

ABSTRACT

Role and Patterns Of Group Communication in Socializing Of Language and Batak Culture (Study on the Association of Christian Batak Youth Dosroha Bandar Lampung)

By

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Socialization of culture especially languages and culture is needed to youth to keep the culture alive. The purpose of this study is to describe and analyze how the roles of group communication to communicate the culture of Batak by the Association of Christian Batak Youth Dosroha Bandar Lampung. The type of the research is qualitative. The data have collected through observation, interviews with 9 members and documentation. The research uses model ABX Newcomb communication.

The results show that there are two reasons to join in IMBK Dosroha. The first is to meet fellow youth Batak in Bandar Lampung and the second is to improve friendship among youth Batak. Based on the model of ABX Newcomb, communication among the members of organization is positive. The process of socialization Batak language and culture has done by agents of socialization such as family, friends, school, and community. However, the role of these agents is still minimum, so there is a structured organization in the community to share about the culture and languages, which is IMBK Dosroha. The role of IMBK Dosroha through group communication in many activities is very effective because through group communication it can be seen the reaction of each members directly. And the members involved in IMBK Dosroha revealed that IMBK Dosroha provide input about matters that have relation with socialization of Batak culture such as attitude, knowledge of martutur, and also they discuss Batak culture. However, they share the culture unpurposely. Based on the sociometry, communication network IMBK Dosroha shaped skeleton. And based on the sociometry there are three communication patterns found in this study. Those are the pattern of communication among friends which is a butterfly, communication pattern among seniors which is a box, and pattern of communication among the managerial organization which is a triangle.

Keywords: *Cultural Socialization, Batak Language, Batak Culture, Communication Pattern Butterfly, Communication Pattern Box, Communication Pattern Triangle.*