

ABSTRAK

Penelitian ini bertujuan untuk memahami bagaimana komunikasi budaya berperan dalam proses rekognisi identitas melalui upacara adat kematian Rambu Solo' di Tana Toraja, Sulawesi Selatan. Kajian ini menggunakan teori rekognisi Axel Honneth yang membagi pengakuan menjadi tiga dimensi utama, yaitu rekognisi individual, sosial, dan kolektif. Pendekatan yang digunakan adalah kualitatif dengan paradigma interpretatif, dengan metode pengumpulan data melalui observasi, wawancara mendalam, dan studi dokumentasi. Hasil penelitian menunjukkan bahwa upacara Rambu Solo' bukan hanya prosesi pemakaman, tetapi juga sistem komunikasi simbolik yang sarat makna spiritual, sosial, dan budaya. Simbol-simbol adat seperti kerbau (tedong), rumah tongkonan, kain kaseda, tarian Ma'badong, serta patung Tau-Tau berfungsi sebagai media pengakuan sosial dan penegasan identitas budaya masyarakat Toraja. Bentuk rekognisi individual tercermin melalui dukungan emosional dan gotong royong masyarakat kepada keluarga berduka; rekognisi sosial melalui pengakuan status sosial dan hak adat yang diwujudkan dalam kemegahan upacara; sedangkan rekognisi kolektif tampak dalam partisipasi masyarakat yang memperkuat solidaritas dan kohesi sosial. Kesimpulannya, upacara Rambu Solo' berfungsi sebagai arena rekognisi identitas yang mengintegrasikan nilai spiritual, sosial, dan budaya. Tradisi ini tidak hanya merepresentasikan penghormatan terhadap leluhur, tetapi juga menjadi media pelestarian identitas budaya dan ketahanan sosial masyarakat Toraja di tengah arus modernisasi.

Kata kunci: Komunikasi budaya, Rekognisi identitas, Axel Honneth, Rambu Solo', Tana Toraja

ABSTRACT

This research aims to explore how cultural communication functions in the process of identity recognition through the traditional funeral ceremony Rambu Solo' in Tana Toraja, South Sulawesi. The study employs Axel Honneth's theory of recognition, which categorizes recognition into three dimensions: individual, social, and collective. A qualitative approach with an interpretive paradigm was applied, utilizing data collection methods such as observation, in-depth interviews, and documentation studies. The findings reveal that the Rambu Solo' ceremony is not merely a funeral ritual but also a symbolic communication system rich in spiritual, social, and cultural meanings. Cultural symbols such as buffaloes (tedong), tongkonan houses, kaseda cloth, the Ma'badong dance, and Tau-Tau effigies serve as media of social acknowledgment and cultural identity affirmation within the Toraja community. Individual recognition is reflected in the emotional support and mutual cooperation of the community toward the bereaved family; social recognition appears through the acknowledgment of social status and customary rights represented by the grandeur of the ceremony; and collective recognition emerges through communal participation that strengthens social solidarity and cohesion. In conclusion, the Rambu Solo' ceremony serves as an arena of identity recognition integrating spiritual, social, and cultural values. This tradition not only expresses respect for ancestors but also functions as a medium for preserving cultural identity and maintaining the social resilience of the Toraja people amid modernization.

Keywords: *Cultural communication, Identity recognition, Axel Honneth, Rambu Solo', Tana Toraja*