

## **Adaptation Strategy to Speak Sundanese as Intercultural Communication In Padjadjaran University**

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### **Abstrak**

Komunikasi antarbudaya sering terjadi dalam kehidupan mahasiswa. Beragam kampus terdiri dari mahasiswa multi etnis. Salah satunya adanya Universitas Padjadjaran yang merupakan kampus kental dengan kesundaannya dan menjadi tujuan pendidikan bagi mahasiswa di luar Bandung. Tujuan penelitian ini adalah untuk mengetahui bagaimana mahasiswa non-Sunda beradaptasi dan menggunakan strategi apa untuk berbicara Bahasa Sunda dengan mahasiswa Sunda di Universitas Padjadjaran. Teori yang digunakan untuk penelitian ini adalah teori komunikasi akomodasi. metode penelitian ini adalah qualitative. Penelitian ini menggunakan *Communication Accommodation Theory (CAT)*. Subjek penelitian ini adalah tiga mahasiswa dari Universitas Padjadjaran dan objek penelitian adalah strategi apa yang mereka gunakan untuk berbicara Bahasa Sunda sebagai komunikasi antarbudaya. Teknik pengumpulan data penelitian ini menggunakan wawancara mendalam semi terstruktur. Hasil penelitian ini menunjukkan bahwa ketiga mahasiswa menggunakan strategi *convergence* dalam komunikasi antarbudaya. Strategi ini menitikberatkan pembicara untuk mengikuti Bahasa setempat karena merasa memiliki kesamaan dengan identitas Sunda, mau menggunakan Bahasa Sunda dan belajar menggunakan aksan dan nadanya, serta memiliki motivasi yang sama, yaitu menggunakan Bahasa Sunda untuk beradaptasi dengan budaya setempat.

**Kata Kunci:** budaya, adaptasi, strategi

### **Abstract**

*Intercultural communication often occurs in student life. The diverse campus consists of multi-ethnic students. One of them is the existence of Padjadjaran University which is a campus thick with its motherhood and is an educational destination for students outside Bandung. The purpose of this study was to find out how non-Sundanese students adapted and used what strategies to speak Sundanese with Sundanese students at Padjadjaran University. The theory used for this study is the accommodation communication toeri. this research method is qualitative. This study used Communication Accommodation Theory (CAT). The subjects of this study were three students from Padjadjaran University and the object of the study was what strategy they used to speak Sundanese as intercultural communication. The data collection technique of this study used semi-structured in-depth interviews. The results of this study showed that the three students used convergence strategies in intercultural communication. This strategy emphasizes speakers to follow the local language because they feel they have something in common with the Sundanese identity, are willing to use the*

*Sundanese language and learn to use their accents and tones, and have the same motivation, namely using the Sundanese language to adapt to the local culture.*

**Keywords:** *culture, adaptation, strategy*

## INTRODUCTION

Indonesia has approximately 17,504 islands, And Indonesia has top 5 the biggest island. There are Java, Kalimantan, Sulawesi, Sumatra, and Papua. Not a few people who go overseas because they are looking for work, looking for a decent education or even because their parents have moved because of work. Each region certainly has a different culture, every culture has various kinds of things that are different from other cultures. Indonesia is a rich source of culture which has 1.239 intangible cultural heritage (Dihni, 2021). It also includes dances, traditional clothes, food, and language.

Because there are so many cultures in Indonesia, it is very possible for cultural exchanges to occur in each region. Especially in Bandung because it's one of the cities where many college students come from each region. People who move out from place where they are born and raised cannot be separated from their identity and culture. In Indonesia people normally use the word 'merantau' to move out from their hometown for different purposes. Many people from outside Bandung and even outside Java have migrated to Bandung to pursue their studies in Bandung because Bandung has many higher education institutions and one of them is Padjadjaran University.

In the terms of intercultural communication Padjadjaran University (will be called UNPAD) has a long-standing history as a university well-known with the Sundanese culture. based on the geographical location of unpad is in Jatinangor which means the majority of people there are Sundanese ethnic so that students who study there are surrounded by a Sundanese tribal environment. It is very interesting to know how students can adapt to the culture in Bandung, therefore, this research wants to focus on students whose background is not ethnic Sundanese which means not speaking and learning Sundanese language and they are in their second or third year of college.

So the problem of students who are migrating to other regions is adaptation to different cultures. Especially the language differences they will face. In Padjadjaran University the majority of them are Sundanese culture. Therefore, how students who have different cultures adapt to Sundanese culture in terms of their language. This research purpose in conducting this research is to find out how students adapt and use what strategies to communicate with students who have a different culture at Padjadjaran University. So in this research the problem identification is how the non-Sundanese students' adapt on the local language which is Sundanese language in Unpad.

