

Abstract

Indonesia is a country that rich about culture and tradition in almost every region, many kind of cultural rituals and tradition make Indonesia a diverse multicultural country. This diversity makes many peoples interested about cultural life in Indonesia, one of them is Tatung tradition in Singkawang City, where this tradition has been carried out for generations since the migration of the Chinese people to the city of Singkawang around. This tradition aims to celebrate the Chinese New Year every year on the 15th in the calendar of the Chinese calendar.

This research is intended to explain the communication activities on the implementation of the Tatung tradition in the Singkawang city, West Borneo. This research using ethnographic study methods of communication in qualitative research, with constructivism paradigm. The data obtained from the results of the interview, library study and supported from the results of observation.

Based on the results of the study, it was drawn from all conclusions of the communicative situation that occurred in the tatung cultural tradition namely susasana which was crowded but still sacred to the interaction of the gods and the tatung and full of hope. Communicative events describe sequentially about the process from the cultural tradition of Tatung from flag purification to the Cap Go Meh festival. Communicative actions describe how actions and interactions occur through verbal, nonverbal, and existing symbols. These three elements of research results consisting of communicative situation, communicative events, and communicative actions are the main topics describing the communication process contained in the tatung cultural tradition in the city of Singkawang.

Key Words : Tradition, Tatung, Ethnography Communication, Comunication Activities, Singkawang