

ABSTRACT

The people of Mejayan Village, Madiun Regency, until now live by their customs. They ancestral heritage is in the form of a ritual to eliminate all misfortunes that attack the villagers which is carried out every Suro month. The ritual of warding off misfortune – The Dongkreng Art was born in 1867 by Raden Ngabehi Lo Prawirodipuro III when the village of Mejayan was hit by the pageblug epidemic. The Mysterious plague caused sudden death of the villagers and the infertile patches.

Research that examines communication behavior in the ritual of warding off misfortune – The Dongkreng Art. The ritual is a typical behavior, so it can be reviewed through its communication activities and the motives behind the behavior. This study uses qualitative research with ethnographic studies of communication. Data was collected by means of in-depth interviews, participant observation, documentation and other supporting documents.

The results of the study indicate that the communicative situation that occurred in the ritual activities was carried out according to the Javanese fragment that had been determined. Rituals were carried out at crucial places in the village of Mejayan which took place solemnly but full of joy, using elements of Javanese culture so that the atmosphere is still sacred and magical. Communicative events describe the entire ritual procession, starting from the ritual of nyadranan, wilujengan to carnival. Communicative action in the ritual of warding off misfortune – The Dongkreng Art can be seen from the use of symbols both verbally, non-verbally and other symbols used during rituals. They include the use of language, songs, ritual symbols, Dongkreng art symbols, artifacts, physical appearance, how to interact and the manners of politeness applied. In addition, the motive of the people of Mejayan Village to carry out the ritual of warding off misfortune – The Dongkreng Art based on the background of the pageblug events in the past, with the aim that if they perform the ritual, they beg that the events that happened before do not happen again.

Keywords: Ethnography of Communication, Communication Behavior, the ritual of warding off misfortune and the Dongkreng Art.