The Symbolic Meaning of Conflict Communication in *Presean* Cultural Traditions

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ABSTRACT. Conflict is a form of interaction involving two or more people. Conflicts often occur in life that cannot be avoided, but can be minimized. In essence, almost all individuals can be involved in a conflict based on many causal factors. Even the current phenomenon, incidents of mass violence in NTB, especially the city of Mataram. It is often triggered by issues related to ethnic, racial or religious sentiments and often arises from personal problems, resulting in fatalities and injuries. It is feared that violent spectacles and behavior that occur continuously will have a direct or indirect impact on the behavior of the younger generation by imitating culture/violence collectively and massively. This can be seen very easily and brawls between students are rampant. So, it is really necessary to instill understanding in the younger generation regarding culture that can minimize conflict. Culture as a guide to action has traditions that can be used as examples for handling conflict. One cultural tradition that can be used as a reference is the "*presean*" cultural tradition. In this tradition, it is clearly shown that the fighters (*pepadu*) carry out scenes of repelling and defeating each other using *jalin* (rattan) punches. But interestingly, the fighters who were injured did not feel anxious or hold grudges. This research was carried out using descriptive methods and analyzed qualitatively so that the results obtained include, Conflict communication that occurs in *presean* activities is studied in the form of a communication onion diagram, in the diagram depicted it is explained that communication in *presean* activities begins with the behavior of each player who involved in *presean*. This behavior takes various forms based on the motives of each individual. Furthermore, behavior will shape the player's thoughts, and thoughts will give rise to feelings. Generally, according to *presean* players, thoughts that are always good towards other people will produce good feelings too, so that conflict in the game can be avoided. The factors driving conflict include different characters who want freedom, miscommunication when playing, and different points of view. Meanwhile, the inhibiting factor is cultural customs.

KEYWORDS: conflict communication; symbolic meaning; Presean tradition

1 INTRODUCTION

The presence of conflict is a variety of forms of conflicting interactions involving two or more people. Good handling of a conflict will create a sense of unity. On the other hand, conflicts that cannot be handled well will cause open escalation and cause losses for many parties. In essence, every human being has the potential to be involved in a conflict based on many causal factors.

Even in the current phenomenon, it is not uncommon for conflicts to lead to acts of destruction and violence. Incidents of mass violence in NTB, especially in the city of Mataram, are often triggered by issues of socio-economic inequality, SARA, blocked communication channels, and often arise from personal problems, resulting in fatalities and injuries. It is feared that violent spectacles and behavior that occur continuously will have a direct or indirect impact on the behavior of the younger generation by imitating culture/violence collectively and massively. This can be seen very easily and brawls between students are rampant.

So, it is really necessary to instill understanding in the younger generation regarding culture that can minimize conflict. Culture as a guide to action has traditions that can be used as examples for handling conflict. One cultural tradition that can be used as a reference is the "*presean*" cultural tradition. In this tradition, it is clearly shown that the fighters (*pepadu*) carry out scenes of repelling and defeating each other using *jalin* (rattan) punches. In fact, it is not uncommon for one of the fighters' bodies to become injured and cause lacerations.

But interestingly, the injured fighters did not feel anxious or held grudges at all. This fact then becomes interesting to study in more depth so that it can be used as a reference as a tradition to emulate.

Based on the background above, the problem that will be examined in more depth in this research is regarding how conflict communication occurs in the implementation of traditional cultural

activities. As well as factors inhibiting and driving conflict in the *Presean* tradition and efforts carried out as a form of reducing conflict in *Presean* cultural tradition activities. This research aims to describe and describe conflict communication in the implementation of traditional cultural activities. As well as the factors that inhibit and encourage conflict in the *Presean* tradition and the efforts carried out as a form of reducing conflict in *Presean* cultural tradition activities.

Communication as a Conflict Solution

Horizontal conflict can be interpreted as conflict that involves friction as an effect of unhealthy communication or does not take place as it should, giving rise to conflict, even fighting between communities, Amin, Syamsuddin Ali (2017). Communication actually involves several people where someone states something to another person, so those involved in the communication are the people. The growth of conflict in the communication process is allegedly the result of unsatisfactory messages being thrown between the communicant and the communicator. Many communication experts explain that social conflict can be caused by several problems in communication. one of which, according to Condiffe, Peter (1991) in his book, explains that there are several important things that must be had in a communication activity so that conflict does not occur, including the following:

Table 1. Ideal communication

Ideal Communication	
Harmony	It is the communicator's ability to be able to position himself without taking sides. Communicators can be in harmony and be in accordance (honest) with the actual situation.
Understanding empathy	It is the communicator's ability to understand a situation and communicate understanding to others.
Positive reception	It is the communicator's ability to be able and willing to accept the potential and advantages of other communicants in order to create change.

