

# **CULTURAL COMMUNICATION IN PRESERVING TERBANG ART IN BANDUNG**

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## **ABSTRAK**

Indonesia is an archipelago that is rich in cultural traditions. The richness of tradition that Indonesia has can be seen from the diversity of cultures that have different characteristics from each other. Sundanese people with their belief in occult things make every culture has a characteristic that is not shared by other cultures. The many arts in the Priangan area of West Java are not matched by public awareness of the importance of preserving every art and culture. One of the arts that is almost extinct and forgotten by society is Terebang art. Terebang Art is one of the arts that breathes Islam through the use of prayer verses taken from the Barzanji book. The focus of this research is to explain how cultural communication takes place in the community in maintaining Terebang's art from generation to generation as an ancestral cultural heritage in the Bandung Regency area. This study uses a qualitative method with an ethnographic approach to communication and is supported by the constructivism paradigm. Data collection techniques carried out were observation, interviews, and documentation as primary data and literature studies as secondary data. The results of this study are that every communication carried out as a conservation effort occurs naturally without coercion from and purely on the basis of one's own desires. The form of communication carried out was in the form of an invitation to participate in the Terebang art event. The invitation fosters individual interest to be able to learn as an effort to preserve Terebang art to the next generation.

***Keywords: Cultural Communication, Ethnography, Bandung Culture.***