

ABSTRACT

Ferdinandus Ngare 171020080040, 2011. Padjadjaran University in Bandung Master Program Specialty in Business Communication. “*Congko Lokap* and *Penti* ritual ceremonies as Communication Media in regional tourism development”, Main thesis adviser is Prof. Dr. H. Haryo S. Martodirdjo, S.Sos; and second thesis adviser is Dr. Atwar Bajari, M.Si.

The purpose of this research was to determine the role of culture in ritual ceremonies of *Penti* and *Congko Lokap* in Manggarai Regency and the meaning contained in it either language, dancing, and music in the successful development of cultural tourism in Manggarai. Research on the *Congko Lokap* and *Penti* ritual ceremonies in Manggarai as a traditional communication media in developing tourism using qualitative methods with ethnographic of communication approach.

This research concluded that the *Congko Lokal* and *Penti* ritual ceremonies celebrated by the Manggaraians beside any other rituals there had a social role in order to establish the relationships with fellow human beings, as well as religious role in establishing human relationship with God Almighty. Manggarai language takes the role in serving as a media to deliver custom messages from the community elders to the Manggaraians as well as unifying the people of Manggarai. The language is used customary as a liaison between the Manggaraians and God Almighty, as a media in addressing the ancestors and the community. In addition to language as a media; music and traditional dance are also take the role as a complement in the rituals.

The meaning of symbolic communication tangible and intangible in the traditional rituals at the research site is always implemented in everyday lives of the Manggaraians. Symbolic behaviours of the people are visible through the symbolic action in the religious situation, in the tradition and art that are rich in meaning.

Congko Lokap dan *Penti* rituals, are the culmination point of reflection from the togetherness of Manggaraians community, which taking the role in conservation, development, and also utilization of cultural assets to become tourist attraction in addition to the beauty of Manggarai natural scenery.