

## AFFECTH CULTURAL DIFFERENCES ON COMMUNICATION BEHAVIOR OF STIHP PELOPOR BANGSA STUDENTS

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<b>Keywords</b>	This research focuses on students of the Faculty of Communication Sciences, Nusantara Islamic University, Bandung on cultural differences in communication behavior. The purpose of this study was to determine how students adapt to the culture of communication behavior. This research method is a qualitative method. This research was conducted at the Nusantara Islamic University campus with Fikom students as informants. Collecting data in this study using interviews and observation. Participants are students of the Faculty of Communication, Islamic University of the Archipelago, Bandung. The results of this study Cultural differences greatly affect a person's behavior in communicating, but these differences should not make us as individuals who feel the most correct because it can cause failure in communicating.
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### 1. INTRODUCTION

Indonesia is a country that has a very diverse culture. Indonesia is a country that has many islands that are interconnected from Sabang to Merauke and each region has a diverse culture. According to Suraya (2014) culture is a comprehensive lifestyle and culture is complex, abstract, and broad. Culture is a view or way of life of a group that will continue to be passed on to the next generation. According to Samovar, Porter and McDaniel (2010), in order for culture to be passed down from one generation to the next, individuals and cultural groups must communicate every aspect of culture. Culture will be lost if it is not preserved by the next generation. Indonesia has a lot of cultural diversity ranging from regional languages, arts, traditional clothing to other unique traditions, it is Indonesian culture that must be preserved. According to Hildigardis (2019), Indonesian culture is the entire local culture that exists in every region in Indonesia. Almost every island has different tribes and races that have their own characteristics and uniqueness.

ToThis cultural diversity has a very large impact, the positive impact of the diversity of cultures in Indonesia is as one of the wealth of the nation. But behind the advantages of this cultural diversity is also very influential on the communication process between individuals who have different cultures. According to Wahdiah (2013) said that in the process of communication between people of different cultures a more comprehensive understanding or understanding is needed. Basically, there is no life without communication, let alone human nature as social beings, which means that humans are always dependent or cannot live alone. Communication is the most important aspect in social life because communication can help individuals to interact with other people. A person cannot socialize or interact with other people if they cannot communicate well. Communication is a process by which a person can give or receive a message. West and Turner (2014) say that communication is a social process in which individuals use symbols to form and interpret meaning in their environment. In communicating culture is very important, because culture can determine how we communicate with others. West and Turner (2014) say that communication is a social process in which individuals use symbols to form and interpret meaning in their environment. In communicating culture is very important, because culture can determine how we communicate with others. West and Turner (2014) say that communication is a social process in which individuals use symbols to form and interpret meaning in their environment. In communicating culture is very important, because culture can determine how we communicate with others.

Intercultural communication occurs when two or more people from different cultural backgrounds interact. Different cultures have different value systems this determines different life goals

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and also determines communication behavior. Culture really determines how a person communicates with other people, both with people who have the same culture and with people with different cultures. By understanding people from different cultures, communication can run effectively. According to Lutfhi (2018), intercultural communication is a process of exchanging thoughts and meanings between people of different cultures. One's culture is also very influential on the process of continuity of communication. According to Suraya (2014), communication and culture have a reciprocal relationship like two sides of a coin. Communication affects culture and vice versa culture affects communication. The culture they profess teaches them how to think and behave towards others, that's why cultural background really determines a person's perspective on something. This difference in point of view of course affects a person's behavior, especially in communicating. Many aspects of culture also determine communicative behavior. That's why cultural background really determines a person's perspective on something. This difference in point of view of course affects a person's behavior, especially in communicating. Many aspects of culture also determine communicative behavior. That's why cultural background really determines a person's perspective on something. This difference in point of view of course affects a person's behavior, especially in communicating. Many aspects of culture also determine communicative behavior.

Basically every behavior can not be separated from the name of communication even when we are silent we can still communicate. According to Azwar (2013), one of the interesting characteristics of human behavior is its differential nature, meaning that a stimulus can cause more than one different response and several different stimuli can cause the same one response. In the sociology of behavior is considered as something that is directed to others and is therefore the most basic human social action. Behavior is a human action that is carried out on something in the environment, the behavior can be positive or negative. Communication behavior is a human action in communication activities. There are several factors that influence human behavior such as genes, power, attitudes, emotions and culture. A person's background is very influential on individual behavior. Behavior is the result of experience and behavior driven or motivated by the need to increase pleasure and reduce suffering (Rachmat: 2008).

