

The Commodification of Batak Toba Houses

Ronald Hasudungan Irianto Sitindjak ^{ab}

^a Interior Design Study Program, Petra Christian University, Surabaya, Indonesia

^b Doctoral Program in Social Sciences, Universitas Airlangga, Surabaya, Indonesia

[https://doi.org/10.35609/gcbssproceeding.2024.1\(78\)](https://doi.org/10.35609/gcbssproceeding.2024.1(78))

ABSTRACT

The commodification of Batak Toba traditional art, particularly Batak Toba traditional houses, is a complex and intriguing phenomenon in the context of globalization and tourism development. This process transforms traditional houses rich in cultural values into economic assets that can be traded. This study aims to analyze the commodification process of Batak Toba houses, identify its positive and negative impacts, and propose recommendations for sustainable management of commodification. The research methodology used is qualitative with a case study approach. Data were collected through in-depth interviews, field observations, and document analysis. The findings show that the commodification of Batak Toba traditional houses occurs through adaptation for tourism, the production of miniatures and souvenirs, and the use of designs and motifs in the creative industry. The positive impacts of this commodification include increased local economic income, cultural promotion and preservation, and the development of new skills for the local community. However, negative impacts were also found, such as the loss of cultural authenticity, cultural exploitation without fair benefits for the local community, and potential environmental damage and social disruption. Concrete examples from Huta Bolon and Tomok villages show how traditional houses are converted into museums and cultural centers or rebuilt with modern materials and techniques, reducing the authenticity of traditional architecture.

Keywords: Commodification, Batak Toba, Traditional Houses, Tourism, Cultural Preservation.