

ABSTRACT

Communication and culture has a reciprocal relationship, communication is the delivery of messages between communication actors with the aim to understand each other. While culture can be regarded as a way of behaving a community community on an ongoing basis. Because communication can affect culture and its opposite, to support it is needed cultural adaptation that aims to equate the attitudes and habits that individuals do daily with the culture in the environment. Cultural adaptation is defined as a change in the cultural element that causes it to function better for the people who support it. If cultural adaptation fails to do so there will be a culture shock. This study aims to determine the process of adaptation in facing culture shock and what factors cause culture shock to foreign students at Telkom University. The method used is qualitative phenomenology using constructivist paradigm. Data collection techniques used in this study by conducting in-depth interviews and observation. In this study using two units of analysis, the process of adaptation and culture shock. From the results of research that has been done, the adaptation process is experienced by each and every student. And the factors that influence the occurrence of culture shock consists of intrapersonal factors, cultural variations, and political manifestations.

Keywords: *adaptation, culture shock, foreign students*