

ABSTRACT

*The study, entitled “**Language and Cultural Identity Primordialism (Ethnographic communication Studies of the use of the Minangkabau language among the student Rumah Gadang at Telkom University)**” It aims to find out how the social interaction of students in Rumah gadang organization. as well as, to know the identity of the student of primordialism Minang which formed through social interaction.*

In this research study using methods ethnography communication in qualitative research supported by constructivism paradigm. Data is collected from the result of an in-depth interview, observation, documentation, and Creswell using data analysis techniques to analyze the data that has been obtained.

The result of research shows that students of Minang in Rumah Gadang Organization have the interaction social through activities regularly in formal and informal. Communication is intens among the organization member through the language usage of Minang as the verbal in every activities.

Keywords: Language, Communication Ethnography, Cultural Identity, Minang Language