

ABSTRACT

This study looks into the communication components included in the proverb *bapa' babu' guru rato* (father, mother, teacher, ruler) in the Sumenep community, offering light on the contextualization of women's involvement. The study used a qualitative research approach using ethnography of communication as the theoretical framework, relying on participant observation, triangulation, and organised in-depth interviews. Using the Miles and Huberman approach for data analysis using Nvivo software, the findings show a hierarchical link between speakers and audiences during proverbial communication events, which leads to interventions and the preservation of the proverb owing to psychological impacts. The study reveals a societal attitude that links social responsibility, status, and honour, with a specific emphasis on women's roles as prominent persons responsible for pushing social change through education, leadership, and household management. In essence, a proverb shapes the community's perception by influencing people's actions and thinking. The proverb's hierarchical structure maintains it while also indicating its societal significance. The study concludes that proverbs, as exemplified by *bapa' babu' guru rato* (father, mother, teacher, ruler), play an important role in conceptualising individuals within the Sumenep community, serving as a cultural guide for women's education, respect, and their integral role in ensuring the safety and well-being of women's lives, thereby contributing significantly to societal improvement.

Keywords: communication components, ethnography of communication, proverb, bapa' babu' guru rato, women participation