

ABSTRACT

The Dynamics of Communication in the Social Interaction of the Losarang Indramayu Dayak Tribe with Ulama and the Surrounding Community.” This research is a qualitative ethnographic study of communication, where the researcher tries to understand the forms of communication practiced by members within a community or culture. The subject of this research is the Dayak Tribe in Indramayu. The types of data used in this research are primary and secondary, along with preliminary studies and data collection techniques through observation, interviews, documentation, and literature review. The method of analysis used is description, analysis, and interpretation, with data validity techniques including triangulation, which is a technique for ensuring data validity by using other data outside the required data as a comparison. The research results indicate that the communication situation between the Dayak Tribe and their group occurs during rituals. Communication events were observed in various settings such as Dayak homes, shops, supermarkets, and main roads. As for communication actions, both verbal and non-verbal messages are exchanged during the ritual process.

Key Words: Dynamics of Communication, ethnography of Commucation, Social Interactions, Suku Dayak Losarang .