

ABSTRACT

Kidnap marriage is a tradition of the marriage ceremony applied by the community the tribe of sasak in Rembitan village. When a man want to marry a girl, then to be done a process of kidnapping. This abduction is allowed and protected by customs laws. Then carried out a series of the marriage ceremony in accordance with the tradition of customs marriage in Rembitan village. This research was intended to explain the activity of communicating the ceremony of marriage mate kidnap that have been carried out in the Rembitan village, the middle of Lombok.

In this research study using methods ethnography communication in qualitative research supported by constructivism paradigm. Data is collected from the results of an in-depth interview with pengelinsir, groom, and the bride. In addition, the data collected supported from the observation participants, then the data tested the truth with the triangulation methods. Then the results of the data is analyzed using data reduction, data display in a short description, and drawing a conclusion of the result.

The results obtained communicative situation at a wedding ceremony is sacred, appropriate customary law, conducive, familiarity, excitement, and viscous against traditional tribe of sasak. Communicative events gives a picture in a row about the process of starting from early stage of the marriage ceremony until the end. While the communicative acts described how acts or interaction that occurs giving the meaning of symbolic as a verbal communication and non verbal message.

The three elements of research results consisting of communicative situation, communicative events, and communicative acts that be a key in described processes of communication that was found at a wedding mate kidnap tribe of sasak in the Rembitan village, the middle of Lombok.

Keyword : Qualitative Research, Ethnography Communication, Kidnap Marriage, Activity of Communication