasts, in-depth interviews with Ludruk artists and TVRI production crew, as well as archival study of TVRI documentation. Data analysis uses a multi-method approach combining thematic and comparative analysis. The research is expected to contribute to the development of art remediation studies in the context of Indonesian traditional performing arts, particularly in understanding the dynamics of digital transformation involving negotiation between traditional authenticity and modern media adaptability. The research findings can serve as a reference for artists, media practitioners, cultural policymakers, and academics in developing preservation and revitalization strategies for traditional performing arts that are responsive to media technology developments.

**Keywords:** Remediation, Ludruk, TVRI East Java, Traditional Performing Arts, Digital Transformation