

## **ABSTRACT**

### **THE PATTERN OF THE COMMUNICATION APPROACH OF THE KARANG TARUNA PERSADA COMMUNITY OF THE BAJO TRIBE IN PRESERVING THE IKO-IKO TRADITION IN THE SAPEKEN ISLANDS**

This research entitled The Communication Approach Pattern of the Persada Karang Taruna Community of the Bajo Tribe in Preserving the Iko-Iko Tradition in the Sapeken Islands is a research conducted in the Sapeken Islands. The object of research is the Karang Taruna Persada Community regarding the process of preserving the Iko-Iko Tradition in the Sapeken Archipelago.

The research method uses a communication approach with a qualitative descriptive research type and data collection techniques are carried out by means of observation, interviews and documentation. There were three research informants. The types and sources of data are primary data and secondary data. Data analysis techniques are carried out through data reduction, data presentation, and drawing conclusions.

The results of the research are that the Iko-Iko Tradition is a story of the life of the Bajo people in ancient times which actually happened in real life, the narrative process is displayed in the form of a song because it is easy for listeners to understand. The existence of the Iko-Iko Tradition is a wealth that is owned by the Bajo people, one of which is in the Sapeken Islands, while the local wisdom contained in the Iko-Iko Tradition of the Bajo Tribe of the Sapeken Islands is to provide a sense of balance and harmony for the Bajo people as a form of preservation of surrounding environment. While the process of preserving the Iko-Iko Tradition carried out by the Karang Taruna Persada community is by: recognizing the local culture of the Iko-Iko Tradition, studying the local culture of the Iko-Iko Tradition, holding Iko-Iko Tradition performances in the Sapeken Archipelago.

**Keywords:** Sapeken Archipelago, Persada Taruna Community, Iko-Iko Tradition.