

ABSTRACT

This study aims to find out in depth the communication patterns of traditional group hunting kandiak or pigs in the Minangkabau community of West Sumatra. The researcher formulated 2 (two) micro studies, namely group communication factors and the phase of group communication patterns. The research method in this study uses descriptive qualitative methods, the use of descriptive study methods in this study aims to present a complete picture of the social setting, namely the hunting tradition of "kandiak" or pigs in the Minangkabau community and is intended to explore and clarify the pattern of group communication in the hunting tradition group " kandiak" or pigs in the Minangkabau community. Data collection techniques are in-depth interviews, non-participant observation, literature study, internet searching, and documentation. The results of this study are that the kandiak or pig hunting tradition group in the Minangkabau community of West Sumatra uses a two-way or reciprocal communication pattern where the head of the kandiak hunting tradition group is the main communicator and the communication interactions generated are open between group members and the kandiak or pig hunting tradition group in The Minangkabau community of West Sumatra has several obstacles that affect the effectiveness of communication in this group where there are group members who have special needs (deaf), there are conflicting conflicts caused by misunderstandings among group members and also there are obstacles regarding the schedule of activities that change every year. activities that made some members unable to attend.

Keywords: *Group Communication Pattern, Tradition Group, Kandiak Hunt*