ARUH, GUPUH, RENGKUH, LUNGGUH, AND *SUGUH* AS A COMMUNICATION MEDIUM IN BUILDING *SILATUROHMI* IN JAVA

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Abstract—A research on *Aruh, Gupuh, Rengkuh, Lungguh*, and *Suguh* as a Communication Medium in Building Silaturohmi in Java is a cultural study. This research was conducted because *Aruh, Gupuh, Rengkuh, Lungguh* and *Suguh* are a welcoming-guest culture becoming the tourism developing media involving Pracimayasa building in Mangkunegaran currently. This study attempted to discuss the meaning and symbol of guest welcoming as the Javanese communication medium. Just like cultural study paradigm in postmodernism area, this study was positioned into critical thinking system, using critical theory and semiotic theory of visual communication. The research was taken place in Mangkunegaran. This study was expected to provide the opportunity of creativity development in interpreting the text thereby obtaining a more in-depth understanding on the meaning of guest welcoming attitude in Java. This study employed a qualitative method and descriptive qualitative and interpretative analysis technique with hermeneutics approach. Techniques of collecting data used were observation, interview, and document and library studies.

The result of research showed that the meaning of *Aruh, gupuh, rengkuh, lungguh*, and *suguh* was the embodiment of *rukun-kurmat* (concord-respect) principle as the Javanese communication medium in the *namu/sonjo* (visiting others' house) and *ketamon* (receiving the guest) event. In Mangkunegaran tradition, it was called royal guest welcoming. *Aruh* is an expression through action and face expression as the form of *grapyak semanak* (friendly) attitude. *Gupuh* is the happy feeling manifested in in-hurry attitude as the form of sincerity. *Rengkuh* is the attitude of accepting an individual's presence as the form of protecting attitude. *Lungguh* means giving a seat as the form of respect. *Suguh* is to serve the guest physically and spiritually as the form of respect and alms.

Keywords: *rukun-hormat*, medium, alms

I. INTRODUCTION

Mangkunegaran is the former *kadipaten* (duchy) in Surakarta in Mataram dynasty (the prospective Java). Societal system in Java is well known for its concord, respecting each other, mutual help, and mutual cooperation. Javanese societal system identifies a variety of conventions manifested in the form of respect in the visiting (being a guest) or receiving- the-guest culture. For Javanese people, particularly Solonese, this expression is no longer strange, because this philosophy has been the common etiquette and universal culture in the etiquette of visiting and receiving the guest in Java.

The special procedure of welcoming guest has been done since a long time ago by the *Gustis* (Lords) and it is preserved until today. It can be seen when the Mangkunegaran receives the Gustis' colleague guests. In the past Gusti Heru often welcome the colleague guest specially (Didit, interview on March 5, 2015). The position of Mangkunegaran as the *Kadipaten* leads it to having guest-welcoming tradition. In common society, the guest-welcoming tradition is still held, in both simple and special scales. In simple scale, it can be seen when Javanese people receive the guests by inviting them to come into their house and serving some meal. In special scale, it can be seen when they hold an event by inviting their relatives. Both in simple and special scales, it basically has the same meaning, Javanese people put the guest onto the respected position.

Guest welcoming tradition still existing today, either simply or specially, likely derived from Mangkunegaran and Kasunanan of Surakarta. Javanese people' fineness and nobility derived from Kingdom culture still growing as the character of Javanese people until today. For Javanese people, respecting the guest amounts to respecting themselves. For that reason, they always