

## ABSTRACT

This research discusses the communication patterns of Batak Toba families in marriage. The problem formulation is: What are the primary communication patterns of Batak Toba families in semarga marriages in Simalungun Regency, North Sumatra? The focus of this research is on the primary communication patterns within Batak Toba families during semarga marriages. The aim of this research is to understand family communication in semarga marriages. The researcher uses a qualitative approach with interviews with informants to obtain accurate results. Data collection methods include observation, interviews, and documentation. Data analysis involves data reduction, data presentation, and drawing conclusions. The research results show that the pattern of primary communication within Batak Toba families is greatly influenced by openness and trust among family members. Effective communication in the family is characterized by the ability to listen actively, provide constructive feedback, and involve key figures in the extended family, such as traditional leaders and family members.

**Keywords:** primary communication, semarga marriage, Batak Toba family, customs, conflict.