Differences in cultural backgrounds lead to differences in individual behavior in communicating. According to Hadwiyah (2016), a person's cultural background will have an influence on his perception. Every culture teaches a person how to think and behave, this also certainly affects communication behavior. For example, when Javanese people communicate with Batak people. Javanese people who are known for their softness and politeness in speaking are in contrast to the Batak people who tend to be rude and use loud voices in communicating. This proves that culture has a major influence on a person's behavior in communicating.

## 2. METHOD

This study uses qualitative research methods. According to Hilal and Alrabi (2013) Qualitative method is defined as a research method in describing phenomena based on the point of view of informants, finding various realities and developing a holistic understanding of a phenomenon in a particular context. This study uses a phenomenological approach according to Alase (2017) phenomenology is a qualitative methodology that allows researchers to apply and apply their subjectivity and interpersonal skills in the exploratory research process.

This research was carried out on the Nusantara Islamic University campus with Fikom students as informants. Collecting data in this study using interviews and observation. Interviews were conducted to collect the main data in the research by conducting a question and answer session with students of the STIHP Pelopor Bangsa. Observations are observations made directly in the field to find out conditions in the field. Through observation, researchers learn about behavior and the meaning of that behavior. The source of the data taken is primary data which is data obtained directly from students from the interview and observation process. The data analysis techniques used are data reduction, data presentation and conclusion drawing.

## 3. RESULTS AND DISCUSSION

STIHP Pelopor Bangsa Faculty of Communication Science students consist of many different  
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cultures, however, Javanese and Sundanese cultures are the most dominating cultures. At the beginning of the lecture period, the students experienced culture shock. According to Rajasekar and Renand (2013) stated that the culture shock factors experienced by individuals include cultural flexibility, ethnocentrism, and individual stress reactions. The results of research from Al-Ahtami & Al-Ahdal (2014), stated that "the migration of Arab students from their native country to America makes them experience various problems caused by differences in language, culture, and values that they believe in, thus making them experience difficulties. in making adjustments in a new country so as to make individuals experience culture shock". Usually, Students who experience culture shock are those who are still unstable in adapting. Environmental conditions, especially campuses and classes that do not meet expectations, are known to be one of the factors causing the symptoms of culture shock.

The process of interaction that occurs between students who have different cultures requires more effort. These cultural differences make students have to learn to understand each other. By studying foreign cultures they can realize that there are many things they did not know before, for example someone feels comfortable living with two cultures at once, such as Cinta Laura's experience studying in the United States. This is a good indication, because you have made it through a little natural selection. However, there are also students who worship foreign cultures so much that when they return to their own country, they feel like a stranger again. For this reason, there must be a balance between understanding culture without leaving our identity as an Indonesian nation. There are so many lessons and values that they get from cultural differences. Every culture teaches how a person thinks and behaves, this is one of the factors for the success of a relationship. Differences in cultural backgrounds that are inherent in a person make it difficult for a person to adapt to a new environment. For this reason, the adaptation process takes a long time. These cultural differences can affect many things, one of which affects the way a person communicates. There are so many differences in the way of communicating between the Javanese and the Sundanese, starting from the language used to understanding something. This is one of the factors for the success of a relationship. Differences in cultural backgrounds that are inherent in a person make it difficult for a person to adapt to a new environment. For this reason, the adaptation process takes a long time. These cultural differences can affect many things, one of which affects the way a person communicates. There are so many differences in the way of communicating between the Javanese and the Sundanese, starting from the language used to understanding something. This is one of the factors for the success of a relationship. Differences in cultural backgrounds that are inherent in a person make it difficult for a person to adapt to a new environment. For this reason, the adaptation process takes a long time. These cultural differences can affect many things, one of which affects the way a person communicates. There are so many differences in the way of communicating between the Javanese and the Sundanese, starting from the language used to understanding something. These cultural differences can affect many things, one of which affects the way a person communicates. There are so many differences in the way of communicating between the Javanese and the Sundanese, starting from the language used to understanding something. These cultural differences can affect many things, one of which affects the way a person communicates. There are so many differences in the way of communicating between the Javanese and the Sundanese, starting from the language used to understanding something.

