

**KOMUNIKASI RITUAL “GUA MEZE” STUDI ERNOGRAFI
KUALITATIF DI KAMPUNG ADAT RENDU OLA KABUPATEN
NAGEKEO NUSA TENGGARA TIMUR**

Prisca Nono Mema

Program Studi Ilmu Komunikasi

Fakultas Ilmu Komunikasi & Multimedia Universitas Mercu Buana

Yogyakarta

Email : Priskanonomema@gmail.com

ABSTRAK

Penelitian ini bertujuan untuk mengungkap makna komunikasi dalam ritual Gua Meze sebagai bagian dari praktik budaya masyarakat Kampung Adat Rendu ola, Kabupaten Nagekeo, Nusa Tenggara Timur. Gua Meze merupakan sebuah ritual syukur panen atas hasil pertanian yang dilaksanakan secara turun-temurun dan melibatkan seluruh masyarakat adat dalam rangka memelihara harmoni antara manusia, alam, dan leluhur. Tujuan penelitian Untuk mengetahui bagaimana Komunikasi Ritual “Gua Meze” Studi Etnografi Kualitatif di Kampung adat Rendu Ola Kabupaten Nagekeo Nusa Tenggara Timur. Penelitian ini menggunakan pendekatan kualitatif dengan metode pendekatan etnografi untuk mengkaji praktik komunikasi yang berlangsung selama rangkaian ritual. Penelitian ini menggunakan Teori komunikasi ritual (Nick Couldry). Menurut Nick Couldry alam komunikasi ritual terdapat tiga terminologi yang saling berkaitan erta diantaranya *Communication*, *Communion*, *Common*, yang digunakan sebagai landasan analisis dalam memahami komunikasi sebagai bentuk keterlibatan bersama, pembentukan makna , serta proses penguatan identitas budaya. Data dikumpulkan melalui observasi partisipatif, wawancara mendalam, dan dokumentasi lapangan. Hasil penelitian menunjukkan bahwa Ritual Gua Meze di Kampung Adat Renduola merepresentasikan keterpaduan antara *communication*, *communion*, dan *common* sebagai inti dari praktik komunikasi budaya yang sakral dan menyeluruh dan saling

berkaitan erat. komunikasi dalam ritual Gua Meze tidak hanya bersifat verbal, tetapi juga simbolik melalui tindakan-tindakan ritus, pemakaian simbol-simbol budaya, serta aturan larangan yang ditaati secara kolektif. Proses ini menciptakan solidaritas sosial, memperkuat nilai-nilai kebersamaan, identitas untuk merefleksikan hubungan spiritual antara masyarakat dan leluhur.

Kata Kunci: komunikasi ritual, Gua Meze, etnografi, budaya, identitas, masyarakat adat Rendu ola.

**THE "GUA MEZE" COMMUNICATION RITUAL: A QUALITATIVE
ETHNOGRAPHIC STUDY IN THE RENDU OLA TRADITIONAL
VILLAGE, NAGEKEO REGENCY, EAST NUSA TENGGARA**

Prisca Nono Mema

Communication Science Study Program

Faculty of Communication & Multimedia, Mercu Buana University, Yogyakarta

Email: priskanonomema@gmail.com

Abstract

This research aims to reveal the meaning of communication in the Gua Meze ritual as part of the cultural practices of the Rendu ola Traditional Village community, Nagekeo Regency, East Nusa Tenggara. Gua Meze is a harvest gratitude ritual for agricultural products that is carried out for generations and involves the entire indigenous community in order to maintain harmony between humans, nature, and ancestors. The purpose of the study was to find out how the Ritual Communication "Gua Meze" Qualitative Ethnographic Study in the traditional village of Rendu Ola Nagekeo Regency, East Nusa Tenggara. This research uses a qualitative approach with an ethnographic approach method to examine communication practices that take place during a series of rituals. This research uses ritual communication theory (Nick Couldry). According to Nick Couldry, the nature of ritual communication has three interrelated terms including Communication, Communion, Common, which are used as the basis for analysis in understanding communication as a form of mutual involvement, meaning formation, and the process of strengthening cultural identity. Data were collected through participatory observation, in-depth interviews, and field documentation. The results showed that the Gua Meze Ritual in Renduola Traditional Village represents the integration of communication, communion, and common as the core of a sacred and comprehensive cultural communication practice and is closely interrelated.

Communication in the Gua Meze ritual is not only verbal, but also symbolic through ritual actions, the use of cultural symbols, and prohibited rules that are adhered to collectively. This process creates social solidarity, strengthens the values of togetherness, identity to reflect the spiritual relationship between the community and the ancestors.

Keywords: ritual communication, Gua Meze , ethnography, culture, identity, Rendu ola indigenous people.