

ABSTRACT

Bali is an island renowned for its unique customs and traditions. However, not many people are aware that Bali has an original and ancient culture that is still being practiced today. There is a village on the island of Bali, named Tenganan Pegringsingan, that has a culture distinct from Balinese society. Despite the advancements in technology and cultural acculturation in most Balinese communities, this village still preserves the original Balinese culture from pre-Hindu times, known as Bali Aga. The village has its own traditions, customary rules, calendar, and holiday determination that are different from most Balinese people. This research aims to explain the communication patterns that exist among the indigenous people of Tenganan Pegringsingan Village and how communication and culture are interwoven to sustain the customs and culture that have been present since ancient times. The research is a communication ethnography based on communication activity theory and uses qualitative research methods, specifically the constructivist (interpretive) paradigm. Data was collected through literature studies, in-depth interviews, and field observations. The study's results can explain the communication situation, events, and acts in the Bali Aga community of Tenganan Pegringsingan Village, Bali. The three elements of the research results are crucial to describing the research that examines the communication patterns of the indigenous people of the Old Bali Village (Bali Aga) Tenganan Pegringsingan Bali.

Keywords: *Communication Pattern, Ethnographic Communication Studies, Bali Aga*