

## **ABSTRACT**

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### ***Communication Dynamics in the Survival of the Betawi Cultural Community in Condet***

*Keywords: Communication Dynamics, Cultural Survival, Betawi, Condet, Modernization*

*(XI+43+ Appendices)*

*Abstract: The Betawi people are an ethnic group native to Jakarta that has a distinctive cultural identity. One area that still maintains Betawi traditions and culture is Condet, East Jakarta. However, modernization, the influx of newcomers, and technological developments have brought changes in communication patterns and the cultural survival of the Betawi community in the area. The phenomenon that can be seen is the decreasing use of the Betawi dialect by the younger generation, while cultures such as Tonil and Palang Pintu are still preserved. This study aims to analyze the dynamics of communication in the survival of the Betawi cultural community in Condet, especially in the Kayumanis area, by highlighting the factors that influence these changes, such as the use of the Betawi dialect, the influence of modernization, the presence of newcomers, and the level of public awareness of cultural preservation. The method used in this study is a qualitative approach with data collection techniques through interviews and documentation. The results of the study show that the existence of the Betawi language and communication in Condet faces complex challenges. The older generation still maintains the Betawi dialect in everyday life, but the younger generation tends to adopt the language that is more commonly used in urban areas. In addition, advances in technology and social media, especially platforms such as TikTok, have changed the social interaction patterns of the younger generation who are more oriented towards entertainment and the digital economy than actively preserving culture. Nevertheless, preservation efforts are still carried out through various cultural activities such as at the Betawi Studio Firman Muntaco Condet. The conclusion of this study shows that despite the decline in the use of the Betawi dialect, Betawi culture in Condet still survives through various forms of cultural expression. Support from the community, traditional leaders, and positive use of technology are the main keys to maintaining the sustainability of Betawi culture amidst changing times.*

*Bibliography (2010-2023)*