

ABSTRACT

This research discusses the culture in Indonesia, where in general all people still maintain their ancestral culture from generation to generation. One of them is the people of the Sindang Barang Cultural Village in Bogor Regency. Until now, the people of Kampung Budaya still carry out the Seren Taun ceremony every harvest season, this is done as a form of gratitude for the harvest that has been obtained this year. In this ceremony there is also a very sacred ritual for the community, namely Majieken Pare, which contains its own meaning and is also a form of communication between kokolot and society with the goddess who gives blessings.

This study understands the meaning of the Majieken Pare ritual at the Seren Taun ceremony in the Sindang Barang Cultural Village. This study uses the ethnographic study method of communication in qualitative research with an interpretive paradigm. Data obtained from interviews, literature study and observation. Then the results of the data were analyzed, presenting the data in a brief description, and drawing conclusions.

The meaning contained in Majieken Pare is how we can be grateful for the results we get at this year's harvest and also how we can manage the supplies we have for a full year until the next harvest.

Key Words: Meaning, Majieken Pare, Seren Taun, Ritual, Ethnography Communication.