ABSTRACT

THE MEANING OF NON-VERBAL COMMUNICATION IN THE "SIRAMAN" TRADITION ON THE TRADITIONAL SUNDANESE WEDDING PROCESS AT KELURAHAN PASANGGRAHAN KECAMATAN UJUNG BERUNG BANDUNG

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This study aims to determine how the meaning of non-verbal communication in the siraman tradition on the traditional Sundanese wedding at kelurahan pasanggrahan kecamatan ujung berung. Started with the determination of facial expressions, time, space / place, movement, clothing, fragrances, meaning of non-verbal communication based on identification of problem.

This study used a qualitative approach with descriptive methods, with the subject of four informants data gathering techniques used were in-depth interviews, participant observation, documentation, literature, and internet searching.

The results, the meaning of non-verbal communication in the siraman tradition on the traditional Sundanese wedding at kelurahan pasanggrahan kecamatan ujung berung. Through several stages of facial expressions: Bridal expressed sad and happy faces, Time, Space / Place: is done the backyard, Movement: bride walked slowly and watering done slowly, Clothing: bridal wear traditional clothing and vest with jasmine florist , Fragrances: mix floral (rampe) and perfumary, meaning spray to cleanse and unseen.

Conclusions of this study found that non-verbal communication is the creation and exchange messages without using words, this communication using facial expressions, Time, Space / place, movement, clothing, fragrances, and the meaning of meaning spray to cleanse and unseen.

Researchers suggest local governments to participate actively introduced early on to younger generations in school subjects such as local content to preserve Sundanese culture Sundanese culture as the heritage of national culture, especially in indigenous cultural rituals of Sundanese wedding.