

ABSTRACT

The people of Batam Center tend to have a higher level of mobility to interact and interact directly with people who come from Singapore, they interact on socio-cultural, economic and political issues. This research refers to problems in the speech procedures of Singaporeans with the Batam Center community, the speech community in Batam Center, as well as situations, events and speech acts related to cross-cultural communication activities in the use of Singlish that occur in the Batam Center community, Batam City. . The above cross-cultural communication phenomenon is the background for this research in the ethnographic study of communication. This research uses a descriptive qualitative research method in the form of research with a case study method or approach (Case Study). In this research, the paradigm used is the constructivism paradigm. This ethnographic communication study regarding the reality of cultural communication contains speech procedures, speech communities, situations, events and speech acts. In the manner of speaking, the Singlish language used by the people of Batam Center uses English from Singapore with a combination of Hokkien, Malaysian and English accents with the word "lah" added at the end of each sentence and the expression is often expressive with body movements such as shaking hands. to and a pat on the shoulder.

Keywords: Singlish, Communication Ethnography, Communication Reality, Communication Culture