

BADUY TRIBE TRADITION'S COMMUNICATION PATTERN IN THE DIGITAL ERA

Nursatyo¹, Aos Yuli Firdaus², Gilang Ramadhan³, Febiyana Pratiwi⁴, Yolti Veni Efendi⁵
Kartika Sandhi⁶, Risma Akhwat⁷, Wirdiyan Naufal⁸,

^{1,4,5,6,7,8}Communication Sciences, FISIP, Universitas Nasional

²International Relations, FISIP, Universitas Nasional

³Sociology, FISIP, Universitas Nasional

¹nursatyo@civitas.unas.ac.id, ²aosyulifirdaus@civitas.unas.ac.id, ³gilangrrachim@gmail.com,

⁴febiyana.surel@gmail.com, ⁵yoltiveni11@gmail.com,

⁶kartikasandhi5@gmail.com, ⁷akhwa trisma@gmail.com, ⁸wirdinaufal@gmail.com

The pattern of traditional communication of Baduy people in the digital era has changed slightly. The Baduy Luar people still maintain the authenticity of their traditions well but do not close themselves to advances in digital technology. Meanwhile, the Baduy Dalam community is completely untouched by technological advances. In this case, communication is a key factor in strengthening the cultural existence of the Baduy people. This article was created to provide an overview of the traditional communication patterns of the Baduy tribe in the digital era. Data was collected through direct observation of the Baduy Luar community in Kanekes Village as well as interviews with several informants from the Baduy community including traditional wisdom called Jaro. The results of the study show that Baduy people, especially Dalam Baduy, are still able to maintain their cultural values along with the use of digital technology, such as the use of smartphones social media applications, and digital banking. Even though digital technology has penetrated the life of the Outer Baduy people, they are still able to maintain noble cultural traditions. This cannot be separated from the traditional communication pattern of the Baduy tribe which is linear top-down. **Key Words: Traditions Communication Pattern, Baduy Tribe.**