

**ABSTRACT** – *Communication plays an important role in the implementation of a traditional ceremony and culture, including in the implementation of the marriage ceremony. One area in Indonesia which is rich in culture and customs is Bali Island. Traditional marriage ceremonies, Pada Gelahang is one form of marriage in Bali. Researcher intends to find patterns of communication that occurs through the activity of Pada Gelahang Marriage. This study using a qualitative study with ethnographic of communication approach and supported by constructivism. The data obtained in this study is derived from the results of direct interviews, literature, documentation and observation. This study focused on the problems that have been formulated and identified through 3 indicators research, they are communication activities, communication components, and the relationships between activities and components. The results showed that the relationship between the activity and the components are dissected with symbolic interaction and convergence symbolic form a distinctive pattern that describes the values, norms, ideologies and cultures in traditional marriage Pada Gelahang in Bali.*

**Keywords** : *Pada Gelahang, Traditional Marriage, Communication Patterns , Ethnographic of Communication*