

## **ABSTRACT**

Indonesia is known as an archipelago, which can be ensured by its diverse culture. The culture inherited from ancestors and applied from generation to generation, has made many people who still apply the customs and traditions of the ancestors to maintain local wisdom, one of them is the Kasepuhan Ciptagelar indigenous people. Kasepuhan Ciptagelar has a uniqueness in which modern culture and local culture run side by side in one place and the Ciptagelar community can balance it. In the family, all positions in Ciptagelar are passed on to the next generation based on the blood of their offspring. That way, every family has a duty to maintain local wisdom by teaching their children about these customs in the era of globalization where technology has emerged into the Ciptagelar community. To that end, this study aims to describe and analyze how family communication patterns in maintaining local wisdom in the era of globalization. The subjects of this study were 3 families in the Kasepuhan Ciptagelar Culture Society. Data analysis techniques used according to Miles and Huberman are data reduction, data display, and conclusion drawing/verification. The results showed that based on the orientation of high conformity conducted by parents in Kasepuhan Ciptagelar showed that parents force their children to follow all customary rules that apply in Ciptagelar, such as following the traditional way of farming in Ciptagelar. Whereas the high conversation orientation conducted by parents at Kasepuhan Ciptagelar shows that parents often interact and communicate with their children about the prevailing knowledge of traditions and customs, by bringing children from an early age and involving them directly.

**Keywords : Family Communication Patterns, Conformity Orientation, Conversation Orientation.**