

ABSTRACT

Penglipuran Tourism Village is a tourism destination object located in Bangli, Bali. Penglipuran Tourism Village conserved of its culture, inherited by the ancestors in terms of its placement of building and norms or called awig-awig. Penglipuran Tourism Village Implemented Tri Hita Karana concept to maintain its culture, a Hinduism concept that regulates harmony which in this research about the relationship between humans to humans (Pawongan). Penglipuran Tourism Village was appreciated by selected as the cleanest village in the world in 2016 and implementation of Tri Hita Karana concept. Based on this background, the researcher were interested in conducting research related to the implementation of Tri Hita Karana concept (Pawongan) which was applied in Sekaa Gong group viewed from group communication theory based on the elements and functions of group communication theory. The method used in this research is qualitative method with descriptive qualitative approach and supported by constructivist paradigm. Data of this research were obtained through direct observation, interviews with key informants, and documentation. The results obtained by researcher are elements and functions of group communication can be well implemented in Sekaa Gong group through the Tri Hita Karana concept (Pawongan). Pawongan concept is illustrated through all the elements and functions of group communication theory, that are interaction, time, size or number of participant, direction, social relation, education, persuasion, problem solving, and therapy.

Keywords: Elements of Group Communication Theory, Functions of Group Communication Theory, Tri Hita Karana Concept (Pawongan)