

Kerajinan Patung Cenderamata “Pop Art” Di Desa Tegalalang

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ABSTRACT

The Tegalalang Pop Art sculpture craft industry has been promoted to raise the welfare of the people of Tegalalang. Apart from the critique made by the Balinese sculpture art community towards the Tegalalang Pop Art since this art is no longer based on its traditional format and indeed gives an emphasis merely on both economic and design value, this art has given significant socio-economic effects towards the people of Tegalalang. One of the effects was that this art industry has changed most Tegalalang's people's main livelihood from being farmers into being craftsmen, exporters, and importers. In other words, this art industry gives the people better livelihood. The improvement of the people's welfare has further contributed positively to the increase of the revenue of the local government and has driven the people to continue their study. The Tegalalang sculpture Pop Art can be classified as Balinese modern craft because of its strength in expressing art freely, leaving their traditional format and motif. The Tegalalang sculpture has developed well because it can respond to the people's religious or belief needs and has a new design concept, production technique, and shaping while maintaining its traditional basis. In other words, the Tegalalang sculpture is still based on the old techniques and traditional formats.

Kata kunci : kerajinan, patung *Pop Art*, kria tradisional, social ekonomi.