

ABSTRACT

The Meaning Of Makassar Traditional Rituals In The Film Tarung Saung Towards Islamic Values (Study of the Differences in Receptions of Bugis and Non-Bugis Ethnic Audiences)

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Exposure to foreign cultures that have entered Indonesia through the era of globalization has reduced the original culture of Indonesia. This research is important because it wants to highlight Indonesian culture, especially Bugis in the form of films as a socialization of cultural values between generations. In this study, the researcher uses the film *Tarung Sarong* (2020) which has a message in the form of socialization related to cultural values between generations of the Bugis tribe with Islamic values in it. The film succeeded in conveying its message to the research informants. This study aims to see the Islamic values interpreted by the informants through reception analysis. The researcher uses the criteria of Bugis and non-Bugis informants to see differences in meaning from various backgrounds of knowledge and cultural applications, also with an age range of 19-24 years who are Muslim and have watched *Tarung Sarong*. This study uses the concept of cultural values, differences in the meaning of cultural values, Bugis culture, Islamic values of Bugis culture, and films that are media for socializing cultural values between generations. The results of this study show the position of the meaning of Hegemony by looking at the Islamic value in the *Tarung Sarong* ritual as surrender, trust in God, and sincerity, and there is one informant in the Negotiation position by looking at Islamic values but has another meaning that it is less ethical if Islamic values are displayed in the *Tarung* ritual. Sarong for adherents of religions outside Islam who want to learn *Tarung Sarong*. In this study, the position of the meaning of the opposition does not appear because all informants see the Islamic values displayed and do not conflict with the actual meaning shown in the film.

Keywords: Film, *Tarung Sarong* Film, Islamic Values, Bugis Culture, Reception Analysis

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