

# WIRAUUSAHA BERBASIS KETERAMPILAN BERBAHASA

## Kasus Pranata Adicara Upacara Pengantin Jawa

(dimuat di Jurnal UNS)

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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*