There are many intercultural communications research that have been done. Mumpuni (2015) this research explain barriers to communication between tribes and describe communication patterns and (Sumbung, 2014) To find out how the situation, time, intent, purpose, form, rules, ways, and content of speech events that occur between ethnic Batak and Sunda students at the business faculty of Telkom university. However, there are not yet research that elaborate on adaptation strategy to speak Sundanese Language as intercultural communication. Therefore this research is important to do.

## **THEORETICAL FRAMEWORK**

### **Communication**

Communication is a process of delivery information, ideas, emotions, expertise, etc. Through the use of symbols such as words, pictures, numbers (Berelson & Stainer, 1964). So as a human being are a social creature they can't ever avoiding from communication activities and also that's even one of our needs. Even before pre-history they had communicated even though there was no language. They still use body language, symbol or non-verbal communication.

So based on Kim (2015) he developed a model of intercultural conflict. He said there are three interdependent and interrelated levels.

- a. The micro or individual. In this level each individual usually have conflict in their unique attitudes, disposition and belief. According to this model, simplicity it refers to how inflexibility the way people think. For example, Sundanese people are bland or people from Batak they are stubborn.
- b. The intermediary level of intercultural conflict refers to actual location and context of the conflict. In several environment it's more likely for getting a conflict. There is discrimination in a social status or social structure that exists in the environment. The most basic problem for intercultural conflict it's because interaction of the diversity between culture's and ethnic's in daily life.
- c. The macro or societal. In this level the intercultural conflict will lead to the interactants control. It means that the conflict refers to the history of subjugation, ideology, structure inequality and the majority of community strength.

Also from Deddy Mulyana (2009) History tell that most of the conflict it's because they ethnocentric they feel like they culture is better than the others, and having an assumption or stereotypes about different cultures. The point of how communication can be success is how effective is the communication, by weighing how the communicator gives the message and the communicant sends the same message from the process of exchanging messages that occur.

A conclusion can be drawn about the true meaning of communication, which is a process of interaction in which there can be the intention of

complementing, improving, and understanding the problems that are experienced by the person involved in the communication. Thus it can be understood that communication is not just a medium of delivery of a mere message (which may benefit one of the parties only) but rather a relationship between personal (personal) between the parties involved in it. Therefore, in order for communication to run well and smoothly and provide benefits both for the message presenter and for the message recipient, communication skills are needed.

### **Intercultural Communication**

Intercultural communication basically examines how culture affects communication activities: what verbal and nonverbal messages mean according to tan cultures, what is worth communicating, how to communicate them (verbal and nonverbal) and when to communicate them (Mulyana, 2005)

Advances in science and technology have made it easier to communicate. Therefore people can feel the ease of communicating with the very far away who betray the barriers in intercultural communication. Because the increasing communication contacts and relations between countries show that global communication is the cause of acculturation and cultural assimilation. Cultural differences trigger increased humanitarian relations, but they can also provoke conflict and socio-economic jealousy in society. Therefore, it is necessary to filter culture such as moral values, religion, and social ethics that prevent bad influences for people who have not accepted the actual situation. According to Aang (2016) there are three categories awareness that encourage to create an intercultural communication:

#### **1. International Awareness**

Intercultural communication is a thing that makes people are bond together. And the main purpose of intercultural communication is for the world peace. International awareness means that relation between countries in the world as human relations which guarantees togetherness above equality as creature that live on earth.

#### **2. Domestic Awareness**

Domestic awareness is local awareness that will lead into national awareness. Which mean that it need for understand and interact with sub-cultural groups communities that driving force for intercultural communication. Especially in Indonesia which is pluralist and plural from all aspect community life that triggers these citizen. Thais why domestic awareness is necessary so people can understand culture that is different with us.

#### **3. Personal Awareness**

The essence of public awareness is from our self, the personal awareness and that will build in intercultural communication. There is a collective awareness that creates social consciousness in the presence of personal consciousness.

And based on Geert Hofstede (1980) there are four important point to compare cultures they are power distance, Masculinity, Avoidance, Individualism. On the other hand Giles (1994) claimed that intercultural communication happens when two people from different ethnic or cultural groups interact and tend to accommodate each other in the way they speak in order to gain the other's approval. He specifically focused on the non-verbal adjustments of speech rate, accent, and pauses. Based on the principle that people tend to like others who strike us as similar, he also claimed that speech accommodation is a frequently used strategy to gain the appreciation of people who are from different groups or cultures. This process of seeking approval by meshing with another's style of speaking is at the core of what he then labelled speech accommodation theory. Therefore an individual most likely employs a strategy when they speak with others from different culture. are needed.

