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ABSTRACT

Onthelan Tenogo Sepeda Kuno or referred to Ontoseno is a community of ancient bicycle that has a network of kinship very strong with other communities, from initial formation of this community until now Ontoseno highly respected, often get a degree and current champion of the race bike category unique squads of in terms of the assessment of the costumes won. Both in the race in the city and outside the city such as events held by other onthel community in commemorating the formation of the community.

This study aims to determine Ontoseno Community Identity as a representation of Javanese culture and define it. The results showed that, as a community bike or old fashioned, Ontoseno further bring all members to appreciate the history, cultural identity, which has been raising the name of Indonesia as an own pride for the community. Not merely in a dress identical to the culture and history of fashion implies, the additional use of accessories that range but still worth something still thick with the local culture and national culture. Clothing, costumes, and makeup is seen to have communicative functions, it's all a form of communication artifactual, clothing wali Songo, the armor-style army RI and trinkets like sabuk otok, udeng, and javanese language *krama alus* used by community Ontoseno is one manifestation be an artifactual communication that represent the culture of Java.

Keywords: Cultural Identity, Communication artifactual, Community.