

ABSTRACT

Bali is an island that is very famous for its customs and traditions. One of the most famous traditions is the Ogoh-Ogoh tradition. This tradition is a tradition that is glimpsed not only throughout Indonesia but also internationally. Banjar Munduk, Anturan Village, Buleleng Regency is one of the villages that carry out and preserve the Balinese tradition of Ogoh-Ogoh tradition. The tradition that was stopped for 2 years due to the Covid-19 pandemic can finally be carried out again. This makes Balinese people able to maintain culture and traditions that are the center of attention of all Indonesian people. Based on this, this research aims to explain the implementation of the Ogoh-Ogoh tradition after the Covid-19 pandemic so that this tradition can run again and become the center of attention of the Indonesian people again. This research uses a phenomenological study approach that uses the constructivism paradigm. This research obtained data by means of interviews to explore the experiences of informants, as well as direct observation during the implementation of Ogoh-Ogoh in 2022. The results of this study can explain the experiences of people who directly participate in the Ogoh-Ogoh tradition starting from before the pandemic and after the pandemic, with the Because Motive, namely wanting to continue to carry out the traditional heritage of the ancestors so that it will not be lost and will even add new artists and also the In Order To Motive, namely to celebrate Nyepi day and also give a message to the public that the negative aura in every human being must be eliminated because it will have a bad impact on the future of the human being himself.

Keywords: *Communication Phenomenology, Ogoh-Ogoh Tradition, Covid-19 Pandemic*