

ABSTRACT

In the application matter, Undak Usuk Basa Sunda manage way of speaking verbally and nonverbally. For example, what kind of speech should be used to talk to elderly, what kind of act should be showed when talk to person with high social status. Undak Usuk Basa Sunda is a culture that aim to show repect and good manner when speaking.

This research used comparative qualitative method which is a qualitative research that compares things. This research also used 11 informants that divided into two regions. 5 informants are in Bandung, 5 informants are in Ciamis, and 1 informant who has the role of Humanist as key informant to support the research's results.

In brief, what we got from this research is from all informants in Bandung and Ciamis, there are none who use Undak Usuk Basa Sunda properly in daily communication.

Key Word: Culture, Sundanese Ethnic, Undak Usuk Basa Sunda