**ABSTRAK**

Nama : Syahrial Najib Ridhwan

Program Studi : Seni Musik

Judul : Tata Kelola Penyelenggaraan Upacara Adat Sunda *Mapag*

*Panganten* Ke Pelaminan Produksi Sanggar Seni Gentra

Winaya Kabupaten Subang

Penelitian **“Tata Kelola Penyelenggaraan Upacara Adat Sunda *Mapag Panganten* Ke Pelaminan Produksi Sanggar Seni Gentra Winaya Kabupaten Subang”.**bertujuan memaparkan tata kelola penyelnggaraan upacara adat sunda *mapag panganten* ke pelaminan dan penataan iringan musik (gending) upacara adat *Mapag Panganten*. Latar belakang permasalahan bagaimana tata kelola penyelanggarana upacara adat sunda *mapag panganten* ke pelaminan serta bagaimana penataan iringan musik (gending) upacara adat *Mapag Panganten*. Metode yang digunakan deskriptif analisis melalui paradigma kualitatif serta pengumpulan sampel denga menggunakan teknik *purposive sampling* Teknik pengumpulan data dilakukan melalui observasi, wawancara, studi literatur, dan dokumentasi. Semua data yang terkumpul diolah dan dianalisis melalui reduksi, penyajian, verifikasi dan penyimpulan data. Temuan hasil tentang struktur penyajian upacara adat Sunda sunda *mapag panganten* ke pelaminan dilaksanakan melalui tahapan: **mapag panganten** yaitu adalah acara menyambut kedatangan pengantin pria dan keluarganya **inti** melaksanakan *walimahan* atau akad nikah, **penutup** diakhiri dengan upacara *sungkeman, huap lingkung, meuleum harupat, nincak endog serta saweran*. Penataan iringan music (*gending*) ) upacara adat *Mapag Panganten* meliputi iringan *Gending bubuka (ovortune),* Gending *Rajah, Rajah* Untuk iringan Penari Payung, Gending Punggawa dan Umbul-umbul, Lengser Midang, Gending *Pajajaran* (Untuk mengiringi Penari Putri), serta Gending *Bagja* Diri (iringan musik menuju pelaminan.

Kata kunci: Tata kelola,Upacara Adat *Sunda mapang* panganten ke pelaminan.

**ABSTRACT**

Name : Syahrial Najib Ridhwan

Study Program : Music Arts

Title : Management of the Implementation of the *Sund*a *Mapag*

*Panganten* Traditional Ceremony to the Production Hall

of the Gentra Winaya Art Studio, Subang Regency

The research "Management of the Implementation of the *Sund*a *Mapag Panganten* Traditional Ceremony to the Production Hall of the Gentra Winaya Art Studio, Subang Regency". aims to describe the governance of the Sunda *Mapag Panganten* traditional ceremony to the aisle and the arrangement of musical accompaniment (gending) of the Mapag Panganten traditional ceremony. The background of the problem is how to manage the implementation of the *Sunda Mapag Panganten* traditional ceremony to the aisle and how to arrange the musical accompaniment (*gending*) of the *Mapag Panganten* traditional ceremony. The method used is descriptive analysis through a qualitative paradigm and sample collection using purposive sampling technique Data collection techniques are carried out through observation, interviews, literature studies, and documentation. All data collected is processed and analyzed through data reduction, presentation, verification and inference. The findings regarding the structure of the presentation of the Sundanese traditional ceremony of *Mapag Panganten* to the aisle are carried out through the following stages: *mapag Panganten*, which is an event welcoming the arrival of the groom and his nuclear family to carry out a *walimahan* or marriage contract, the closing ends with the *Sungkeman* ceremony, *Huap Lingkung, Meuleum Harupat, nincak endog and saweran*. The arrangement of the musical accompaniment (*gending*) of the traditional *Mapag Panganten* ceremony includes the accompaniment of Gending powder (ovortune), Gending Rajah, Rajah for the accompaniment of Umbrella Dancers, *Gending Punggawa* and *Umbul-umbul, Lengser Midang, Gending Pajajaran* (to accompany the female dancers), and *Gending Bagja* Self (music accompaniment to the aisle.

Keywords: Governance, Sundanese Traditional Ceremony firmly established to the aisle.