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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 socialcultural 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:** Vernacular Architecture, social activities, building tradition

INTRODUCTION Vernacular architecture is an inspiration for innovation in sustainable design of environmental and social environments, especially in traditional homes that have been achieved by local implementations. The traditional houses are built by communities whose design decisions are influenced by traditions in the culture of the community who have ingenuity in the process of building locally with special knowledge of the social environment. At this point of view, humans create an environment that is understood as a cultural and analytical product, as well as a cultural approach as a study material for human beings. The main explanation sought is in the field, however, the social phenomenon is influenced by the emphasis on the features of the built environment. Gorontalo Province is one of 32 provinces in the territory of the Republic of Indonesia which extends from East to West in the Northern part of Sulawesi Island consisting of 1 (one) municipality and 5 (five) districts. The City of Gorontalo is one of the old towns in Sulawesi besides the cities of Makassar, Pare-pare and Manado and is one of 19 indigenous regions in the archipelago. Gorontalo as a customary area that has various traditions and culture, one of which is the process of tradition of house development (Payango) in Gorontalo which contains cultural richness so it is very interesting value as in the tribes in Indonesia. The cultural richness of Gorontalo which is contained in the process of the tradition of building the house is a symbol of social culture related to socio-cultural activities in Gorontalo people which is in danger of extinction caused by the shift of cultural forms contained in traditional architecture, while the preservation from generation to generation experience Systemic disruption due to Gorontalo people has been affected by the science of technological progress and consider Payango is just a tradition that is no longer feasible in use for the present. As a result, the patterns and systems of conserving local wisdom are genetically lost or dead, so the future of these cultural riches is slowly destroyed. The study of the traditional process of traditional house development that existed in the Gorontalo community is a form of inventory and documentation for the people of Gorontalo in conveying the concept idea of a social environment of society that upholds the values of culture, reveal the identity and have its own uniqueness to vernacular architecture all over territory of Indonesia. The inventory of these materials will be able to contribute to the preparation of national policy in the field of culture both concerning the fostering and development of national culture so as to save the traditional architecture on the vernacular architecture as a cultural heritage for the local people and to strengthen the unity and unity of the nation, especially in the Gorontalo region.

RESEARCH METHODS The research method used in this study is to use the research method "field research". Field research as a form of research that aims to express the meaning given by

use the research method "field research". Field research as a form of research that aims to express the meaning given by members of the community on their behavior and the reality surrounding. Steps "field research" that can be done as a guide on research design (Neuman: 2003), ie 1. Researchers prepare to read the literature and defocus, 2. Search the research field and gain access to the community, 3. Enter the field of research, develop social relationships with community members, 4. Adopt a social role into the researcher and associate with community members, 5. View, hear and collect qualitative data, 6. Analyzing data and evaluating working hypotheses, 7. Focus on specific aspects and use theoretical sampling, 8. Use field interviews with community members, 9. Disconnect and leave the field physically, 10. Improve your analysis and write a research report.

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The object of the research is not just photo data as an assessment material but it needs a complete picture which is obtained by approaching real groups to achieve naturalness. As with other qualitative research, field research examines the problems in natural settings in an effort to interpret observed phenomena. THEORITICAL REVIEW Vernacular architecture is the development of natural architecture or folk architecture due to its development conditions derived from the values of norms, customs, climate, culture, potential of local materials, so indirectly the folk architecture has gained recognition from the community due to grow and have gone through "trial And error "and a long history (Papanek, 1995: 113-138). The folk architecture designed by and for the people in the area contains the content of "local genius" and the value of identity that is capable of displaying the original, different and varied hues. The Priyono (1992) in the discussion mentions the existence of 2 (two) aspects that show the construction of the house, which is a processual and which is the end result of the processual aspects. The processual aspect is the process of building a house that involves home makers who build houses according to a particular organizational order. In society, the process is controlled and directed by the basic cultural assumptions of the people concerned. Furthermore, the end result of the processual is the whole house building. The building itself reflects a typical home concept for the people concerned. The components and concepts of the house are reflected in the elements and construction of the building. The relationship between component and building construction reflects a map of cultural knowledge related to the existing buildings within the community. Thus, in the house has always been a meeting place between the family, relatives and all who are involved in it so that most of the activities of human life are in the house (Priyono, 1992). Some related research in vernacular architecture related to vernacular architectural culture as indetity and traditional home construction process that contains custom and culture shows that traditional house building in traditional society contains cultural values embraced by the community so that in the process there are three main activities that support each other, namely activities related to technical, ritual and custom which provides a symbol or meaning used to reveal cognitive maps the community concerned (Amel, 1995; Lumempouw, 2014). In fact, the culture of society will shape the architecture so that people living with national culture will be able to produce an architecture that has an identity (Ettehad et al, 2014). RESULT AND DISCUSSION The traditional houses as part of a built environment that is one of the highest cultural representations in a traditional environment. One of the traditional houses in Indonesia is the traditional house of Gorontalo in the form of a stage house called "Bele" in Gorontalo language that is used by the people of Gorontalo as a place to perform activities to meet the needs of family life. 2 Figure 1. Traditional house form Gorontalo The people of Gorontalo are a strong society of custom and also a very religious society. It is characterized by the life of the people of Gorontalo who hold firm to his philosophy of "adat bersendikan syara", syara bersendikan Al Qur'an" (Daulima, 2004), so it is very influential also on the process of traditional home development. The procession of traditional house development on Gorontalo people starting from the beginning to the end of development there are 3 very important processions, namely (1) planning procession, (2) design procession and (3) residential procession. CONCLUSION Based on the results of this research, it can be concluded that there are some things about study of tradition procession of traditional house construction of Gorontalo which is dominated by the application of philosophy and religion as the symbols applied to the socio-cultural activities in the society of Gorontalo, that is to reveal the cognitive map of Gorontalo people. It can be seen that the Gorontalo people's view of the house development is in need of a very mature preparation and keeping family life in the environment. In the context of architectural manifestations, the shape of the vernacular architecture is attempted to emerge as a cultural expression of the local community, not only of the physical nature of the building, but also the spirit and soul contained in it. This makes it clear that the importance of home to humans, and they still follow the prevailing rules and patterns that have been followed since ancient times. These standards are used repeatedly so that eventually become something patent for the community, such as

ancient times. These standards are used repeatedly so that eventually become something patent for the community, such as benchmark against spatial, benchmark against the pattern of mass, or a benchmark against the shape, structure, or ornament.

Sources

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