

ABSTRACT

Customary Marriage Seloko tradition in the city of Jambi is the wedding ceremony tradition that communities Jambi in Jambi. In the city of Jambi custom wedding we need to know the importance of the stages in the marriage customs are Beghusik sighth beguhau nut, Upright betuik sit batanyo, Tie make appointments semayo (applications), Indigenous filled lembago poured (the ceremony), and Open Lanse. The stages mentioned earlier is the hallmark of the city of Jambi wedding customs that must be met and conducted sequentially in accordance with the customary law prevailing in the city of Jambi.

After that , a series of activities carried out in accordance wedding ceremony wedding customs stages Jambi and customary law in the city of Jambi. This study intends to explain the communication events that occur in traditional marriage customs Seloko in the city of Jambi, Jambi. In this study using ethnography of communication studies in qualitative research, supported by constructivism. Data obtained from in-depth interviews with traditional leaders Jambi City, groom, bride, and the parents of the bride. In addition, data obtained from the results of participant observation is supported, then the data is tested kebenarannya dengan triangulation method. Then the results of the data were analyzed by using redukasi data, presenting data in a short description, and conclusions.

The results obtained are obtained by the communicative situation in the marriage took place in the scared and in accordance with customary law, conducive, intimacy, excitement, and a condensed custom wedding Jambi city. Communication events equentially illustrate the process of the wedding began early stages of marriage until the end of the wedding. While act communicative describe how the actions performed on the process in each stage or interactions that occur at each process stages Jambi city wedding customs that give symbolic meaning most of the research consisted of a communicative situation, communicative event and follow. Communicative be key in describing the communication process contained in the marriage customs in Jambi city, Jambi.

Keyword : Qualitative Research, Studies Ethnographic Communication, Traditional Marriage Jambi City, Communication Activities