ABSTRACK

PATTERNING COMMUNICATION IN A TRADITIONAL CEREMONY IN THE COMMUNITY OF THE VILLAGE OF MAPAG SRI TUGU SUBDISTRICT SLYEG INDRAMAYU

(Ethnographic study of communication about Patterning Communication in a Tradisional Ceremoy in the Community of the Village of Mapag Sri Tugu Subdistrict Sliyeg Indramayu.)

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This study aims to know Patterning Communication in a Tradisional Ceremoy in the Community of the Village of Mapag Sri Tugu Subdistrict Sliyeg Indramayu. To answer to the matter by way of then raised sub-division focus following this research : Events of communication a component of communication and relatedness between the components. subfocus are useful to answer questions makro, namely : Patterning Communication in a Tradisional Ceremoy in the Community of the Village of Mapag Sri Tugu Subdistrict Sliyeg Indramayu.

The approach of this research is qualitative with tradition ethnography communication with the theory of the interaction of symbolic subtantif and symbolic convergence Theory. The informant was chosen by purposive sampling technique, for the main informant research amounted to four (4) people, and key informants that add up to 1 (one) person. Data collection techniques that contribute observations, in-depth interviews, documentation, library studies and online data search. To test the validity of data used technique triangulation data, checking member, make description, and hold frank with fellow fellow researcher. As for the data analysis techniques with description, interpretation, and analysis.

Research showed that in the event of communication there are 4) a series in ritual of customary Mapag Sri namely Bogbogneng, Sedekah bumi, Mapag Tamba, and Mapag Sri. Purpose as utterance gratitude and respect dewi legend she and society were excited. Components communication involving traditional media, by the use Indramayu of language and pamong village and society engaged in ritual of customary Mapag Sri. Relatedness between the components that raises temohan, like characteristic behavior adang-adangan, irim-irim, and his entourage. And myths which applies if it is not exercised will happen natural disasters and lost all the crops.

Drawing conclusions of this research is to incur patterning communication the presence of series from before and until ritual of customary Mapag Sri lasted so as to bring up of behavior that is typical that exists only in rural communities tugu subdistrict sliyeg indramayu

Suggestions for village tugu subdistrict Sliyeg Indramayu order to preserve cultural and introduce local to the youth and to plan with ripe before ritual of customary Mapag Sri carried out.