

ABSTRACT

Indonesia is a multi-ethnic country, which means that each ethnicity has its own cultural heritage that has developed over centuries, making Indonesia a multicultural country like no other in the world. Culture in Indonesia is very diverse, not only language, but the arts and values of Indonesian culture are also very diverse, one of which is the art of Reog Ponorogo. Communicatively, the Reog Ponorogo art tradition continues to be preserved and developed to show the existence of culture abroad. The purpose of this research is to find out how intercultural communication barriers in preserving Reog Ponorogo in the JABODETABEK area. This research uses descriptive qualitative research methods with interview techniques, observation, documentation, and document review which then the data is processed using the data triangulation method. The results of this study indicate that Reog Ponorogo art preservationists in the JABODETABEK region experience various adaptations and make efforts in conveying these adaptations, this happens because of several intercultural communication barriers experienced.

Keywords: *Reog Ponorogo, Qualitative, Intercultural Communication.*