### **Communication Accommodation Theory**

When a person interacts with another cultural group they will bring their cultural identity. This identity can be behavior and language. None which is wrong with cultural identity and should not have to humble themselves when someone interact with other cultures. However, most people who have a background *ngapak-ngapak* (strong accent) and dialect when interacting with other cultural groups feel disbelief themselves with their language and dialect. They tend to reduce and even eliminate language and the dialect in everyday relationships. In this case, it results in a process accommodation, where cultural groups who feel inferior then try accommodate cultural groups that are considered higher in their form understand.

This theory is one of the theories about communication behavior that is very influential. Formulated by Howard Giles and his colleagues, accommodation theory explains how and why they adapt to our communication behavior to the actions of others. Dragojevic (2016) explains that the theory of communication accommodation attempt to explain and predict the form of communication adjustment and a model of how the other person in the interaction perceives, evaluate, and respond to them.

In short Communication Accommodation Theory can be defined as the constant movement toward or away from others by changing communicative behavior. According to Giles (1994) Communication Accommodation Theory has two strategies form of communication which distinguishes people use when they interact in different culture. Because Giles (1994) sees both as accommodation, he believes, people will tend to adapt since they both involve in constant movement toward or away from others via changes in communicative behavior. Communication Accommodation Theory consists of convergence and divergence.

Convergence is the first strategy in Communication Accommodation Theory. It is a communication method that involves adapting people's communication style to become more like another person (Griffin, 1991).

Usually people will adapt with the environment that already exists through the communication. Convergence refers to the positive attitude shown by the speaker towards the listener by adjusting the features of the language so that it is understood and accepted. To do this theory is to adjust people speaking style to equalize their partner's speaking style. And each person has different type of communicate it depends on their culture behind them. So this method shows us that the person who came or the minority adapting with the culture that already exist in the area Convergence is a selective process one does not always choose to use a convergent strategy with others. When people do convergence, they depend on their perception of the speech or behavior of others.

And Giles (1994) see the motivation on convergence that they are desire for social approval and that is the main of motivation for people who use convergence as their strategy. When a person meet someone who isn't like them and want them to think good, respect. There is a similarity and attraction have a positive connection. So people get identify with the other person by changing what they say and how they say it to seem more like.

In accommodation communication theory, divergence is a strategy that reflect the attitude of language that takes a good direction opposite of convergence. This refers to the separation that indicated by the speaker of the language against the opponent of his speech. Unlike convergence, divergence leads to negative attitudes. So divergence is a communication technique that emphasizes the distinctions between and another person. In interethnic contacts, people may insist on adopting a language or dialect that the other does not understand. In terms of speech style, people may differ by using a heavier accent, speaking at a different tempo than the other person, or speaking in either a monotone or with exaggerated animation (Griffin, 1991). So instead of copying the language, accent, and the gesture divergence make it look different from the others. And for another example when people from city came into a rural. Usually they make them self-different from them to differentiate that they came from outside the rural. However, it should be noted that, divergence is not in the sense that it is not there is concern or response to other communicators. Instead, they decided to dissociate themselves to other communicators for certain reasons. So, divergence here is a strategy to inform them of their existence and also wants to keep it, for some reason. Without worrying about accommodation communication between two communicators to improve the conversation.

## **METHODOLOGY**

### **Research Method**

This research uses qualitative method because it aims to facilitate the discovery of, or the hearing of, the voice of the other, or people, or experience, being studied Ezzy (2002). Other reason this research need to use a qualitative research is qualitative research's strengths the ability to describe processes and patterns of human behavior that are difficult to measure. Additionally this

research uses Case study strategy in qualitative. Case study of this research is students from Unpad. Case studies are a suitable strategy when a question research on how or why when researchers only have limited time for his research and if what is studied is a phenomenon that contemporary in the context of real habits.

This research chooses three students at Unpad as main informants. It aims to describe in depth of the phenomenon as the focus of the problem. That is, understanding intercultural communication occurs among immigrant students and how they adapt to the majority environment with a very different culture in Bandung and more specifically at the Padjadjaran University. This phenomenon is based by people who have a different cultural background so they will probably got a culture shock

### Unit of analysis

There are several complete statements that become the unit of analysis of this research that shown in Table 1.

**Table 1 Unit Analysis**

Input	Unit of Analysis	Sub of Analysis	Operationalization
Intercultural Communication	Communication Accommodation Theory	Convergence	1. Cultural Identity Similarity 2. Speaker uses other's languages 3. Speakers follow other's tone and accent 4. Motivations
		Divergence	1. Cultural Identity Differences 2. Speaker don't use other languages 3. Speakers still have their own tone and accent 4. Motivations
<b>No.</b>	<b>Name</b>	<b>Ethnicity</b>	<b>Major</b>
1.	Farros	Javanese	Communication Science
2.	Miracle	Bataknese	Social and Political Science
3.	abel	Betawinese	Communication Science

The subjects of this study were college students from Padjadjaran University that represent on table 2 down bellow.

