

ENVIRONMENTAL SUSTAINABILITY: THE TRADITIONAL COMMUNICATION PERSPECTIVE OF THE KAJANG INDIGENOUS COMMUNITY

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Abstract.

The indigenous Kajang community in Tana Toa is known for its simple lifestyle, guided by the *kamase-masea* principle, and its strong commitment to environmental conservation. They reject modern technology and maintain a way of life that is in harmony with the environment. This study explores how the Kajang community living in the customary area of Tana Toa Village uses their traditional communication practices to preserve environmental sustainability values. The research employs a qualitative approach using the ethnography of communication method to obtain specific insights. Data were collected through in-depth interviews with traditional leaders, community leaders, and members of the Kajang community. The data were analyzed using the Miles and Huberman Model, which includes data reduction, data display, and conclusion drawing. The study found that oral narratives, traditional rituals, and rules passed down through generations play a crucial role in maintaining ecological balance in Kajang. The Kajang people preserve traditions in their interactions with nature and each other, believing that their customs contain symbols that govern life. They integrate their customs with nature within the sacred forest. The life messages in *Passang Ri Kajang* are oral laws that encompass the entirety of knowledge and experiences related to all aspects and intricacies of life, orally passed down from ancestors to the entire Kajang indigenous community. In *Ilalang Embayya* (within the customary area), the construction of paved roads, the entry of motor vehicles, and the use of electricity are strictly prohibited. This area is deliberately preserved in its natural state, partly to ensure forest conservation. Moreover, it serves as a place where the Kajang community can continue living simply according to the *kamase-masea* principle. This traditional communication is not merely a means of interaction but also a tool to instill a sense of responsibility toward nature and to teach sustainable living practices to the next generation.

Keywords: Kajang, Traditional Communication, Environmental Sustainability