

ABSTRACT

Benjang Helaran is an original Sundanese art in the form of procession/parade to celebrate a child's circumcision, wedding and birthday events or welcoming ceremony. Benjang Helaran has messages and meanings which need to be conveyed nonverbally. Paguyuban Panca Komara from Kampong Ciwaru Ujung Berung is one of the communities which remains conserving this kind of art. This research is using qualitative method named phenomenology method. The purpose is to identify symbolic interaction of Benjang Helaran Art by means of nonverbal symbols. The result indicates that the nonverbal symbols in Benjang Helaran Art consists of wardrobes and properties. They become symbols that have positive meanings in people's lives. Symbolic interaction by means of nonverbal symbols used in Benjang Helaran Arts is considered to be effective in conveying meanings contained within those symbols.

Keywords: benjang helaran, phenomenology, symbolic interaction.