CONTEMPORARY BUGIS WEDDINGS IN THE REGENCY OF SOPPENG: AN ANALYSIS OF CULTURAL SEMIOTICS

Kahar, Muh. Yamin Sani, Mahmud Tang, and Muh. Nadjib
Universitas Hasanuddin

Author Note
Kahar, Department of Anthropology, Post-Graduate Program, Universitas Hasanuddin
Yamin Sani, Department of Anthropology, Universitas Hasanuddin
Mahmud Tang, Department of Anthropology, Universitas Hasanuddin
Muh. Nadjib, Department of Communication, Universitas Hasanuddin
Corresponding Author Email: kaharkom@gmail.com

ABSTRACT

This study aims to examine and analyze contemporary Bugis wedding processions. This was a qualitative study conducted in the regency of Soppeng in the province of South Sulawesi, Indonesia. Six individuals served as primary informants for the purposes of this study. Data was obtained through in-depth interviews, participant observation, and documentation. Results showed that Bugis marriage rituals in the regency of Soppeng generally go through three stages: pre-wedding, wedding, and post-wedding. Each stage of the ritual is conducted utilizing various media that contain their own values and meanings. Symbolic interaction using these traditional media at each stage of the marriage process was broken down and analyzed using a cultural semiotic approach. A qualitative research approach was utilized for discussion of the research problem.

Keywords: Marriage, contemporary, cultural semiotics, Bugis.