

ABSTRAK

Nur Cholis Rahman 210531100116. Program studi ilmu komunikasi. Komunikasi Transaksional Dalam Jual Beli Sapi Sebagai Upaya Mempertahankan Tradisi Pasar Kemmisan Ketapang Kabupaten Sampang.

Penelitian ini membahas praktik komunikasi transaksional dalam lingkup jual beli sapi di pasar kemmisan Ketapang, Kabupaten Sampang, sebagai upaya mempertahankan tradisi masyarakat Madura. Penelitian ini dilatarbelakangi oleh pentingnya pemahaman bahwa aktivitas jual beli sapi tidak hanya bernilai ekonomi, tetapi juga memuat dimensi sosial dan budaya yang terinternalisasi dalam pola komunikasi pada masyarakat. Penelitian ini menggunakan metode deskriptif kualitatif dengan teknik pengumpulan data melalui observasi, wawancara mendalam serta dokumentasi.

Hasil penelitian menunjukkan bahwa proses jual beli sapi berlangsung melalui tahapan yang mencerminkan nilai budaya lokal, mulai dari perawatan, persiapan, pencarian informasi, pemeriksaan sapi, tawar-menawar, hingga kesepakatan yang ditandai dengan salaman. Dalam setiap tahap, komunikasi verbal maupun nonverbal memainkan peran, penting, terutama dalam menjaga keharmonisan transaksi melalui *Tengka*. Model komunikasi transaksional Barnlund relevan untuk digunakan dalam menganalisis fenomena ini, dikarenakan interaksi penjual, pembeli dan tokoh masyarakat berlangsung secara simultan, dinamis, dan saling memengaruhi.

Kesimpulan dari penelitian ini yaitu praktik jual beli sapi di pasar kemmisan Ketapang bukan sekedar transaksi ekonomi, melainkan pelestarian budaya dan identitas sosial masyarakat Madura. Tradisi ini bertahan melalui keterlibatan aktif seluruh pelaku dan penguatan nilai-nilai komunikasi lokal. Penelitian ini diharapkan dapat menjadi referensi dalam studi komunikasi transaksional di lingkup budaya, serta menjadi rujukan bagi penelitian selanjutnya yang ingin mendalami interaksi sosial dalam konteks ekonomi tradisional.

Kata Kunci: Komunikasi Transaksional, Jual Beli Sapi, Tradisi Madura, Barnlund.

ABSTRACT

Nur Cholis Rahman 210531100116. Communication science study program. Transactional Communication in Cattle Trading as an Effort to Preserve the Kemmisan Market Tradition in Ketapang, Sampang Regency

This research discusses the practice of transactional communication in the scope of buying and selling cattle in Ketapang village, Sampang Regency, as an effort to maintain the traditions of the Madura community. This research is motivated by the importance of understanding that the activity of buying and selling cattle is not only economic, but also contains social and cultural dimensions that are internalized in communication patterns in the community. This research uses descriptive qualitative method with data collection techniques through observation, in-depth interviews and documentation.

The results show that the process of buying and selling cattle takes place through stages that reflect local cultural values, starting from care, preparation, information seeking, cattle inspection, bargaining, to an agreement marked by shaking hands. In each stage, verbal and nonverbal communication plays an important role, especially in maintaining the harmony of the transaction through Tengka. Barnlund's transactional communication model is relevant to use in analyzing this phenomenon because the interactions between sellers, buyers and community leaders take place simultaneously, dynamically and influence each other.

The conclusion of this research is that the practice of buying and selling cattle in Ketapang village is not just an economic transaction, but a preserving the culture and social identity of the people of Madura. This tradition survives through the active involvement of all actors and the strengthening of local communication values. This research is expected to be a reference in the study of transactional communication in the cultural sphere, as well as a reference for further research that wants to explore social interactions in the context of traditional economics.

Keywords: *Transactional Communication, Buying and Selling Cattle, Madurese Tradition, Barnlund.*