ABSTRACT

THE MEANING OF TRADITIONAL MEDIA ANGKLUNG BUNCIS AS LOCAL WISDOM OF CIMAHI CITY

(Communication Ethnographic Study with Symbolic Interaction Approach On The Meaning Of Traditional Media Angklung "Budaya Urang Nurutkeun Ciri Sunda" Cireundeu Traditional Village As Local Wisdom Of Cimahi City)

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The purpose of this research is *to find out how The Meaning Of Traditional Media Angklung "Budaya Urang Nurutkeun Ciri Sunda" Cireundeu Traditional Village As Local Wisdom Of Cimahi City. To answer the problem above, this research value highlights the research sub focuses that covers* ***Symbolic Situation, Social Interaction Product****, and* ***Interpertation****.*

Research approach *of this research is qualitative with communication ethnographic study throught symbolic interaction. The subject of this research is the player and coach Art of Angklung Buncis Cireundeu. In this research informants are chosen by purposive sampling technique, the informants of this research 4 (four) people who plays and trains in Art of Angklung Buncis Cireundeu and highlight and strengthen the data the key informants in this research are comprised of 3 (three) people. The research data is gaind through in-depth interview, participant observation, documentation, literature study and online data tracing. To examine the validity of the data, this research uses data analysis technique. The data analysis comprises of data reduction, gathering display, concluding, and evaluating.*

The result of this research regards on*: 1.* ***Symbolic situation*** *Art of Angklung Buncis Cireundeu that comprises of physical object such us angklung instrument, dog-dog instrument, and costume (kampret shirt, pangsi plant, headband), while the social object (human behavior) includes the verbal attitude such us song lyrics, and body movement that are displayed by the performer Of Art Angklung Buncis Cireundeu 2.* ***Social interaction product*** *is the meaning in symbolic situation Art of Angklung Buncis Cireundeu that has been agreed together and it's value that connects with the philosophy of life 3.* ***Interpretation*** *is the meaning that requires integrated competency of Angklung Buncis Cireundeu performer through their physical ability, mind and logic that creates open action such as motivation, mind and feeling, also attitude and facial expression that are displayed by it's perfomer.*

The conclusion *of Art Angklung Buncis Cireundeu shows a culture symbol that is intepreted and valued together by the performers, whereas the culture values that are included in it makes this as the local wisdom of Cimahi City.*

The suggestion *for the performers of Angklung Buncis Cireundeu is to distribute the value and the culture as early as possible to childern, for the government to make an admission of the local culture of Angklung Buncis Cireundeu through written policy in regional constitution, and for the future researcher to dig deeper the values that are included in Angklung Buncis Cireundeu.*

Keyword: Symbolic Situation, Social Interaction Product, Interpretation