

## **ABSTRACT**

Indonesia has a variety of cultural traditions that are territorial, namely the culture of a group of tribes or people in the region itself. One area that has a distinctive cultural tradition is Aceh, namely the Peusijuek tradition which is carried out at a wedding ceremony for the Acehnese. However, today many Acehnese have different knowledge about the meaning contained in the series of the Peusijuek wedding tradition. So that some people do not take it seriously or even leave it. Thus, this study aims to explain communication activities in the Peusijuek marriage tradition through discrete units, namely communicative situations, communicative events, and communicative acts. The research method used is the ethnographic study of communication in qualitative research. The data obtained are the results of in-depth interviews and are supported by observations. As a result, the communicative situation contained in the Peusijuek tradition is an atmosphere of emotion, wisdom, calm, and full of seriousness. The communicative event is a sequence of the Peusijuek procession from beginning to end. Communicative action describes the interactions that occur through verbal, nonverbal, and existing symbols. These three elements are key in explaining the communication process that occurs in the Peusijuek tradition at Acehnese weddings.