

ABSTRACT

This research “DISCOURSE ANALYSIS SABILULUNGAN MEANING CAMPAIGN OF DADANG NASER IN KABUPATEN BANDUNG ” Has the background to describe and analyze the discourse about the meaning sabilulungan on campaign Dadang Naser in Bandung, which is the value or the local characters that live, grow and develop in society Sunda, where local character will enrich and strengthen the character and culture of the nation.

This research method uses qualitative research methods to the analysis of discourse which discusses about the word, meaning, and language, that is known about the meaning of the word Sabilulungan it self, and raised awareness to know the human subjective experience. This study uses the theory of social construction of reality of Peter L. Berger and Thomas Luckman and using a model of Norman Fairclough. Data were analyzed using the techniques of literature study, observation, and interviews. Source data are practitioners, academics, successful team, and the people of Kab. Bandung.

This study has the objective to explain : 1) text / descriptive meaning sabilulungan in Dadang Naser campaign in Bandung ; 2) discorce practice within the meaning sabilulungan Dadang Naser campaign in Bandung ; and 3) sociocultural practices within the meaning sabilulungan Dadang Naser campaign in Kab Bandung

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Sabilulungan implies penance grindstones, penance foster care, compassion penance, penance wawangi, all of which will contribute to the establishment of conditions that the public has the character and work high ethic .