

## 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.