

ABSTRACT

This study, entitled Process Acculturation in the Community with sub titles A Case Study of Non Sundanese Students in the Sundanese Community culture SAWANDA. This study aims to determine the process of personal communication and interpersonal communication non Sundanese students in the Sundanese Community culture SAWANDA. This study uses qualitative research methods and descriptive approach. Discussion through interviews with three key informants. The result showed that their personal communication as a process of cognitive, affective, and operational obtained by informants. Knowledge about the new cultural environment they are in, obtaining cultural values and the implementation of the cognitive and affective processes that have been obtained previously. Besides, the adaptation of verbal and non verbal communication made by the informant of custom made by local indigenous communities.

Keywords: Acculturation, Intercultural Communication, Personal Communication