

LOCAL COLOR LITERATURE AS A STRONGER OF CULTURAL LITERACY

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ABSTRACT

The aim of this research is to explain the form and function of local colors in Indonesian literature of various ethnicities as strengthening cultural literacy. In this research, a literary sociology approach is used which views literary works as a reflection of society.

There are five local color novels that can be used as reinforcements for cultural literacy representing Javanese, Dayak, Balinese, Toraja and Sulawesi ethnicities. The novel that is the subject of this research, namely the Novel *Para Priyayi* (1991) by Umar Kayam, represents the Javanese Ethnicity of Java Island. The novel *Ceremony* (1978) by Korrie Layun Rampan represents the Dayak ethnicity from the island of Kalimantan. The novel *Tarian Bumi* (1990) by Oka Rusmini represents the Balinese ethnicity from the island of Bali. The novel *Puya ke Puya* (2014) represents the Toraja ethnicity from Sulawesi Island. The novel *Mata and the Sea Man* (2019) by Okky Mandasari represents the island of Sulawesi. Data was collected by reading it repeatedly intensively to find data in the form of phrases or sentences and discourse that express local ethnic color problems in Indonesia which contain elements of cultural literacy. The collected data was then analyzed using qualitative descriptive analysis using the theoretical framework of literary sociology.

The research results show that the form of local color in local color novels is cultural literacy in the form of social systems, beliefs, religion, arts, language and livelihoods. The local color of various cultural literacy is revealed and conveyed through the characters and characterizations as well as the setting of the story. All local color cultural literacy novels can be used in learning activities and literacy activities for schools and institutions that are consistent in increasing cultural literacy.

Kata Kunci: *Literature, Local Color, Cultural Literacy*