

ABSTRACT

Selamatan manten kopi is the tradition of *selamatan* towards the periode of harvest by PTPN XII kebun Bangelan. *Selamatan manten kopi* is held for the purpose of honor an ancestor and ask safety, fluency of coffe processing, and their crops to Allah. All the series of events of *selamatan* this carried out in the customs existing hereditary .This research made to explain the activity of communicating on tradition of *selamatan manten kopi* is the tradition of *selamatan* towards the periode harvest of coffee bean by PTPN XII kebun Bangelan.

Methods used in this research is ethnography of communication with research in a qualitative and supported with the paradigm constructivism. During to do this research data obtained by the writer through interviews in depth with *sesepuh*, *waker* or keeper of the garden, and lecturers the science of a communication that also work as the *dalang* as an expert to strengthen the results of research data .All the data was also obtained then tested the truth by using the method of triangulation. The results of the data were analyzed using the reduction of the data, the presentation of data in overview, and retrieval of conclusion.

Research results obtained the situation communicative on tradition of *selamatan manten kopi* is maintain communicative that condusive, sacred, familiarity and excitement fused then java culture. The communicative described the whole of the *selamatan manten kopi* form beginning until the end. The act of communicative described how actions or interaction happened give the meaning of the symbolic verbal communication and non verbally.

The third element of research results that consisting of a situation communicative , events communicative , and the commission of a communicative be a key in described processes of communication that are found on *selamatan manten kopi*..

Keywords : Qualitative Research, Ethnography of Communication, *Selamatan Manten Kopi*, Activity of Communication.