

ABSTRACT

Bali is rich in ancestral heritage and is known as an island with many unique traditions and strong culture and customs. Trunyan Village one of the oldest villages in Bali has a unique tradition, the Mepasah Tradition. Mepasah Tradition is a funeral tradition by putting the corpse on the ground under the taru menyan tree until it becomes a bone skeleton. This research aims to explain how ritual communication activities occur in the implementation of the Mepasah Tradition in Trunyan Village. This research uses the theory of ritual communication, ethnography communication, and communication activities. This research uses a qualitative method with a communication ethnography study approach and constructivism paradigm. Data was obtained in this study through field observations, in-depth interviews, and literature studies. The results of this study obtained the communication situation that occurs in the Mepasah Tradition which is sacred, full of emotion, and has a magical aura. Communicative events that occur start from finding a good day, mendak tirta, nyiramang, kekidungan, to the Mepasah Tradition ritual at Sema Wayah. Communicative actions that occur during the implementation of the Mepasah Tradition are verbal and non-verbal communication, as well as symbols used in implementing the Mepasah Tradition. The three units of analysis are the key to describing this research which discusses how ritual communication activities occur in the Mepasah Tradition Trunyan Village.

Keywords: *Communication Activities, Ritual Communication, Ethnographic Communication Studies, Mepasah Tradition.*