

ABSTRAK

Pocut Aisha Zahira, 1604210094, 2025, Visualisasi Tradisi Minum Kopi Dalam Budaya Aceh Melalui Karya Instalasi, Fakultas Industri Kreatif, Program Studi Seni Rupa, Universitas Telkom Bandung.

Karya ini dilatarbelakangi dengan semakin mudarnya tradisi minum kopi Gayo akibat pengaruh dari modernisasi. Tradisi tersebut bukan hanya sekedar tradisi konsumsi, tetapi juga simbol identitas budaya masyarakat Aceh dari masyarakat Aceh. Penelitian dari karya ini bertujuan untuk memperkenalkan nilai-nilai sosial dan budaya dari tradisi minum kopi Gayo melalui karya instalasi seni. Karya instalasi ini dirancang menyerupai suasana warung kopi tradisional di Aceh dan dilengkapi dengan performans pembuatan kopi khas Aceh. Karya ini dilakukan dengan pendekatan estetika rasional yang berupa instalasi yang mengundang partisipasi dari penonton. Dengan begitu, hasil karya diharapkan dapat menjadi media budaya sekaligus dapat membangun kebanggaan terhadap warisan budaya Aceh.

Kata Kunci: Kopi Gayo, budaya Aceh, instalasi, estetika rasional

ABSTRACT

Pocut Aisha Zahira, 1604210094, 2025, Visualization of the Coffee Drinking Tradition in Acehese Culture Through Installation Art, Faculty of Creative Industries, Fine Arts Study Program, Telkom University Bandung.

This work is motivated by the fading of the Gayo coffee drinking tradition due to the influence of modernization. This tradition is not merely a consumption habit, but also a symbol of the cultural identity of the Acehese people from Aceh. The research of this work aims to introduce the social and cultural values of the Gayo coffee drinking tradition through installation art. This installation artwork is designed to resemble the atmosphere of a traditional coffee shop in Aceh and is complemented by a performance of traditional Acehese coffee making. This work is carried out using a rational aesthetic approach in the form of an installation that invites audience participation. Thus, the result of the work is expected to serve as a cultural medium as well as foster pride in Aceh's cultural heritage.

Keywords: Gayo coffee, Acehese culture, installation, rational aesthetics