

ABSTRACT

Study Titled " Communication Patterns of Bathing Culture of Balimau Kasai in Pelalawan Society in Riau Province". The purpose of this study was to determine how communication patterns Pelalawan cultural of the tradisitons of balimau kasai bath.

The research method used a qualitative research method. Data was collected through library research, field study, participant observation, and interviews with four informants. Data analysis techniques in the research carried out by using data reduction techniques, data presentation and conclusion drawing or verification

Based on result of the research that bathing tradition as a venue for balimau kasai Pelalawan society take gathering, and there is interaction and communication patterns of the culture that is created in it. Value and cultural meaning contained in the bath balimau kasai is starting to shift, the tradition was a customary tradition sacred ablutions in welcoming the holy month and has now shifted into a gathering place and a shared bath in a river dominated by youth- young. The value of forgiveness and friendship is a cultural communication patterns contained in the tradition of the kasai balimau bath.

The things that want to researchers recommend as an input is this tradition should be maintained, and the hallmark of Indonesian society in realizing Pelalawan cultured, central government and local governments can contribute in preserving the tradition and make it as a tourist attraction, both domestic and international as well as expected in a community setting Pelalawan with the annual tradition, will further strengthen the fabric of the relationship between individuals and community groups.