In accordance with the table above, it is stated that there are 3 ideal types of communication that should be carried out to avoid social conflict. However, in fact, nowadays, these three things are often forgotten and this leads to problems/conflicts.

2 METHODS

This research is included in the qualitative research category. Data collection was carried out using in-depth interview techniques through discussions with traditional leaders, *pepadu*, supervisors, and related parties who asked for *presean* traditional activities in the research area. This research was carried out in Central Lombok Regency and East Lombok Regency, with the consideration that in these two areas, there are villages where the players in the *presean* tradition live. The residence in question is known as a community. Each association located in these two districts has something in common, namely that they use residences that are located close to each other and it is not uncommon for members of one association to group together with other members.

This research uses a descriptive method to depict and describe conflict communication in the implementation of traditional cultural activities. As well as factors inhibiting and driving conflict in the *Presean* tradition and efforts carried out as a form of reducing conflict in *Presean* cultural tradition activities.

Respondents in this research consisted of traditional leaders who play a role in the *presean* tradition, fighters who are usually known by the nickname *pepadu,* and various parties who have special attention to the *presean* tradition. Respondents were selected using a purposive method. The research instrument used for data collection was in-depth interviews through FGD activities. The data analysis methods used vary according to the stages of the research carried out. Identification of *presean* traditions was collected through in-depth interviews and then analyzed.

3   DISCUSSION

The research location is in Pujut sub-regency, Central Lombok, and Jengger Lenek sub-regency, East Lombok. At these two research locations, researchers tried to look in depth at how conflict communication occurs and conflict resolution models when people carry out *presean* game activities. This *presean* is also a part of traditional rituals which are often carried out to preserve traditions among indigenous communities in Lombok, NTB.

These two research areas are topographically similar, namely that they both have quite extensive agricultural land, so the agricultural potential in both research areas is quite large. Not only agriculture, both regions are also bordered by the sea. So, it can provide abundant marine products and has the potential to develop marine tourism. As is known, natural resources are the main capital that a region has to be able to grow and develop in developing its region.

Symbols and Meanings in the *Presean* Tradition

Analysis of the symbolic meaning of the traditional procession of *presean* activities carried out by the people of Central Lombok and East Lombok villages presents its own symbols and meanings. Like the traditions of society in general, religious ceremonies usually present or use symbols as a symbol system that has its own meaning and message which is closely related to the procession and the purpose of carrying out a cultural tradition. In examining the meaning of a sign based on Roland Barthes' semiotics, it can be divided into two levels, namely looking at the sign denotationally (examining the sign linguistically), and then the meaning of the sign through connotation. (Kurniawan, 2001). In this stage of connotative meaning of a sign, cultural context, values and social meaning play a role in examining a sign. The following is a sign map analyzing the meaning of the processes and symbols of the *presean* tradition. Analysis of sign significance based on the tradition of *presean* activities is as follows:

1. Marker *Presean*	2. Signs Competition/fight	
3. Denotative Sign Rain prayer ceremony		
4. Connotative Markers Praying for rain	5. Connotative Signifier Skill competition	
6. Connotative Signs The fight was fought between two knights armed with rattan sticks and shields. To find reliable fighters and show their toughness and might. It is also done during a long dry season to ask for rain to fall.		

Referring to the signification analysis table above shows that at the first level, marker (1) is *presean* which is a term generally used to refer to the tradition of this cultural activity. where this marker has the same meaning as the mention of *presean* (2). Furthermore, these two markers produce a denotation sign (3) which explains what is meant by the *presean* tradition, namely a tradition of asking for rain during a long dry season.

In the next stage, the denotative sign (3) of the ceremony of asking for rain is the connotative sign (4) of "competition of dexterity" which means showing the toughness of a man (5) which then creates a connotative sign (6) namely a fight between two knights armed with stick rattan and shield. To find reliable fighters and show their toughness and might. It is also done during a long dry season to ask for rain to fall.

The first level of Roland Bartehes' sign map signification system is the first level of denotation or meaning, namely the true meaning of a symbol. By denotation the word "*presean*" comes from the Sasak language which has the same meaning as "*presean*/fight" and simultaneously *presean* is a tradition of finding true fighters through dexterity competitions. This tradition is full of the meaning of masculinity that real men possess. Therefore, many men who participate in traditional *presean* activities

appear to appear very well prepared. Starting from training to execution, every fighter who appears will be ready for all the consequences, even fighting until the end of their lives.

