ABSTRACT

SASAK BAU NYALE *CUSTOM RITUAL COMMUNICATION ACTIVITY IN LOMBOK ISLAND OF THE WESTERN LESSER SUNDAS*

(Ethnographic Study of Sasak Bay Nyale Custom Ritual Communication Activity in Lombok Island of the Western Lesser Sundas)

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This study is designed to make thoroughly analysis of Sasak Bau Nyale Custom Ritual Communication Activity in Lombok Island of the Western Lesser Sundas. The focus of the problem is divided into several micro subproblems; they are communicative situation, communicative event, and communicative action in Bau Nyale custom ritual.

Method being used in this study is communication ethnographic traditional qualitative and the substantive theory adopted is symbolic interaction. The subject of the study is Lombok community attending Bay Nyale custom ritual, consisting of 4 (four) informants derived by purposive sampling technique. The techniques of the data collection are in-depth interviews, participant observations, field transcripts, literature studies, documentation, and internet searching. The validity of data is examined by increase in diligence of observation, triangulation, the sufficiency of reference, and the checking of members.

The results of the study suggest the Communicative Situation in Bau Nyale custom ritual is always held on 19 and 20 in 10^{th} month, a Sasak calendar in Seger Kuta coast of Lonbok. Communicative Event in Bay Nyale custom ritual intended to reminisce about and to be enjoyed by everyone as the princess gives Lombok people with message in this ritual, they are allowed to attend the ritual with no any restrictiveness and rules in the ritual were abated as a result of shift in time. Meanwhile, the Communicative Action found in Bau Nyale custom ritual is screaming and shake sea water as an order to call the Princess.

The conclusion is that Bau Nyale custom ritual communication activity is a tradition to reminisce about the Princess and to be enjoyed by Lombok community; however, each series of traditions have both similar purposes and specific activities.

The suggestion is that Lombok community should keep their culture in Bau Nyale custom rituals and rules of tradition made by old time, thereby making sacred Bau Nyale Custom Ritual maintained despite of changed development.

Keywords : Communication Ethnography, Communication Activity, Communicative Situation, Communicative Event, Communicative Action, Sasak Bau Nyale Custom Ritual Communication Activity in Lombok Island of the Western Lesser Sundas