

REVITALIZATION OF LOCAL WISDOM VALUES OF JAVANES CULTURAL RELEVANT WITH COMMUNICATION ETHICS IN SCHOOL

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ABSTRACT

This study aims to evaluate and propose revitalization of values of local wisdoms in the context of communication ethics in high-school level of education. Conceptually, local wisdom refers to actualization of local values in everyday life which represents identity of a community within boundaries of certain collectivities. Local wisdom characterizes local genius which serves as distinctive heritage of Indonesian nation. For this reason, a systematic and scientific research is needed to identify the meanings of the values of wisdoms in Javanese culture and to propose an academic record for revitalization of local wisdoms among school members.

Specifically, this study sets to identify and analyze data, information, and all indicators of values of local wisdom in Javanese culture. It expects to propose a fundamental conceptual framework concerning revitalization of values of local wisdom in the context of communication ethics in selected public and vocational high schools. Using a qualitative approach, this study employed interviews, observation, and audio recording as the instruments of data collection. The data from the fieldwork were analyzed using interactive analysis model proposed by Miles and Huberman (1984) which includes several steps such as data collection, data presentation, data reduction, and results retrieval.

The results of this study show several directions. First, it is identified that the values of local wisdom in Javanese culture which are relevant to revitalization and manifestation of communication ethics in the schools include *unggah-ungguh* (manners), *unen-unen* (expressions), *paribasan* (proverbs), *sanepan* (parables) and so forth. Second, the revitalization of the values of local wisdom in the schools comes in the forms of surveillance, regulations, enforcement of traditional dress codes, and coaching of Javanese language. Third, the schools' members translate conceptualization of communication ethics concerning local wisdoms in the form of *empan papan*, *ajining dhiri gumantung kedaling lathi*, *lembah manah andhap asor*, *manjing ajur-ajer*, *jembar segarane*, *aja adigang adigung adiguna*, *nglurug tanpa bala menang tanpa ngasorake sekti tanpa aji*, *hamemayu hayuning bawana*.

Kata Kunci: *revitalization, local wisdom, communication ethics*