

## The Power of Symbol in the Powerful Symbol: Case Study of Symbol Visualization Change in the Form of Pelinggih in Bali

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**Abstract :** The phenomenon of cultural change is the result of the process of shifting, reducing and adding elements of cultural systems because of the process of interaction with the environment. Interestingly in the temple area in Bali, there is a phenomenon of symbol visualization change in the form of pelinggih, which is in the shaped of the car. As a result of the sacralization process of the symbol, the function of its essence is remained as a place of worship. Hindu communities in Bali can accept that phenomenon in their religious life as a process of today's cultural acculturation. Through an interpretive ethnographic study, it is tried to understand the 'creative concept' of that symbol materialization in its interaction process. The result of the research stated that the interaction value of the symbol visualization change is constructed from the application of 'value' and 'meaning' of the previous pelinggih. The ritual procession and the reinforcement of the mythical mind, make the 'value' of the visualization change of the pelinggih leads to a sacred, religious conception. In the future, the development of the human mind is more functional, but it does not eliminate the mythological value due to the interaction with the surrounding social environment, so the visualization of the symbol in the form of pelinggih which is in the shape of the car will be the identity of a new cultural heritage. The understanding of the influence of mental representation of human being in an effort toward his spiritual awareness will be able to be the advanced research.

**Keywords :** the power of symbol, visual change, pelinggih, Bali

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