ABSTRACT

COMMUNICATION OF RITUAL MA'ATENU PAKAPITA AS TRADISIONAL MEDIA INDIGENOUS PEOPLES NEGERI PELAUW (THE STUDY OF THE USE OF COMUNICATION RITUAL CEREMONIES KAPTA (POETRY) AND DANCE MA'ATENU (WAR DANCE) INDIGENOUS PEOPLES NEGERI PELAUW DISTRICTS HARUKU ISLAND CENTRAL OF MALUKU

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This research aims to determine the procedures for the use of traditional media Negeri Pelauw Districts Haruku Island Central of Maluku, researchers are trying to analyze from the micro methods, procedures and functions of traditional media use in communication ritual ceremonies kapata and dances ma'atenu.

This research used a qualitative approach. Qualitative research can be used to examine the life of society, history, behavior and kinship. This research used direct observation and participation, documentation research and interviews. Technics informant determination was done by using purposive sampling. Then the techniques of data analysis using data reduction, data presentation, and conclusion or verification, and then perform data validity checking techniques.

The results of This research indicate Kapata and Dance Ma'atenu communication practices are more likely to show aspects of ritual or ceremonial performances of sacred and sacrosanct than the transmission of the message when viewed from the methods, procedures and functions from the use of traditional media.

The conclusion of This research Kapata and Dance Ma'atenu in ritual Ma'atenu Pakapita still maintained by the Negeri Pelauw, process and communication through Kapata and dance ma'atenu but the most prominent is the sharing of culture and cultural performances.

Advice from the authors suggested that the Negeri Pelauw still preserving the ritual ma'atenu pakapita while utilizing traditional media kapata and dance as a means of communicating ma'atenu pakapita traditionally, although not able to escape the influence of the modern world, traditional media should be maintained of each generation.

***Keywords**: Traditional Media, Communication Ritual, Indigenous Peoples.*