According to the research results, there are many differences between cultures, especially Javanese culture and Sundanese culture. It can be seen from some of the habits of the students. Each region and tribe has its own culture that characterizes the area. The Javanese are ethnic groups originating from Central Java and East Java, while for the West Java region they are called the Sundanese or commonly known as Tatar Sunda, Pasundan and Bumi Parahyangan. Physically it is difficult to distinguish between Javanese and Sundanese people because they both live on the island of Java. The difference is clear in terms of culture, including language, art and the food he likes. Unlike the Javanese, who mostly live in Central Java, Yogyakarta and East Java, Sundanese do not use Javanese but use Sundanese. Javanese and Sundanese have many differences such as differences in spelling, pronunciation and meaning.

These cultural differences affect the communication behavior between students. Communication

activity is a fundamental thing where with communication individuals can exchange information. The culture they bring teaches them how to think and behave, this is what causes the communication process to be hampered. According to the results of interviews and observations, there are differences in behavior when Javanese and Sundanese communicate. From the results of our research, it shows that the Sundanese are humorous and often make jokes, while the Javanese are gentle figures when interacting with other people. The Sundanese are known as *someah hade ka semah* which means they have a friendly nature towards new people, the Sundanese are famous for their warmth and tenderness. Not much different from the Sundanese, Javanese people really respect politeness so they think a lot when they want to say something. Javanese language is more dominant with the use of vowel O at the end of a word either in naming people or place names, while Sundanese language is more dominant in using vowel A in word endings. The way Sundanese and Javanese people speak also have different accents and tones, the most interesting thing is that Sundanese people usually use the word *tea*, and *mah* in communicating. Cultural differences greatly affect a person's behavior in communicating, but these differences should not make us as individuals who feel the most correct because it can cause failure in communicating. Javanese people really respect politeness so they think a lot when they want to say something. Javanese language is more dominant with the use of vowel O at the end of a word, either in naming people or place names, while Sundanese is more dominant in using vowel A in word endings. The way Sundanese and Javanese people speak also have different accents and tones, the most interesting thing is that Sundanese people usually use the word *tea*, and *mah* in communicating. Cultural differences greatly affect a person's behavior in communicating, but these differences should not make us as individuals who feel the most correct because it can cause failure in communicating. Javanese language is more dominant with the use of vowel O at the end of a word, either in naming people or place names, while Sundanese is more dominant in using vowel A in word endings. The way Sundanese and Javanese people speak also have different accents and tones, the most interesting thing is that Sundanese people usually use the word *tea*, and *mah* in communicating. Cultural differences greatly affect a person's behavior in communicating, but these differences should not make us as individuals who feel the most correct because it can cause failure in communicating. Javanese language is more dominant with the use of vowel O at the end of a word, either in naming people or place names, while Sundanese is more dominant in using vowel A in word endings. The way Sundanese and Javanese people speak also have different accents and tones, the most interesting thing is that Sundanese people usually use the word *tea*, and *mah* in communicating. Cultural differences greatly affect a person's behavior in communicating, but these differences should not make us as individuals who feel the most correct because it can cause failure in communicating. The most interesting thing is that Sundanese people usually use the words "tea" and "mah" in communicating. Cultural differences greatly affect a person's behavior in communicating, but these differences should not make us as individuals who feel the most correct because it can cause failure in communicating. The most interesting thing is that Sundanese people usually use the words "tea" and "mah" in communicating. Cultural differences greatly affect a person's behavior in communicating, but these differences should not make us as individuals who feel the most correct because it can cause failure in communicating.

#### 4. CONCLUSION

From the results of the study, it can be concluded that cultural differences can affect a person's behavior when communicating. This can be seen from the way students communicate with fellow students who come from different cultures. UNINUS Faculty of Communication Science students

consist of various cultures and different ethnic groups, however, the Javanese and Sundanese are the most dominating. The culture they bring teaches them how to think and behave, this is what causes the communication process to require more effort. Each culture has different characteristics ranging from food, clothing, and language used. there are many differences between cultures, especially Javanese culture and Sundanese culture. The Javanese are a tribe originating from Central Java and East Java. Based on the results of interviews and observations, we show that Sundanese people are people who have humorous behavior, while Javanese people are gentle figures when interacting with other people. The Sundanese are known as someah hade ka semah which means they have a friendly nature towards new people, the Sundanese are famous for their warmth and tenderness. Not much different from the Sundanese, Javanese people really respect politeness so they think a lot when they want to say something. In addition to the behavior of the way of speaking the Sundanese and Javanese have many differences. Javanese language is more dominant with the use of vowel O at the end of a word, either in naming people or place names, while Sundanese is more dominant in using vowel A in word endings.

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