

## ABSTRACT

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The research was found on the topic about Cultural Values of Batak Toba by Hula hula Utterances in Ulaon Saur Matua. This study was conducted by applying descriptive qualitative method. The data was taken from Video of Ulaon Saur Matua in Toba Batak, Humbang Hasundutan. The result of this research were nine cultural values of Batak Toba was contained justice (2,5%), wealth (5%), Modernization (5%), extended family (7,5%), Nurture (7,5%), Conflict (12,5%), religion (17,5%), kinship (20%), Respect( 25%) , and The realization of cultural values of Batak Toba linguistically was represented by the processes of material, mental, verbal, and relational. The reason hula hula used cultural values to convey the purpose of their utterances that contains the blessing or pasu pasu through cultural valus for boru/bere.

Keywords : Culture Value, Saur Matua, Oral traditon.

