

## ***ABSTRACT***

Makassar traditional wedding ceremony is a tradition that is still applied by the tribal people of Makassar, in Gowa. In the Makassar traditional marriage, we need to know the importance of sunrang (dowry), and the doe panaik (the spending money for wedding's reception) as a characteristic of marriage in Makassar, and the reception itself famous for it's luxurious and massively which quite costly and it was justified by traditional's law.

Furthermore, the wedding ceremonies conducted in accordance with the tradition of tribal marriage in Makassar. This study aimed to describe communication activities that occurred on Makassar traditional marriage in Gowa, South Sulawesi. This study using an ethnographic study of communication in qualitative research, supported by constructivism. Data obtained from in-depth interviews with the tribal's elder, androng bunting, imam of KUA, the groom and the bride, and the groom's parents and women. In addition, data obtained from the results also supported by researcher participation, then the data verified by the method of triangulation. Then the results of the data were analyzed using data reduction, data presentation in a brief description, and conclusions.

The results obtained from this study is the communitaton that occured on Makassar tribal weeding is a sacred communication, strictly followed the tribal's laws, conducive, intimacy, excitement, and very related to the Makassar's tradition. The communicative thing sequentially illustrate the process of marriage from the beginning stages to the end. While communicative action describes how the actions or interaction gives a symbolic meaning as a message verbal and nonverbal communication. These third element which consist of the communicative situation, communicative events, and acts of communicative are the key in describing the communication process that occured on Makassar Traditional Tribal marrige in Gowa, South Sulawesi.

Keywords: Qualitative Research, Ethnograthy of Communication Studies, Wedding Ceremony Makassar, Communication Act