

Siti Aisyah.130531100027. Communication Science Study Program. Thesis: The Symbol of Maduraess Local Cultural Wisdom in Mamaca. Faculty social sciences and cultural sciences Under the guidance of Netty Dyah Kurniasari, S.Sos, M.Med.Kom

ABSTRACK

This study aims to describe the Symbol of Local Wisdom of Madura In Mamaca. This research is expected to give descriptive to phenomenon that Mamaca as propagation maens to diliver syiar-syiar islam and function symbol of tembang macapat or mamaca as predict fate (nyandheg oghem).

This research uses qualitative descriptive analysis. With data collection method through observation, interview and documentation. Informants were selected by Purposive Sampling method. Data analysis using Miles and Hiberman technique is data reduction, data presentation and conclution. Data analysis techniques use source triguations to check the validity of data and research.The result of this study shows that Tembang Macapat media to implant a means of religious proselytizing cultural value which gives a guidance or Islamic religious proselytizing method. Thus, Tembang Macapat is a tool of Maduraess culture which teaches a mean of life trough plot of story and symbol of tembang macapat or mamaca as predict fate (nyandheg oghem).

Keyword : Mamaca as the tool of religious proselytizing, and mamaca's fuction as fate predictor