ABSTRACT

THE CEREMONY COMMUNICATION ACTIVITY OF BABARIT TRADITION

(Communication Ethnography Research about Communication Activity In Babarit Tradition At Sagarahiang Village Kuningan Residence in 2014)

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This research was intended to untwist deeply about the activity of communicating babarit traditional ceremonies .To describe them , hence the focus of the problem in some researchers divided into sub-sub communicative micro problems that is the situation , events communicative , and actions babarit communicative in traditional ceremony.

Methods used in this research is a qualitative methodology tradition ethnography communication with the theory that which is lifted subtantif namely the interaction of symbolic.The subject of study was the village community Sagarahiang who follows traditional ceremonies Babarit, consisting of 5 (five) informants who obtained through sampling techniques purposive. Data collecting technical through interview, participation, field record, research library, documentation and internet searching. Validity test technical of data with increasing observation, triangulation, reference and member checking.

The study result shows that, Communicative situation contained in traditional ceremonies babarit this is a sacred , the place of its implementation is the village hall , Mbah Bewu and the Syekh Maulana , Mosque in the village hall , and the pages of the village hall. Events communicative in traditional ceremonies babarit namely celebration give a sense of gratitude in the form of special ritual carried out one year all that has become a tradition of culture by villagers Sagarahiang brass district , while a communicative contained in traditional ceremonies babarit that is shaped orders, a statement, application and nonverbal attitude.

The conclusion of this study that the activity of communicating traditional ceremonies babarit is a customary habit that is lowered down declined to utter gratitude traditional ceremonies itself in particular that carried out once a year , however any rangkaiannya had meaning and activities are typical the same .Advice researchers to the village community sagarahiang have to keep going on in celebrate culture traditional ceremonies.

Keyword : Communication Ethnography, Communication Activity, Communicative Action, Communicative Action, Babarit Traditional,