ABSTRACT

RITUAL COMMUNICATION PHENOMENON IN KUDA RENGGONG ART PRESENTATION IN SUMEDANG REGENCY

(Communication Ethnography Study Concerning Ritual Communication Phenomenon in Kuda Renggong art presentation at Cibunar Village Rancakalong Subdistrict)

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The aim of research is to identify how ritual communication phenomenon in kuda renggong art presentation in Sumedang Regency. Furthermore the researcher tries to analyze from linguistic, social interaction and cultural aspects.

The type of research is qualitative, used method in this research is communication ethnography. Data collected through interview, observation, documentation, and library research. For sampling are 5 informants. Used sampling technical is Purposive Sampling. Used data analysis is data collecting, data reduction, data presentation, and conclusion.

The study result shows that ritual communication phenomenon in kuda renggong art presentation in Sumedang Regency observed from the presentation structure. Linguistic aspect can be viewed from how using language on Kuda Renggong art presentation. Social interaction aspect can be viewed from how the community comprehends Kuda Renggong art. Cultural aspect can be viewed from how confidence system influences the existence of Kuda Renggong art as ritual communication.

From the study result as mentioned above, can be concluded that a ritual communication phenomenon exists on a art presentation. Kuda Renggong art foe now is considered only as entertainment art, but also traditional art that contains sacred value which always must be kept by public in Sumedang Regency especially Cibunar Village.

Suggestion from this research in order to community can appreciate, maintain and preserve the traditional art as traditional cultural asset without undermine the art sacred.

Keywords: Ritual Communication, Communication Ethnography, Linguistic, Social Interaction, Cultural, Art, Tradition.