

ABSTRAK

Nadia Malika Tampubolon, Nim. 2213342033, Hibriditas Budaya Terhadap Musik Tradisional: Studi Kasus Musik di Komunitas SadaKata Art. Prodi Pendidikan Musik. Jurusan Sendoritasik. Fakultas Bahasa Dan Seni. Universitas Negeri Medan. 2026.

Fenomena hibriditas budaya semakin terlihat dalam perkembangan musik tradisional di tengah arus globalisasi dan modernisasi. Musik tradisional yang sebelumnya berfungsi sebagai ekspresi ritual dan identitas budaya lokal kini mengalami transformasi akibat pertemuan antarbudaya dan pengaruh musik modern. Fenomena tersebut tampak pada Komunitas SadaKata Art di Kabupaten Karo, Sumatera Utara, yang memadukan unsur musik tradisional etnis Karo dan Toba dengan pendekatan musikal modern. Hibriditas budaya menjadi latar belakang penting dalam penelitian ini karena berpotensi memengaruhi bentuk, karakteristik, dan identitas musik tradisional. Penelitian ini bertujuan untuk menganalisis proses hibriditas budaya dalam musik tradisional di Komunitas SadaKata Art, mengkaji perubahan bentuk dan karakteristik musik yang dihasilkan, serta memahami upaya komunitas dalam mempertahankan nilai-nilai budaya asli di tengah pengaruh budaya lain. Metode yang digunakan adalah metode kualitatif dengan pendekatan fenomenologi. Teknik pengumpulan data dilakukan melalui observasi, wawancara mendalam dengan narasumber utama, dan dokumentasi. Data dianalisis menggunakan teknik *phenomenological data analysis* (FDA). Hasil penelitian menunjukkan bahwa hibriditas budaya di Komunitas SadaKata Art berlangsung secara alami melalui integrasi budaya Karo dan Toba yang dipadukan dengan pengalaman musikal modern. Perubahan terjadi pada struktur komposisi, teknik permainan, dan gaya penyajian musik. Namun, unsur esensial musik tradisional tetap dipertahankan. Simpulan penelitian ini menunjukkan bahwa hibriditas budaya tidak menghilangkan identitas musik tradisional, melainkan memperkaya ekspresinya sehingga tetap relevan dengan perkembangan zaman.

Kata Kunci: Hibriditas Budaya, Musik Tradisional, SadaKata Art.



ABSTRACT

Nadia Malika Tampubolon, Student ID 2213342033, Cultural Hybridity in Traditional Music: A Case Study of Music in the SadaKata Art Community. Music Education Study Program, Department of Dance and Dance, Faculty of Languages and Arts, State University of Medan. 2026.

The phenomenon of cultural hybridity is increasingly evident in the development of traditional music amidst globalization and modernization. Traditional music, which previously served as an expression of ritual and local cultural identity, is now undergoing transformation due to intercultural encounters and the influence of modern music. This phenomenon is evident in the SadaKata Art Community in Karo Regency, North Sumatra, which combines elements of traditional Karo and Toba ethnic music with a modern musical approach. Cultural hybridity is an important background in this research because it has the potential to influence the form, characteristics, and identity of traditional music. This research aims to analyze the process of cultural hybridity in traditional music in the SadaKata Art Community, examine changes in the form and characteristics of the music produced, and understand the community's efforts to maintain indigenous cultural values amidst the influence of other cultures. The method used is a qualitative method with a phenomenological approach. Data collection techniques included observation, in-depth interviews with key informants, and documentation. The data were analyzed using phenomenological data analysis (FDA). The results indicate that cultural hybridity in the SadaKata Art Community occurs naturally through the integration of Karo and Toba cultures with modern musical experiences. Changes occur in compositional structure, playing techniques, and musical presentation styles. However, the essential elements of traditional music are maintained. The study's conclusions indicate that cultural hybridity does not diminish the identity of traditional music but rather enriches its expression, thus maintaining its relevance to current developments.

Keywords: Cultural Hybridity, Traditional Music, SadaKata Art.

