ABSTRACT

COMMUNICATION ACTIVITIES CEREMONIAL FEAST PAGERWESI (Ethnographic Study Regarding Communication Activities On Ceremonial Feast Patemon Pagerwesi In The Village Of Seririt Buleleng District Of Bali Province)

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This study aims to determine the activity of Communication at the Feast Pagerwesi Ceremony. The purpose of this study was to determine the communicative situation, communicative events and communicative action on the Feast Pagerwesi Ceremony.

This study used a qualitative research approach with an ethnographic approach to communication with the informant, amounting to five people. Data were obtained through interviews, observation, literature, documentation and Internet searching. Validity test technical of data with increasing observation, reference, member checking and triangulation. As for the technical analysis of the data used description, analysis, and interpretation.

These results indicate that communicative situation in the ceremonial feast perahyangan Pagerwesi is in place or temple. Ceremony communicative events in which the celebration of the feast Pagerwesi in the form of a special ritual held twice a year that has become a cultural tradition of the Hindu community in Bali with the intention to fence himself from something bad and ask for prosperity, health and safety to almighty single. Ceremony communicative action in the feast Pagerwesi namely in the form of commands, statements, application and nonverbal behavior.

The conclusion from this study that the activity of Communication at the feast Pagerwesi Ceremony is a traditional practices are included in the feast of the great Hindus were held twice in a year, and each circuit has a typical activity. Meaning of Pagerwesi itself is a ritual to fence oneself or to fortify themselves from the bad behavior as well as to ask for prosperity, health and safety.

Finally suggestions in this study is the Hindu community in Bali, try to be more open if anyone wants to learn the culture which is owned by the Hindu community.

Keywords : Ethnography of Communication, Communication Effectiveness, Communicative Situation, Events Communicative, Communicative action, Ceremony