

ABSTRACT

Indonesia has many cultures. Every culture has their own characteristic. One of the cultures in Indonesia is a culture from Padang Pariaman District, West Sumatera. Culture that has been talking before is a culture that can be found in traditional wedding procession. In that traditional wedding procession, we can find an event that also known by people around called baretung. Baretung is an activity that mention money given by big family, people around, and invited guests. Procession that mentioning money will be led by a chairman that called Janang Alek. Janang Alek will be a center in the whole of baretung activity. This is because every people that wants to give their money to bride family as a host that organizing the wedding should through Janang Alek. Janang Alek will mention that money and following by name of the sender and also money that they already gave.

Basically, baretung is a manifestation of mutual cooperation that has a purpose to giving a help for bride family as a host of organizing the wedding reception. As it has been known to make a wedding reception needs not as a few money, and because of it bride family need a help from their big family, people around and invited guests. A help is help in a materiil aspect (money).

This research has a purpose to find out communication patterns that used between Janang Alek, bride family, people around and also invited guests in that wedding reception. Theories that used in this research are about communication, process and social interaction, and communication network. This research used descriptive qualitative method and used constructivism paradigm. And the result of this research is communication patterns that happend is centralized communication patterns where we can find out the role of a chairman that leads baretung's activity.

Keywords: *communication patterns, traditional wedding*