It is a tradition that is a fight between two male knights armed with rattan sticks and shields. This ritual was once an expression of the emotions of kings and soldiers in the past after winning a battle on the battlefield or in a match against the kingdom's enemies. In this fight there are two fighters called *pepadu* and three referees who regulate the course of the match.

The second level of significance is examining the sign connotatively. If the denotational meaning conveys the true meaning of a symbol, then the connotation emphasizes the myth. The *presean* activity is a tradition, namely to bring rain, which has been carried out from generation to generation by indigenous peoples. This tradition is carried out only when the rain does not fall when the lean season (long dry season) arrives. Many people believe that rainwater is like the blood that flows out of the bodies of fighters. The more blood that flows, the heavier the rain will fall.

This belief is then used as a guideline for preserving *presean* traditional activities. This is because the tradition of *presean* activities is considered a sacred tradition. Even before carrying out the *presean* traditional activities, to have a strong body and soul apart from following the *presean* exercises, fighters or *pepadu* use mantras which are used on sticks or in the body of the *pepadu* which are used as protection in battle. These mantras have been obtained from generation to generation from ancient times, as well as from holy books which still use ancient languages. However, this activity is known for its high level of sportsmanship, winning or losing will always be brothers, which means there are no grudges outside the arena.

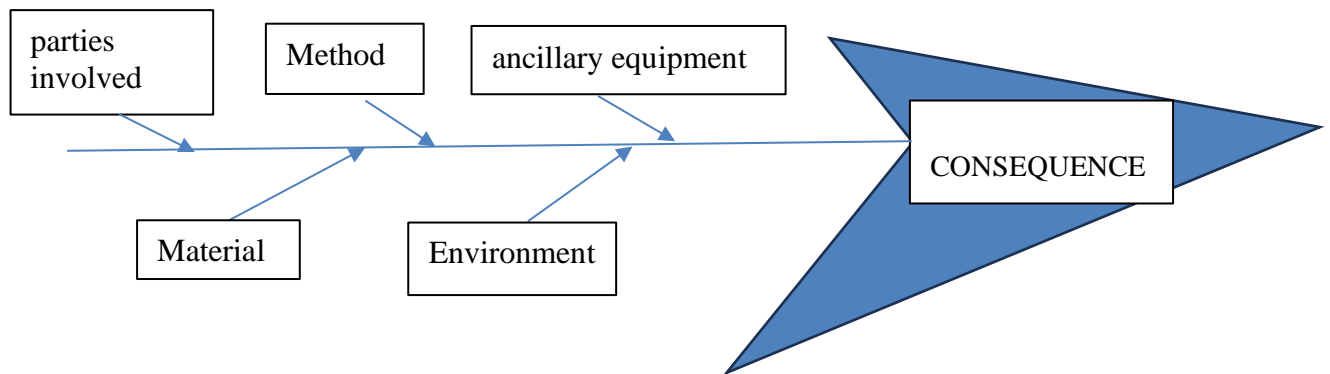## Efforts to Identify Conflicts in *Presean* Activities

Conflict resolution in one region will be different from other regions. Conflict resolution models should be adapted to regional conditions and local culture (Bakri Hendry, 2015). Even some conflict theories that are considered to be a solution as a resolution action can fail when they are implemented not following the applicable region or customs. In the context of indigenous communities, conflict resolution is generally carried out in very simple ways. One of them is to foster a sense of belonging among the community and realize that peace is important in mediating conflict. Often conflicts that occur in society are caused by differences in ethnicity, ethnicity, religion, youth problems, or economic problems (Tubbs, Stewart L & Sylvia Moss,2005).

The depth of a relationship that is guided by the element of closeness will be a basis for determining the extent to which the conflict process can be resolved (Wahyudi Andri. 2019). In general, the deeper the relationship, the faster the conflict resolution process, and vice versa. This situation is in line with the facts related to *presean* traditional activities. In traditional *presean* activities, each fighter tends to have a feeling of belonging to each other which will help them to feel close and empathize with each other.

