

INTISARI

Terpuruknya citra, pariwisata, dan perekonomian Bali pasca tragedi Bom Bali I telah menggugah banyak pihak untuk melakukan beragam proyek penyembuhan. Salah satu diantaranya dilakukan oleh Yayasan Mudra Swari Saraswati melalui Ubud Writers and Readers Festival. Kegiatan ini berupa pagelaran sastra yang dihadiri oleh penulis, seniman, aktivis, dan penggiat literasi dari berbagai penjuru dunia. Sastra dipandang sebagai media yang penting untuk menunjukkan citra Bali tetap aman dan nyaman untuk dikunjungi setelah Bom Bali I. Setelah hampir dua dekade, Ubud Writers and Readers Festival telah menjadi sebuah pagelaran sastra yang sangat penting dan selalu ditunggu oleh kalangan sastrawan dari berbagai belahan dunia. Kegiatan ini memiliki makna yang penting tidak hanya bagi keberlangsungan pariwisata di Bali namun juga bagi kalangan sastrawan dunia. Berangkat dari hal tersebut, penelitian ini ingin menjawab bagaimana dinamika makna Ubud Writers and Readers Festival yang telah berlangsung selama dwi windu. Penelitian ini merupakan penelitian kualitatif yang dilaksanakan melalui pengamatan langsung, pengamatan terlibat, wawancara mendalam dan kajian literatur. Penelitian ini lebih menilik ruang lingkup Yayasan Mudra Swari Saraswati dan kegiatan Ubud Writers and Readers Festival dan mengesampingkan dari sisi partisipan. Hasil penelitian menemukan bahwa Ubud Writers and Readers Festival memiliki dinamika makna terutama terkait dengan periode pelaksanaannya. Pada periode awal, kegiatan ini lebih sebagai upaya untuk mengembalikan citra Bali. Pada paruh kedua lebih mengarah pada upaya untuk membesarkan diri, dan pada periode ketiga telah mengarah pada upaya peningkatan pemahaman dan pembelajaran tentang sastra.

Kata Kunci: Ubud Writers and Readers Festival, Bom Bali 1, Makna, Dinamika, Dwi Windu

ABSTRACT

The decline in the image, tourism and economy of Bali after the First Bali Bombing tragedy have inspired many parties to carry out various healing projects. One of them was carried out by the Mudra Swari Saraswati Foundation through the Ubud Writers and Readers Festival. This activity is in the form of a literary performance attended by writers, artists, activists, and literacy activists from all over the world. Literature is visited as an important medium to show the image of Bali to remain safe and comfortable after the Bali Bombing I. After almost two decades, the Ubud Writers and Readers Festival has become a very important event and is always awaited by writers from various parts of the world. This activity has an important meaning not only for the sustainability of tourism in Bali but also for worldly circles. Based on this, this research wants to answer the dynamics of the meaning of the Ubud Writers and Readers Festival which has been going on for two winds. This research is a qualitative research conducted through direct observation, involved observation, in-depth interviews and literature review. This research focuses more on the scope of the Mudra Swari Saraswati Foundation and the activities of the Ubud Writers and Readers Festival and is less on the part of the participants. The results of the study found that the Ubud Writers and Readers Festival has a dynamic of meaning, especially related to the period of its implementation. In the early period, this activity was more of an effort to restore the image of Bali. In the second half, it is more directed at efforts to enlarge oneself, and in the third it leads to efforts to increase understanding and learning about literature.

Keywords: Ubud Writers and Readers Festival, First Bali Bombing, Meaning, Dynamic