**Table 2 Informant Table**

The reason this research use a college student from Padjadjaran University it's because this university is well known to accept various students outside Bandung and has a Sundanese atmosphere around it. Based on Maulana (2021) Padjadjaran University (UNPAD) is ranked 7th in the QS World University Rankings and also the majority of the environment it has a bold Sundanese culture.

This Research object is how the student adapt the Sundanese culture what strategy they are using to adapt the environment; either they are adapting the Sundanese culture so they learn how to be similar with the local, or they learn the culture and make them self-different from the local so the local know that they are not from Bandung and still maintain their original culture. Researcher collecting data in depth by interviews college student in

Padjajaran University. This research location happened at Jln. Raya Bandung Sumedang Street on west Java. Because of the pandemic this research must held by online meeting.

This research uses primary dan secondary data. For the primary, this research uses interviews face to face or through online meeting to with every informants. For the secondary data is from sources, such as papers or libraries, do not directly supply information and data to the data collector. Secondary data gathered from books, other theses, national and international journals, and numerous reliable web sites is used by scholars to facilitate this study. While analytical techniques will be done in several stages from data collection, reduction, analysis, and drawing conclusions.

### **Data Validity Technique**

The data from qualitative research might be certified legitimate if there is no discrepancy between what the researcher stated and what actually happened to the item under examination. According to Sugiyono (2012) Validity is the degree of accuracy between the data that occurs on the object of study and the data that can be reported by researchers." Data validity techniques carried out by the authors in this study it is to use a credibility test with a form of triangulation. In qualitative research, triangulation refers to the use of various methodologies or data sources to build a thorough knowledge of phenomena (Patton, 1999). Triangulation has also been seen as a qualitative research approach for testing validity by bringing together data from disparate sources. Data triangulation is used to validate data by comparing data from the source but using couple of people. In this study, researchers will compare data gathered from interviews and secondary sources to get relevant data. This research benefits from the source triangulation to ensure the data validity.

### **RESULT AND DISCUSSION**

The result of this research is shown on table 4 below



**Table 4 result**

No.	Informants	Cultural Identity	Use Sundanese	accent and tone	Motivation	Adaptation Strategy
1	Faros	Similar	Yes	Yes	To adapt with local	Convergence
2	Abel	different	Yes	Yes	To blend with local	Convergence
3	Miracle	different	Yes	Not really	To adapt with local	Convergence

Based on this interview, for Faros sundanese with his culture is not much different, it just sundanese is way more active but people from java is quite calm. Faros usually talk with Bahasa Indonesia or Javanese because his parents are Javanese but he also use sundanese language when he talk with the local. But he doesn't feel like it really benefit him. Not only he talk with sundanese language but he also adapt the accent and tone. He learn the accent and the tone from the local which are his friends from faculty. The motivation for Faros speaking sundanese is to adapt with the local because the majority is sundanese and he also interested to learn the language because it was fun. So the strategy that he use is convergence and it shows the positive attitude of Faros who is willing to speak Sundanese.

The second informant is Abel. She's from Jakarta so her background culture is betawinese. She think that her culture and sundanese are quite different. From how they talk, the tone of sundanese is more calm and polite rather than betawinese. She also use sundanese language but only with her sundanese friends, and she using only basic word. She also got influenced by the tone and accent because of her friends and boyfriend. And her motivation to speak sundanese is to blend with the local. So people won't think she's and outsider. She also using a convergence strategy to adapt.

Last for our informant is Miracle. She is a college student from bataknese. The different between bataknese and sundanese is quite huge. From the accent, tone, how they talk. Sundanese people talk slower than bataknese. So for Miracle is quite difficult to adapt in Unpad. She usually speak batak but when she hangout with her sundanese friend she sometimes speak sundanese because she got influenced by the surroundings. For the accent and tone she's not really got influenced by it but when she speak with sundanese the tone and accent it flows with it. And she use sundanese language is to adapt with the environment that she live in. so by that analysis it can conclude that she using the convergence strategy.

## CONCLUSION

This research can be conclude from the three informant they are using the same strategy which is convergence. And the reason are quite the same. That is to adapt and blend in with the local. Because when we are in the land that has different culture the best thing to do is to respect the local and to get their respect and sympathy is to learn they're culture. It can from the language, how they behave, how they talk, how things work around it.

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