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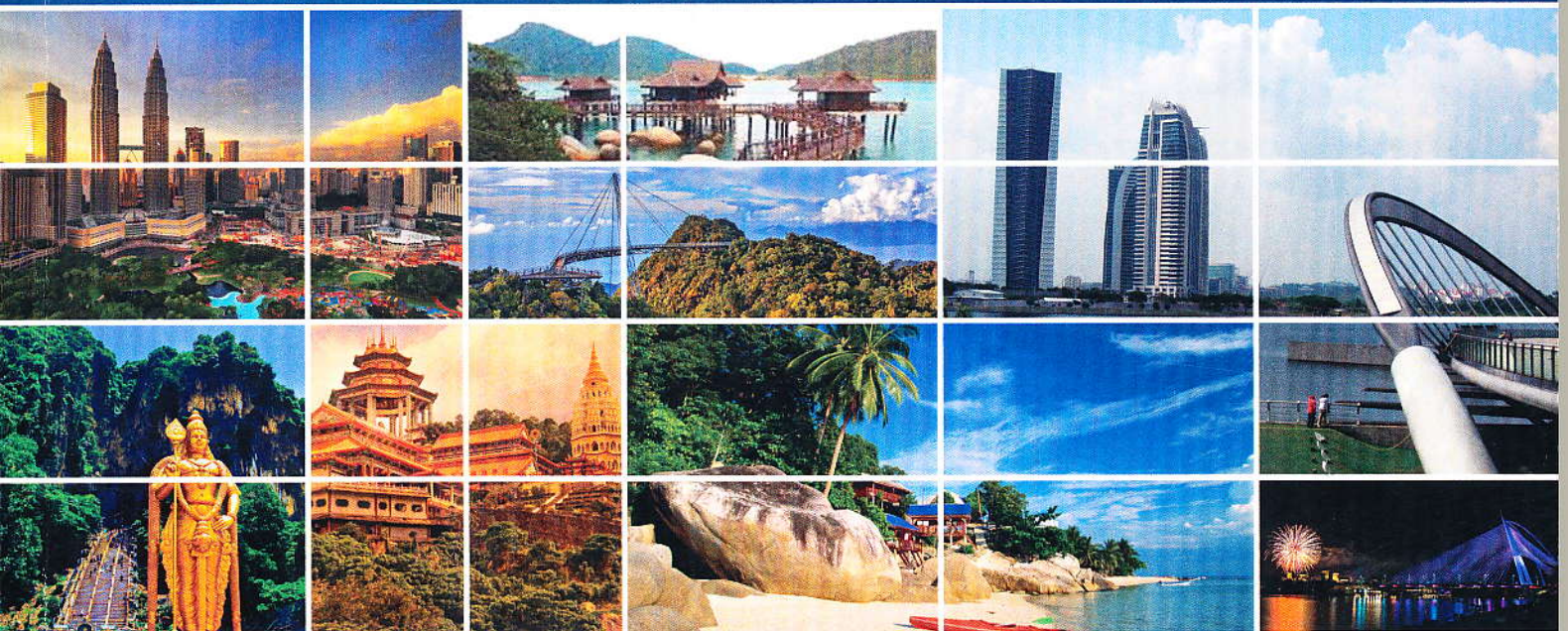
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## **Study of Traditional Procession to Build Gorontalo Traditional House on Vernacular Architecture**

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### **Abstract:**

In general, traditional people build vernacular architecture derived from hereditary heritage that is delivered as it is. The Vernacular Architecture grew out of folk architecture, born from ethnic societies and anchored to ethnic traditions. Thus, this vernacular architecture is in line with custom, life views, lifestyles and has a distinctive appearance as a reflection of a nation's culture which can be symbolized socially, environmentally and meaningfully in sociological approaches in the form of social facts, social definitions and social behavior. The study was conducted on the study of social-cultural process in traditional Gorontalo house building activity which aimed to create social symbol, environment and meaning through social activities in Gorontalo people. In addition, this study aims to reveal the relationship between vernacular architecture with the social-cultural activities that exist in the process of building traditional houses Gorontalo. The main problem of this research is how the relationship between vernacular architecture with the process of building traditional house of Gorontalo can be used as a symbol of social culture related to social-cultural activities in Gorontalo people. This research uses qualitative method with field research which requires overall picture obtained by approach on real groups to achieve naturalness in the process of building traditional houses Gorontalo. Methods of data collection by conducting interviews, observation and documentation. The results of this study will show many meanings and symbols on social activities that exist in the process of building traditional houses Gorontalo.

**Keywords:** building tradition, social activities, vernacular architecture.