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RINGKASAN

Tujuan penelitian ini bertujuan untuk mengetahui Aktivitas Komunikasi Perayaan Gawai Nosu Minu Podi Suku Dayak Ribun Di Desa Kelompu Kabupaten Sanggau. Untuk menjawab masalah tersebut maka peneliti mengambil situasi komunikatif, peristiwa komunikatif, dan tindakan komunikatif sebagai subfokus penelitian untuk menganalisa fokus penelitian yaitu Aktivitas Komunikasi Perayaan Gawai Nosu Minu Podi Suku Dayak Ribun Di Desa Kelompu Kabupaten Sanggau. Pendekatan kualitatif dengan metode etnografi komunikasi, informan berjumlah 4 orang yang terdiri dari informan kunci 2 orang dan informan pendukung 2 orang, diperoleh dengan teknik purposive sampling. Uji keabsahan data dengan ketekunan pengamatan, kecukupan referensi dan triangulasi. Data diperoleh melalui observasi, wawancara mendalam, dokumentasi, studi literatur, dan internet searching. Analisa data yang digunakan yaitu deskripsi, analisis, dan interpretasi.

Hasil penelitian menunjukkan bahwa perayaan Gawai Nosu Minu Podi meliputi beberapa aktivitas komunikasi utama, yaitu rapat desa, bersih desa, ritual Mpokat Bosi, silaturahmi, dan ritual tolak bala. Setiap aktivitas berlangsung dalam situasi komunikatif yang khas dengan melibatkan pelaku adat, tokoh masyarakat, dan warga desa sesuai peran serta norma yang berlaku. Peristiwa komunikatif dalam perayaan ini berlangsung secara terstruktur dan sarat makna simbolik melalui penggunaan bahasa adat, doa, musyawarah, serta simbol-simbol ritual. Tindakan komunikatif, baik verbal maupun nonverbal, mencerminkan nilai-nilai budaya masyarakat Dayak Ribun, seperti rasa syukur, penghormatan kepada leluhur, kebersamaan, dan kepatuhan terhadap adat istiadat. Selain itu, perayaan ini juga memuat komunikasi transendental sebagai wujud hubungan manusia dengan Tuhan dan roh leluhur. Dengan demikian, Gawai Nosu Minu Podi berfungsi tidak hanya sebagai perayaan panen, tetapi juga sebagai sarana pelestarian budaya dan penguatan solidaritas sosial masyarakat Dayak Ribun di Desa Kelompu.

Kata kunci: Etnografi Komunikasi, Gawai Nosu Minu Podi, Budaya Lokal

Julius Kelvin Yonathan, 2025. DEPARTMENT OF COMMUNICATION SCIENCE, FACULTY OF SOCIAL AND POLITICAL SCIENCES, Tribhuwana Tungadewi University, Malang. ETHNOGRAPHY OF COMMUNICATION IN THE GAWAI NOSU MINU PODI CELEBRATION OF THE DAYAK RIBUN COMMUNITY IN KELOMPU VILLAGE, SANGGAU REGENCY

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SUMMARY

The objective of this study is to examine the communication activities in the Gawai Nosu Minu Podi celebration of the Dayak Ribun community in Kelompu Village, Sanggau Regency. To address this objective, the researcher focuses on communicative situations, communicative events, and communicative acts as sub-foci of the study in order to analyze the main focus, namely the communication activities in the Gawai Nosu Minu Podi celebration. This study employs a qualitative approach using the ethnography of communication method. The informants consisted of four individuals, including two key informants and two supporting informants, selected through purposive sampling. Data validity was ensured through prolonged engagement, reference adequacy, and triangulation. Data were collected through observation, in-depth interviews, documentation, literature review, and internet searching. The data analysis techniques applied include description, analysis, and interpretation.

The results of the study indicate that the Gawai Nosu Minu Podi celebration involves several main communication activities, namely village meetings, village cleansing, the Mpokat Bosi ritual, social gatherings, and the ritual to ward off misfortune. Each activity takes place within distinctive communicative situations involving customary leaders, community figures, and village residents according to their respective roles and prevailing norms. The communicative events are conducted in a structured manner and are rich in symbolic meaning through the use of customary language, prayers, deliberation, and ritual symbols. Communicative acts, both verbal and nonverbal, reflect the cultural values of the Dayak Ribun community, such as gratitude, respect for ancestors, togetherness, and adherence to customary traditions. Furthermore, the celebration also embodies transcendental communication as a manifestation of the relationship between humans, God, and ancestral spirits. Thus, the Gawai Nosu Minu Podi celebration functions not only as a harvest festival but also as a medium for cultural preservation and the strengthening of social solidarity within the Dayak Ribun community of Kelompu Village.

Keywords: Ethnography of Communication, Gawai Nosu Minu Podi, Local Culture.

