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**Title** : *The Rationalization of Maja Labo Dahu Values in The Action of Bima Young Political*

***Abstract***

*Communication is an action, in political practice politicians action of coordinative activity have values to gain power. Maja Labo Dahu philosophy is a communication concept of young politicians in Bima with value, to get position of power, the essence of Maja Labo Dahu is to fortify from every aspect of national politics right now, more likely to be 'dirty' political action, for example: corruption, libel, blasphemy, spreading hoax, bring into conflict, money laundry and self enrch, The purpose of this research is to study the experience of young political actors with positive rational oriented, the concept itself applied honeesty in competition or political power that related with the prespective of Weber Theory of Social Action, the perspective of political communication Hafied Cangara, and culture as the Deddy Mulyana social system. This journal analyzes the experience of social actions of young Bima politicians based on the value of Maja Labo Dahu (Shame and Fear). While this research method is a qualitative case study method and constructivist paradigm that examines the value, meaning and symbol of the message. The results of the study are two categories of rationalization of the actions of politicians based on the value of Maja Labo Dahu, Rationalization of visible actions, namely planting political infestations, providing assistance for public facilities, and messages leading to infrastructure while invisible actions are maintaining good reputation, supporting financially, the third is active in providing an honest and fair political awareness.*

**Keywords:** *Rationalization, Cultural Values, Maja Labo Dahu, actions of Bima politicians.*