

ABSTRACT

Indonesian society in general embraced patrilineal system of inheritance as well as in Bali. Nyentana marriage is customary marriage Bali is unique in that the status of the bride reversed into status purusa (male) through the procession putrika before mating and groom took the bride into the family. This research intended to explain the communication activities on nyentana marriage ceremonies in Tabanan Bali . This research uses ethnography of communication studies in qualitative research, with constructivism paradigm. Data was obtained from interviews, literature review and observation. Then the results of the data analyzed, data display in a short description, and drawing a conclusion of the result. Communicative situation results obtained at the wedding ceremony is a sacred law which according to custom, conducive, intimacy, excitement, and condensed against traditional customary Balinese. Communicative events in a sequence illustrate the process nyentana wedding from beginning to end. Then, communicative action describing how the actions or interaction happens through verbal, non-verbal and symbols. 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 on nyentana wedding in Tabanan Bali.

Keywords : communication activities, Nyentana Wedding, Qualitative Research, Etnography Communication