Therefore, in resolving conflicts, clear communication between one person and another is needed, as stated by the *presean* players in the field. They stated the importance of communicating and seeking solutions to find solutions to the problems they face. In line with what was conveyed to the players, according to Ishikawa creating brilliant ideas that can help people solve their problems completely. This communication model uses the fishbone diagram communication model. The steps for learning and applying the fishbone diagram include:
   a) Focus on one thing as a result of being observed, in a smaller scope first.
   b) Find the cause of the problem from more than 1 source
   c) Prepare short-term and long-term improvement proposals
   d) Teamwork to solve problems.

This diagram will clearly illustrate the factors and methods that can be used to solve a problem. As illustrated below:

Figure 1. Diagram of the root problem identification process

Based on this diagram, it can be explained that the categories most commonly used when identifying a problem are (1) Parties involved: all the people involved in a process (2) methods: how the process is carried out, the specific needs of the process, such as procedures etc. (3) materials: all materials needed to carry out the process such as basic materials: pens, paper, etc. (4) supporting equipment: everything needed to support such as cellphones, recording devices. (5) environment: conditions around the crisis area. This diagram will clearly show the impact or consequences of the problem, with various causes. The effect or consequence is written as a muzzle. Meanwhile, fishbones are filled with reasons that suit the approach to the problem.

This diagram in the players' explanations, reveals that some of those in conflict will not last long. because during the game and after the game there will be a discussion session. Where players can express their feelings and explain the root of the problem if a player cheats. And then there is a negotiation session to determine who is at fault. And it will end with an apology from the guilty person, shaking hands and then hugging. This method is considered effective as a solution for *presean* games which are synonymous with violent scenes.

Conflict communication in implementing *presean* activities

In conflicts that occur in society, one of the suggested solutions is communication. The process of creating meaning and togetherness is part of the communication process (Effendy, Onong Uchjana, 2009). It can be said that through communication, society will be able to build good relationships so as to avoid and overcome conflicts in society. In communication science, conflict is understood as a form of communication failure when individuals feel threatened, pressured or even forced (Fajar, Dewanto Putra. 2016).

In line with the research carried out, it was found that the people in the research area are indigenous people who have distinctive social behaviors and are known as a tradition of activities. In this traditional community, there is one traditional activity that is quite interesting, namely the *presean* activity. In this traditional activity, it can be said to be quite risky because the activity is a physical fight that can result in minor to severe injuries. This injury can even cause fatalities. Therefore, special action is needed so that people do not feel angry or resentful during the implementation of these activities.

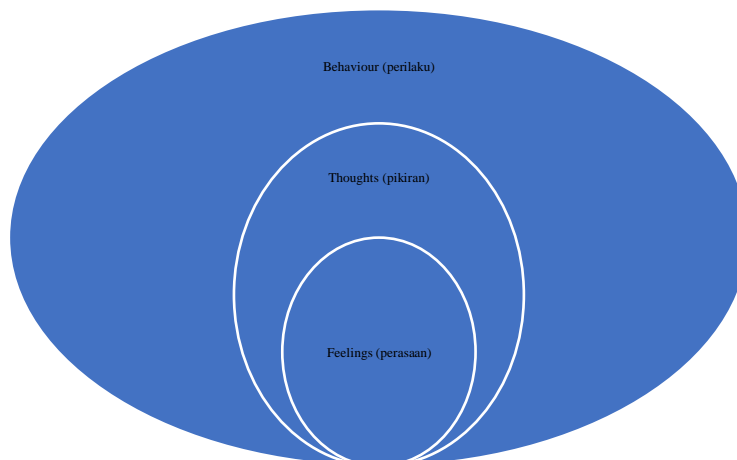The description of the activities carried out is as follows:

Figure 2. *Presean* Activities of Indigenous Peoples.

Based on this picture, it is clear that the possibility of conflict is very large. Conflict is very likely to occur when communication between players in *presean* activities is not carried out well. The form of communication that occurs in this activity is generally interpersonal communication. As stated by respondents in this research, everyone who participates in playing in the *presean* tradition is still a close relative. Some stated that they were close neighbors, close friends and even distant relatives. However, it needs to be emphasized again that the respondents' statements were made because they felt they had been together in one community (place to practice) for a long time.

So, there is an effort from each respondent involved in the activity to maintain their condition and feelings. According to opinion (Wulandari Rustini, et al. 2018.), If interpersonal relationships are well managed, they will produce quality self-competence in a person's life. According to the players in the presentation, cheating when playing and when distributing game results can be a trigger for conflict.

