

## **ABSTRACT**

This research discuss about a traditional communities in Indonesia generalyl still maintain the parent culture by successive. One of them is the tribe of Gumai communities in the Regency of Lahat South Sumatera Province. Until this time, tribe Gumai communities still maintain rituals of indigenous peoples charity night 14 conducted every month according to the calculation of the circulation of the Islamic calendar month.

This research is intended to explain the communication activities on the implementation of the ritual of indigenous peoples charity night 14 tribes in Gumai Lahat Regency. This research using ethnographic study methods of communication in qualitative research, with constructivism paradigm. The data obtained from the results of the interview, library study and supported from the results of observation.

Key Words : Rituals, Gumai, Ethnography