

ABSTRACT

Indonesia consists of various provinces, regions, tribes, and customs with cultural diversity. One region in Indonesia with unique cultural features that can not be found in other areas is Bali. The cultures could be in form of sacred ritual as the special honor either for the human beings themselves or the environments, started from the human life cycle to the environmental cycle. The only one sacred religious ritual in Bali that is done specifically for plants is the ritual of Tumpek Wariga. This ritual is performed as human gratitude and thanks to the God for all the plants which have given prosperity and welfare for human life. The interesting thing found on Tumpek Wariga ritual is in globalization era as now when the society grows more selfish and ignores the environment and culture around them, in fact there still some society preserve, hold firmly, and obey their religion obligations also cultural traditions and nature conservation principle.

This research uses qualitative method with ethnography communication studies, and also uses constructivism paradigm. The data was collected through partisipants observation, in-depth interview and literature review. This research intended to explain the communication activity on Tumpek Wariga ritual in Bali through discrit units those are communicative situation, communicative events and communicative acts.

Bases on the result of the research, the conclusion is that the communicative situation on Tumpek Wariga ritual was sacred, peaceful, full of Hindu culture and tradition, quite and full of hope. Communicative events reflected ritual procession in sequence from the start to the end. While on communicative acts showed how acts or interactions which happen through verbal, nonverbal and symbol of communication. All three elements of research results consisting of communicative situation, communicative events and communicative acts became the key in describing communication process that was found on Tumpek Wariga ritual in Bali

Key words: *Communication Activity, Bali, Ethnography Communication, Ritual, Tumpek Wariga*