

ABSTRAK

Kunjungan masyarakat ke museum saat ini menjadi fenomena sosial yang menarik dikaji dengan perspektif Pierre Bourdieu, khususnya melalui konsep habitus, kelas sosial, dan distingsi. Museum selama ini kerap dipandang sebagai ruang budaya yang identik dengan kelompok kelas atas. Di sisi lain, perkembangan media sosial menjadikan museum tidak lagi berfungsi sebagai ruang edukasi, tetapi juga sebagai ruang representasi identitas dan konsumsi simbolik di dunia digital. Penelitian ini bertujuan untuk menganalisis hubungan antara habitus, kelas sosial, dan praktik kunjungan museum serta memahami munculnya budaya baru akibat pengaruh media sosial TikTok. Penelitian menggunakan pendekatan kualitatif dengan metode etnografi digital. Teknik pengumpulan data dilakukan melalui observasi, wawancara mendalam, dan studi literatur. Hasil penelitian menunjukkan bahwa media sosial telah mendorong demokratisasi kunjungan museum dengan memperluas akses dan minat masyarakat terhadap museum. Namun demikian, proses tersebut belum tentu mampu menghapus distingsi antarkelas, karena praktik konsumsi budaya di museum tetap merefleksikan perbedaan modal sosial, budaya, dan simbolik yang dimiliki individu.

Kata kunci: museum, habitus, media sosial, TikTok, kelas, distingsi, ruang, modal.



ABSTRACT

Public visits to museums have become a social phenomenon that is interesting to examine through the perspective of Pierre Bourdieu, particularly through the concepts of habitus, social class, and distinction. Museums have long been perceived as cultural spaces associated with the upper class. At the same time, the development of social media has transformed museums from merely educational spaces into arenas of identity representation and symbolic consumption. The digital world. This study aims to analyze the relationship between habitus, social class, and museum visitation practices, as well as to understand the emergence of new cultural practices influenced by social media, TikTok. The research employs a qualitative approach using digital ethnography methods. Data were collected through observation, in-depth interviews, and literature review. The findings indicate that social media has encouraged the democratization of museum visits by expanding public access and interest in museums. Nevertheless, this process has not eliminated distinctions between social classes, as cultural consumption practices in museums continue to reflect differences in individuals, social, cultural, and symbolic capital.

Keywords: *museum, habitus, social media, TikTok, class, distinction, space, capital.*

