

ABSTRACT

COMMUNICATIONS STRATEGY IN A FAMILY TO KEEP THE ETHNIC IDENTITY OF BALI'S ADOLESCENTS. (STUDY ON BALI'S ADOLESCENTS AT BATARANILA, HAJIMENA, SOUTH LAMPUNG)

By

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As the immigrant ethnic in Lampung, Bali ethnics is the minority ethnic in some part of Lampung, one of those is Bataranila housing complex. Bali's identity is the unique ethnic which is tightly related with hinduism and the culture, that was different with the others ethnic in Bataranila that mostly consist of Islam. The differences of ethnic identity are probably influence the habitual pattern, attitude, values, culture of Bali's adolescent. The research problems were how the forming process of adolescents ethnic identity and how communications strategy to keep the ethnic identity of Bali's adolescents. The Purpose of this study were to know a forming process of ethnic identity and communications strategy in a family to keep the ethnic identity of Bali's adolescents. The basis theory of this study are identity management theory (IMT) by Cupach and Imahori, social identity by Heneri Tajfel and ethnic identity development theory by Phinney. This study used qualitative methods. The results of this study was known that the more adolescents getting older the more ethnic identity of adolescents formed of themselves or in the other word called as a depersonalization process. In maintaining the ethnic identity of Bali's adolescents, the role of parents were substansial enough to accompanying them and also active to have a communication interpersonal and intracultural to keep the values of ethnic indetity of themselves.

Keywords : Communication Strategy, Family Communication, Bali ethnics, ethnic identity.