

COMMUNICATION PATTERN OF MARHATA SINAMOT PROCESSION IN BATAK TOBA MARRIAGE TO CREATE THE CULTURAL IDENTITY OF BATAK TOBA IN BANDUNG

Abstract

Marhata Sinamot is the tradition to discuss about dowry and the needs in marriage day as the requirement to be Batak Toba custom marriage ceremony. In the village, Marhata Sinamot is held in different day but in Bandung in one day with martumpol (engagement) for saving time cause the rush in town. This research was intended to explain communication pattern of Marhata Sinamot in Bandung, West Java.

In this research study using the qualitative descriptive methods supported by construtivism paradigm. Data collected from observation and result of interview to the chief of custom, Raja Parhata and the bride which tested the truth by the triangulation method and analyzed using data reduction, data display in short summarize and drawing a conclusion of the result.

The result obtained communication pattern divided to social dimension that shows the good communication and the familiarity in deciding the Raja Parhata and concept dimension shows the familiarity situation and appropriate customary law and also has kind of symbol occurs giving the meaning of symbols as the verbal and nonverbal communication in order to creata the ethnic identity of Batak Toba in Bandung.

Communication pattern in social and concept dimension could create the ethnic identity of Batak Toba in Bandung, West Java and differentiate in hometown.