

ABSTRACT

Wild race is a race between two motorcycles with an engine capacity not standard or modified according to the capacity desired. In the wild racing game there is the use of the social system, the search activity of money and various languages. Objective description of the wild race would be able to explain that the wild racing game is a product of a culture that has a complicated network, mysterious, unique, and have a distinct language, symbols / codes that are typical used in their communication activities. The method used in this research is qualitative method with ethnographic studies using the theory of communication and speaking of Dell Hymes 1972. Objects that wild racing community sub-district village Shaman Mojopetung Gresik. Respondents are 4 key informants and determination that is purposive sampling. The results of this study indicate that the communication events that characterized the communication behavior of wild racing community, depending on who the opponent speaks and where the place to talk. Opponents and a talk will affect the appearance of the typical language they will use. By and large, wild racing community members will use their wild racing language when communicating with members of their own wild racing and wild racing other members who understand, and instead will use the language in everyday situations with other normal people. So is the place to talk will be different when you are in a coffee shop (loud, high, rough), Shipyard (friendly, relaxed) and a modification (polite, low tone, kidding).

Keywords: wild racing, speech Language, Ethnography of Communication