ABSTRACT

COMMUNICATION ACTIVITY IN NUJUH BULANAN TRADITIONAL CEREMONY IN BANDUNG CITY
(Ethnography Studies Communication about Communication Activity in Nujuh Bulanan Traditional Ceremony in Bandung City)

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The research is intended to describe in depth about Communication Activity in Nujuh Bulanan (seventh month) traditional ceremony in Bandung City. The research discussed communicational activities as seen from communicative situations, events, and actions.

The research approach was qualitative by a study of communication ethnography and used a symbolic interactional theory. The research subject was some who had participated in a nujuh bulanan traditional ceremony. The informants consisted of 5 persons selected by a purposive sampling technique. The data collection techniques used were in-depth interview, observation non participant, documentation, library study, and data online browsing. The data validity test techniques used were enhancement of diligence, triangulation, discussion with peers, and member check.

The research findings revealed that communicative situation where the occurrence of events or the communication process during the ceremonies nujuh bulanan family in the home page of pregnant women. A communicative event of nujuh bulanan traditional ceremony is a special ritual performed when the pregnancy of a mother is seven month, while the communicative actions in a nujuh bulanan traditional ceremony are namely in the form of an application to the creator and nonverbal behaviors that are specific meaning during recitation, spray, changing the fabric, passing eggs and eels, cut coconut, selling salad and processes saweran.

The research conclusion was that communication activities in Nujuh Bulanan traditional ceremony is a traditional Sundanese ceremony performed when a the pregnancy of mother is seven month, a ceremony that has been performed since the days long time, the performance of which involves a request to the creator.

The research suggested that those Sundanese people particularly in Bandung City for them to preserve the legacy from their ancestors and it should be preserved in communication activities in Nujuh Bulanan traditional ceremonies.

Keywords: *Communicative situation, Communicative Events, Communicative Actions, and Communicational Activities*