

WIRAUUSAHA BERBASIS KETERAMPILAN BERBAHASA

Kasus Pranata Adicara Upacara Pengantin Jawa

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Abstract

Language skill can develop the entrepreneurship. Specially for the ceremony of Java wed, entrepreneurship base on the skill have language skill (master of ceremony: MC) will be continued to expand. To develop the entrepreneurship, MC require to have (2) elements of language competence, art, and culture like language stratification, diction, rhyme, Javanese song, tembang gending, suluk, poetry, wangsalan, sengkalan, displace the code and mingle the code, and language style; free rethoric (like narasi lamba, penjanturan, and pencandaraan) and string rethoric like pathetan, suluk, sendhon, ada-ada, Javanese song, and tembang gending, and (3) partner of effort.

Keyword: entrepreneurship, language skill, free rethoric, string rethoric