

HUMA BETANG PHILOSOPHICAL VALUES IN THE CHARACTER OF DAYAK CULTURAL COMMUNICATION

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ABSTRACT

Huma Betang is a hereditary heritage, containing philosophical values in the form of fraternal bonding, family ties and attitude of tolerance, which are still carried out by the Dayak Tribe. The philosophy of *huma betang* has seven elements of culture, namely: religious system, social system, knowledge system, language, art, livelihood system and technology system. The research aims to analyze and know in depth the preservation, the character of cultural communication and the application of the values of the *huma betang* philosophy in the midst of globalization in the Dayak tribe in Mandomai. The researcher used a qualitative method with a descriptive phenomenological study approach. Data obtained from the Dayak tribe in Mandomai by interview technique. From the results of the research obtained, the Dayak tribe in Mandomai really maintains the preservation, character of cultural communication and the application of the values of the *Huma Betang* philosophy in the midst of globalization, one of which is by making *Huma Betang* as a model in making residential houses as a form of planting the meaning contained in that philosophy. The conclusion of the study is for the Dayak people the philosophy of *huma betang* It means the same as a way of life which contains the meaning of religion, believing that we are all people of God, tolerant of other people's lives, learning and teaching about knowledge. Whatever the situation, whatever the form of the era while the Dayak tribe existed, as long as the *huma betang* and its philosophy must exist in the life of the Dayak tribe.

Keywords: *Cultural Communication, Huma Betang, Philosophy, Preservation*

ABSTRAK

Huma Betang merupakan warisan turun temurun, mengandung nilai-nilai filosofis berupa ikatan persaudaraan, ikatan kekeluargaan dan sikap toleransi, yang masih dilakukan oleh Suku Dayak. Filosofi *huma betang* memiliki tujuh unsur kebudayaan, yaitu: sistem religi, sistem sosial, sistem pengetahuan, bahasa, seni, sistem mata pencaharian, dan sistem teknologi. Penelitian ini bertujuan untuk menganalisis dan mengetahui secara mendalam pelestarian, karakter komunikasi budaya dan penerapan nilai-nilai falsafah *huma betang* di tengah arus globalisasi pada suku Dayak di Mandomai. Peneliti menggunakan metode kualitatif dengan pendekatan studi fenomenologis deskriptif. Data diperoleh dari suku Dayak di Mandomai dengan teknik wawancara. Dari hasil penelitian yang diperoleh, Suku Dayak di Mandomai sangat menjaga kelestarian, karakter komunikasi budaya dan penerapan nilai-nilai filosofi *Huma Betang* di tengah arus globalisasi salah satunya dengan menjadikan *Huma Betang* sebagai model. dalam menjadikan rumah tinggal sebagai bentuk penanaman makna yang terkandung dalam filosofi tersebut. Kesimpulan penelitian ini bagi masyarakat Dayak falsafah *huma betang* artinya sama dengan pandangan hidup yang mengandung makna agama, percaya bahwa kita semua adalah umat Tuhan, toleran terhadap kehidupan orang lain, belajar dan mengajar tentang pengetahuan. Apapun situasinya, apapun bentuk zamannya selama suku Dayak ada, selama *huma betang* dan filosofinya harus ada dalam kehidupan suku Dayak.

Kata Kunci: Komunikasi Budaya, *Huma Betang*, Filsafat, Pelestarian

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