

ABSTRACT

In the application, a culture of Marosok has rules that apply. Among them are shaking hands when cattle prices in the process of negotiating the transaction, use the hat or fabric holster as the base to cover when shaking hands. This is done so that others do not know the price of livestock that is being agreed upon. The Marosok culture is a culture that use non verbal communication in the process of this transaction.

The study is done by adopting both qualitative descriptive qualitative namely research that are explained or explains. This study using 4 informants who is divided into one as aseller, one as a buyer and two informants as an culture to support the result of research.

The result of this research shows the description of the Marosok culture of deployment on each informant. 2 informant as seller and buyer is still apply cultural Marosok in accordance with the rules of the act. While two people as a cultural expert informant as cultural Marosok not apply. Only they know the rules of the transaction.

Key Word: Culture, Minang People, Non Verbal Communication