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**ANALYZE THE PROCESS OF COMMUNICATION AND SOCIALIZATION IN BUILDING AWARENESS  
IN THE COMMUNITY ABOUT MAANTA SIRIAH**

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**Abstract**

This study aimed to identify and analyze the process of communication and socialization in building awareness in the community about Maanta Siriah in cultural of River Capping custom wedding culture in modern times.

This research uses descriptive qualitative research methods. Obtained data collection techniques to collect primary data and primary sekunder. Data interviewed four key informants, namely: the King River Capping South Solok, Lecturer Indigenous and Culture, and the two wanderers (domicile Jakarta) derived from the River Capping South Solok.

From the research it was found that the process of socialization in building awareness of the Maanta Siriah at every stage of customary meaning each communication. In any process of marriage, the parties must understand what underwent meaning contained on these stages. Communication between people must be going well, such as betel remind each other if not in accordance with the request of the prospective bride. The threat is shock of the parties to perform marriages, because this is a new thing for them. Socialization process can preserve the indigenous culture of Minangkabau wedding in modern times to attempt to create a harmonious relationship between the organization or scope of indigenous peoples with the public, internal or external through a reciprocal process, while creating favorable public opinion. Religious wedding is legitimate to say qobul consent before the prince, guardian and witness. But recommended, if you have enough funds, in order to keep using the wedding ceremony in a procession for the preservation of culture.

**Keywords:** Communication, Socialization, Awareness, Society, Culture