In line with the opinions of respondents in the research, it is also stated according to Samovar, L. A., Porter, R. E., McDaniel, E. R., & Roy, C. S. (2012) state that the closer the relationship, the greater the love that is invested, the greater the tendency to suppress rather than express hostility. Furthermore, the communication that occurs in the conflict process can be described through an onion communication diagram as follows:

Figure 3. Onion Communication Diagram

In communicating when in conflict with other people, sometimes everyone thinks about their behavior, thoughts, and feelings. As seen in the onion diagram above (figure 1). Through this diagram,

it is explained that, initially what is visible when someone communicates is the behavior that is carried out. to produce the expected response (feedback). In behaving, a person tends to be able to do something following the knowledge he has and the experience he has had. So, it is not uncommon for a person's behavior to provide a picture of that person's self-image, especially when carrying out the communication process.

Furthermore, after a person carries out behavior with observable tendencies, thoughts will be formed. The existence of different thoughts in each individual tends to be influenced by each individual's culture. Further afterthoughts, some feelings exist within each individual. Thoughts tend to be unpredictable and unpredictable. Compared to the feelings that can sometimes be seen through an individual's expression.

Considering this, it is not wrong if the *presean* game is still preserved even though many games are more interesting than this game. The value of local wisdom is very strongly expressed in a tradition as a form of "self-identity" as a symbol of pride for indigenous groups. Furthermore, it is hoped that this identity construction will become a pattern of communication and behavior for society at large in everyday life.

Factors that encourage and inhibit conflict in *presean* activities
a. Driving factors

In an effort to avoid conflict, motives that occur both within oneself and with other people, several factors become the driving force for the conflict. This driving factor is thought to be the cause of conflict in *presean* traditional activities. The driving factors include:

a) Different characters want freedom, conflict does not only occur because of competition between individuals. However, it can also occur due to differences in the character of each individual. These characters have their own principles and beliefs regarding problems that often occur in life. This principle is reasonable because it is one way to maintain his life. With this principle, it is not uncommon for each individual to grow the desire to be free. In the end, it will produce subjective feelings such as anger, hatred, antipathy, and the desire for revenge.

b) Miss-communication while playing explains that communication problems usually come from differences in speaking styles, writing styles, and non-verbal communication styles. The existence of differences in communication styles often distorts the communication process. Broken communication causes misperceptions and misunderstandings which can lead to conflict. Additional communication barriers may arise from cross-gender and cross-cultural differences in participants.

c) A different point of view is that the conflicts that often occur within humans are always motivated by conflicting motives within humans to determine the actions they want to carry out. It often happens within an individual that the losing motive follows the dominant motive in him, resulting in feelings of displeasure towards other people which are expressed in the form of actions or behavior that are not common in society, for example; the emergence of various conflicts, hostility, disputes between religious followers.

b. Obstacle factor

An inhibiting factor is something that can influence someone in implementing something, such as an influence caused from within oneself. The inhibiting factor in *presean* activities is cultural customs. respondents in the research stated that in relation to cultural processes, communication directed at other people or groups is a cultural exchange. This process contains elements of culture, one of which is language, and this language is a form of verbal communication. Thus, communication is also called a cultural process. The uniqueness of *presean* culture lies in the way of interacting and communicating which does not use spoken language but rather symbols such as body movements, music, clothing, and so on.

In the process, *presean* culture contains many symbolic meanings or messages, where these messages tell stories about *presean* as a complex system of meaning, to regulate behavior and culture for the Sasak people. Not only culture but also in this fighting activity sometimes there is a combination of religious values with cultural values. The character of the Sasak people who are strong, clever, and prioritize brotherhood can be seen very clearly in this *presean* cultural activity. so that this cultural

custom has always been preserved to this day and has become a model as a way to eliminate feelings of resentment in social life.

4 CONCLUSIONS AND RECOMMENDATIONS

Conflict communication that occurs in *presean* activities is studied in the form of a communication onion diagram, in the diagram depicted it is explained that communication in *presean* activities begins with the behavior of each player involved in *presean*. This behavior takes various forms based on the motives of each individual. Furthermore, behavior will shape the player's thoughts, and thoughts will give rise to feelings. Generally, according to *presean* players, thoughts that are always good towards other people will produce good feelings too, so that conflict in the game can be avoided. The factors driving conflict include different characters who want freedom, miscommunication when playing and different points of view. Meanwhile, the inhibiting factor is cultural customs. The community is expected to have awareness of the importance of preserving the *presean* tradition because it is one of the cultural traditions that teach about communicating in conflict. For the government, in the conflict resolution process it can refer to the conflict communication model that exists in the *presean* activity tradition.

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