

MODERNITY PRESSURE OVER TRADITIONALISM IN THE
COMODIFICATION OF *PRACIMAYASA* BUILDING IN *PURA*
MANGKUNEGARAN SURAKARTA

Sunarmi¹

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Abstract

The problem of research was the comodification of Pracimayasa as cultural pledge in tourism realm. This research was a cultural study with grand theory of deconstruction. This research was taken place in Pura Mangkunegaran Surakarta. The data constituted information related to the comodification of Pracimayasa Mangkunegaran building supported by relevant document and literature. Technique of analyzing data used was an interactive model of analysis encompassing: data reduction, data display, and conclusion drawing.

The result of research showed that Tourism in Pura Mangkunegaran was born from modernity pressure for the purpose of Surakarta City and Pura Mangkunegaran development. Stimulating customary life and tradition is a must, while modernity adaptation is not something tabooed in Pura Mangkunegaran. Tradition in Pura Mangkunegaran is a unity of commitment prevailing rather than something independent of conflict; it is because an active cultural value system is involved in global value order wrestling as the urban community's need increases any time. Its implementation in social life in Pura Mangkunegaran has encountered conflict, particularly in Pracimayasa building comodification. For that reason, an introduction of new value with differential culture requires strategic action in interpreting and repositioning tradition in order to create civilization harmony.

Keywords: modernity pressure, traditionalism, comodification, Pracimayasa

A. Introduction

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