ABSTRACT

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This study dealt with semiotic on Batak Toba ceremony mangampuboru. The objectives of this study were to find out the symbols and to interpret the meanings used in Batak Toba ceremony mangampuboruby using Peirce's triadic theory. This research was conducted by using descriptive qualitative design. The data were all symbols used in mangampuboruceremony that were given and found the meanings by interviewingraja parhata. Some representament referred to the same object. The interpretant of each symbol was obtained through the umpasa and gesture while the symbol was delivered. The findings indicated that there were five symbolssuch as boras sipirnitondi (rice), dengke(golden fish), ulosparompa, jambarjuhut(meat), and pasituaknatonggi (money). For Bataknese people, in mangampuboruceremony, those symbols expressed blessings, prayers, saying thank you, wisdom, and as the representative of wrapped around baby carrier.

Keywords: semiotics, symbol, Batak Toba ceremony, MangampuBoru ceremony

