ABSTRACT

THE MEANING OF NON VERBAL COMMUNICATION IN CEREMONY OF MELASTI

(Decriptive as a methods research about The Meaning of Non Verbal Communication in a Traditional Ceremony of Melasti at Village of Padang Sambian Denpasar Bali to welcome the Nyepi day 2015)

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The research *purpose to know the meaning of Non Verbal Communication in Ceremony Melasti (descriptive as a methods research about Non Verbal Communication in a traditional ceremony of Melasti at village of Padang Sambian Denpasar Bali to welcome the Nyepi day 2015). To answer the above issues raised sub research focus include Physical Appearance, Parabahasa, Artifact, Orientation of Space, Color*

The Method *of research used qualitative descriptive method. Informants study consists of 4 (four) people. Most of the data were collected through observation, interview, documentation, supported by the literature and the triangulation of data. The data analysis technique used is data reduction, data collection, data display, collect conclusions and evaluation.*

The Results *that the selections made by physical appearance of the how they look at the time of Ceremony Melasti, then Parabahasa such as dialect, language, mantras and hymns. Artifacts found on the implementation of the ceremony is like Juli, Arca Pertimo, Unggul-unggul Naga, Payung emas dan tombak and Ratu Gede. and orientation of the place where the ceremony is Pantai Peti Tenget and Pura Ndesa.*

The conclusion *from this study that the meaning of non-verbal communication can also be found in the traditions and culture, Melasti Ceremony is one that has content and meaning.*

Research Suggestion *So that people participate in Indonesia help to preserve the nation's cultural owned.*

Keywords : Non Verbal Communication, Ceremony of Melasti, Padang Sambian Village