

Abstrak

ETNOGRAFI KOMUNIKASI DALAM TRADISI UPACARA ADAT PERNIKAHAN SUKU BATAK TOBA DI DESA TANAH MERAH. KAMPAR

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Tradisi upacara adat pernikahan suku Batak Toba merupakan salah satu keunikan nilai-nilai warisan budaya yang hadir dan berkembang. Dalam upacara adat pernikahan Batak Toba terdapat aspek-aspek adat budaya yang kaya akan makna yang direpresentasikan dari benda fisik, makanan dan tutur kata. Tujuan dari penelitian adalah untuk mengetahui konsep etnografi dalam tradisi upacara adat pernikahan suku batak toba di Desa Tanah merah Kampar, yang sudah dilakukan secara turun. Penelitian ini menggunakan metode etnografi komunikasi yang bertujuan menggambarkan, menganalisis, dan menjelaskan tentang suatu kebudayaan, khususnya dalam penelitian ini kebudayaan dalam tradisi upacara adat pernikahan masyarakat Suku Batak toba. Teknik pengumpulan data dilakukan melalui observasi, wawancara mendalam, dan dokumentasi. Informan dalam penelitian ini adalah peserta upacara adat, yaitu, raja parhata dalam upacara adat pernikahan, serta satu perwakilan dari paman kedua pihak keluarga pengantin yang terlibat langsung dalam upacara adat pernikahan tersebut. Hasil penelitian menunjukkan bahwa konsep etnografi komunikasi dalam tradisi upacara adat pernikahan suku Batak toba terdiri dari simbol adat pernikahan meliputi *dengke* (ikan), *jambar* (daging) ulos (kain selendang), *boras* (beras), sinamot (mas kawin), dan menortor bersama yang mempunyai wujud rasa sukacita kedua keluarga besar pengantin. Dalam tradisi upacara adat pernikahan juga terdapat interaksi yang terjadi antara kedua belah pihak keluarga, mulai saat marhata sinamot, martuppol, martonggo raja, dan upacara adat besar pernikahan.

Kata kunci: etnografi, tradisi, pernikahan

Abstract

COMMUNICATION ETHNOGRAPHY IN CEREMONY TRADITION OF WEDDING TRADITION OF BATAK TOBA IN TANAH MERAH VILLAGE. KAMPAR

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The tradition of the traditional Toba Batak tribe wedding ceremony is one of the unique values of cultural heritage that is present and growing. In the traditional Toba Batak wedding ceremony there are aspects of cultural customs that are rich in meaning represented by physical objects, food and speech. The purpose of the study was to find out the ethnographic concepts in the tradition of the traditional wedding ceremony of the Toba Batak tribe in Kampar Tanah Merah Village, which had been carried out down. This study uses an ethnographic communication method that aims to describe, analyze, and explain about a culture, especially in this research culture in the tradition of the Batak toba tribal wedding ceremony. The technique of collecting data is through observation, in-depth interviews, and documentation. The informants in this study were the participants of the traditional ceremony, namely, raja parhata in a traditional wedding ceremony, as well as a representative from the uncle of the two brides' families who were directly involved in the wedding ceremony. The results showed that the ethnographic concept of communication in the tradition of the Batak toba tribal wedding ceremony consisted of traditional wedding symbols including dengke (fish), jambar (meat) ulos (scarves), boras (rice), sinamot (dowry), and menortor together which has a manifestation of the joy of both the bride's big family. In the tradition of wedding ceremonies there are also interactions that occur between the two families, starting from the time of the sinamot marhata, martuppol, martonggo raja, and the large traditional wedding ceremony.

Key words: *ethnography, tradition, marriage*