

ABSTRAK

Ismed Ali Ridho Fatahillah. 220531100186. Program Studi Ilmu Komunikasi. Teknik Komunikasi Antar Kelompok Budaya dan Kelompok Agama dalam Parade Daul Combodug di Kabupaten Sampang

Parade Daul Combodug merupakan tradisi budaya masyarakat Kabupaten Sampang yang menjadi ruang interaksi antara kelompok budaya dan kelompok agama. Perbedaan cara pandang terhadap pelaksanaan parade melahirkan berbagai dinamika komunikasi yang memerlukan pengelolaan agar tidak berkembang menjadi konflik. Penelitian ini bertujuan menganalisis teknik komunikasi antar kelompok budaya dan kelompok agama yang berlangsung dalam pelaksanaan Parade Daul Combodug di Kabupaten Sampang.

Penelitian ini menggunakan metode penelitian kualitatif deskriptif dengan pendekatan komunikasi antar kelompok. Informan ditentukan menggunakan teknik purposive sampling yang melibatkan pelaku budaya, tokoh agama, panitia parade, dan masyarakat. Pengumpulan data dilakukan melalui observasi, wawancara semipubliterstruktur, dan dokumentasi, kemudian dianalisis melalui reduksi data, penyajian data, dan penarikan kesimpulan.

Hasil penelitian menunjukkan bahwa komunikasi antar kelompok berlangsung melalui tiga teknik komunikasi, yaitu teknik komunikasi informatif, persuasif, dan instruktif. Teknik komunikasi informatif digunakan untuk menyampaikan informasi mengenai tujuan, makna, serta pelaksanaan Parade Daul Combodug sehingga mengurangi kesalahpahaman antar kelompok. Teknik komunikasi persuasif digunakan untuk memberikan pemahaman, menyampaikan kritik, dan membangun penerimaan terhadap pandangan masing-masing kelompok tanpa menimbulkan konfrontasi. Teknik komunikasi instruktif digunakan dalam bentuk arahan, kesepakatan, dan aturan pelaksanaan parade yang menjadi pedoman bersama guna menjaga ketertiban, keamanan, serta keharmonisan kegiatan. Penerapan ketiga teknik komunikasi tersebut menghasilkan penyesuaian pelaksanaan parade, meningkatnya kesepahaman, dan terjaganya hubungan harmonis antara kelompok budaya dan kelompok agama. Temuan penelitian memperlihatkan bahwa teknik komunikasi menjadi faktor penting dalam membangun komunikasi antar kelompok di tengah perbedaan nilai dan kepentingan.

Kata Kunci: Teknik Komunikasi, Komunikasi Antar Kelompok, Kelompok Budaya, Kelompok Agama, Parade Daul Combodug.

ABSTRACT

Ismed Ali Ridho Fatahillah. 220531100186. *Department of Communication Studies. Communication Techniques Between Cultural and Religious Groups in the Daul Combodug Parade in Sampang Regency*

The Daul Combodug parade is a cultural tradition of the Sampang district, providing a space for interaction between cultural and religious groups. The different perspectives on the parade's implementation give rise to various communication dynamics that require management to prevent them from developing into conflicts. This study aims to analyse the communication techniques between cultural and religious groups during the Parade Daul Combodug in Sampang Regency.

The study uses a qualitative descriptive research method with an approach to communication between groups. Informants were selected using purposive sampling, involving cultural practitioners, religious leaders, parade organisers, and community members. Data were collected through observation, semi-structured interviews, and documentation, and analysed using data reduction, data presentation, and conclusion drawing.

The results of the study show that communication between groups takes place through three communication techniques: informative, persuasive and instructive. Informative communication techniques were used to convey information about the objectives, meaning, and implementation of the Parade Daul Combodug, thereby reducing misunderstandings between groups. The persuasive communication technique was used to provide understanding, convey criticism, and build acceptance of each group's views without causing confrontation. The instructive communication technique was used in the form of instructions, agreements, and parade execution rules that became a shared guideline to maintain order, security, and harmony during the event. The implementation of these three communication techniques resulted in adjustments to the parade's implementation, increased mutual understanding, and the maintenance of harmonious relationships between cultural and religious groups. The findings of the study show that communication techniques are important in building communication between groups in the face of differences in values and interests.

Keywords: Communication Techniques, Group Communication, Cultural Groups, Religious Groups, Daul Combodug Parade.