

KERINCI COMMUNITY EFFORTS TO MAINTAIN THE EXISTENCE OF PARNO ADAT AS A LOCAL CULTURAL TRADITION

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ABSTRACT

This research is motivated by cultural phenomena which are increasingly left behind by the people. But the tradition of Parno Adat Kerinci is still maintained by the Kerinci community. Because of Parno Adat has an essential function for the local community. In other words, this research will explore various efforts of the Kerinci community in maintaining the existence of Parno Adat as a regional cultural tradition. This study uses a qualitative approach. The technique of collecting data through observation, interviews, and documentation studies. The findings of this study are first, always to implement Parno Adat in each custom event. Second, to make Parno Adat as a regional cultural event for tourist attraction. Third, to provide unique teaching for the people in each indigenous region.

KEYWORDS: *Existence, Culture, Parno Adat*