

INTISARI

Sendratari Ramayana Prambanan merupakan atraksi wisata budaya yang merepresentasikan identitas budaya Yogyakarta melalui berbagai unsur artistik. Namun, kajian mengenai hubungan antara proses *encoding* nilai budaya oleh pelaku seni dan proses *decoding* oleh wisatawan masih terbatas. Penelitian ini bertujuan mengidentifikasi nilai-nilai budaya Yogyakarta yang direpresentasikan dalam pertunjukan serta menganalisis pemaknaan wisatawan terhadap nilai-nilai tersebut. Penelitian menggunakan pendekatan kualitatif deskriptif dengan teknik observasi, wawancara mendalam, dan dokumentasi. Informan penelitian berjumlah 13 orang yang dipilih secara *purposive*. Analisis data menggunakan model interaktif Miles, Huberman, dan Saldaña, sedangkan analisis mengacu pada *Encoding–Decoding Theory* Stuart Hall.

Hasil penelitian menunjukkan bahwa proses *encoding* merepresentasikan tujuh nilai budaya Yogyakarta, yaitu *alus*, tata krama dan *unggah-ungguh*, harmoni dan keselarasan, pengendalian diri dan *olah rasa*, hierarki sosial, simbolisme budaya, dan kosmologi Jawa, serta menghasilkan satu temuan konseptual berupa Pelekatan Identitas Budaya Yogyakarta dalam Gaya Prambanan. Pada proses *decoding*, wisatawan cenderung menghasilkan *dominant reading* terhadap nilai-nilai yang direpresentasikan melalui tindakan sosial yang konkret, sedangkan nilai-nilai yang bersifat simbolik dan filosofis lebih banyak menghasilkan *negotiated reading*. Penelitian ini menunjukkan bahwa efektivitas komunikasi budaya tidak hanya ditentukan oleh proses *encoding*, tetapi juga oleh karakter representasi budaya yang memengaruhi proses *decoding* wisatawan.

Kata kunci: Sendratari Ramayana Prambanan; representasi budaya; nilai budaya Yogyakarta; resepsi wisatawan; pariwisata budaya

ABSTRACT

The Ramayana Ballet Performance is a cultural tourism attraction that represents the cultural identity of Yogyakarta through a wide range of artistic elements. However, studies examining the relationship between the encoding of cultural values by performers and the decoding process undertaken by tourists remain limited. This study aims to identify the Yogyakarta cultural values represented in the performance and to analyze how tourists interpret these values. A descriptive qualitative approach was employed, utilizing observation, in-depth interviews, and documentation as data collection techniques. The study involved 13 purposively selected informants. Data were analyzed using the interactive model of Miles, Huberman, and Saldaña, while the interpretation of findings was guided by Stuart Hall's Encoding–Decoding Theory.

*The findings reveal that the encoding process represents seven Yogyakarta cultural values, namely *alus* (refinedness), *etiquette* and *unggah-ungguh* (Javanese codes of conduct), *harmony and balance*, *self-control* and *olah rasa* (inner cultivation), *social hierarchy*, *cultural symbolism*, and *Javanese cosmology*. In addition, the study proposes a conceptual finding referred to as the *Embedding of Yogyakarta Cultural Identity within the Prambanan Style*. In the decoding process, tourists predominantly produce dominant readings of cultural values represented through observable social practices, whereas values that are symbolic and philosophical tend to generate negotiated readings. These findings demonstrate that the effectiveness of cultural communication is determined not only by the encoding process but also by the characteristics of cultural representation that shape tourists decoding processes.*

Keywords: *Ramayana Ballet Performance; cultural representation; Yogyakarta cultural values; tourists' interpretation; cultural tourism.*