

CHAPTER I

INTRODUCTION

1.1 Research Background

Indonesia is known as a country that has a wide expanse of territory surrounded by the sea. With the vast area of the Indonesian sea causing distances between regions, therefore Indonesia which has become the fifth in largest archipelagos in the world (Periona, 2018). which automatically with differences in geographical location causes all Indonesian people to be widely spread in the archipelago. The differences in geographical location also have an impact on speech, ethnicity, physicality, culture, and differences in characteristics that tend to be reflected in their respective regions.

With the vast territory of Indonesia which has differences between regions from several aspects such as language, accent, and culture. Culture itself has its own uniqueness as described by Arnold (1971) culture as "the study of perfection", which leads to a clear distinction between high cultures, referring to activities and expressions that represent what people believe to be moral and intellectual perfection (opera, theater, museum), as opposed to lowly, or popular culture, which includes the activities and expressions of everyday people. Meanwhile, according to Samovar & Porter (2003) Stores of knowledge, experiences, beliefs, values, attitudes, meanings, hierarchies, religions, ideas of time, roles, spatial relationships, concepts of the universe, and material objects and possessions obtained by a group of people. People in the course of generations through individuals and groups struggle.

So, tradition is an activity carried out by the ancestors and passed on by the next generation until now. The culture that people believe can be reflection of where they come from, especially from the life of the author, especially in the campus environment, which greatly impacts the attitudes and communication of a person and others, because the campus environment has many people from different ethnicities. Communication has an unavoidable impact on intercultural relations. When the culture that we believe in meets another culture that is different, in order to have the same meaning, it must have an intermediary, because it uses language that is understood by each other so that others understand each other.

The diversity of tribes and cultures spread throughout Indonesia, each region has its own local ethnicity. According to Financial and Development Supervisory

Agency (2021) The Batak ethnicity is one of the many ethnic groups in Indonesia originating from the province of North Sumatra which is located in Sumatra which is flanked by areas of Aceh, West Sumatra, and Riau. The majority of ethnic Batak occupy the province of North Sumatra, but there are also other ethnic groups such as ethnic Malays, ethnic Chinese, ethnic Javanese, ethnic Nias, and others.

Batakese people have a unique way of life. One of the uniqueness of the Batak ethnicity is that they really like to leave their area to another city to increase their own skills (Putri, 2021). Usually, parents allow their children to leave their hometown and find a new life in another city. The reason why parents always give permission is that when a child grows up in another city, it adds to the degree of the family because the habit is embedded so that it has a lot of impact on the ethnic Batak population in every city in Indonesia and another uniqueness of the Batak ethnicity lies in its thick accent and different from other ethnic groups. The Batak ethnic accent is often considered rude, so many people who hear the accent think that a Batak ethnic person is a rude person. In contrast people with a rough accent do not necessarily behave rudely. The rough accent that is owned by the Batak ethnic itself symbolizes the steadfastness of his personality, or perseverance in the field of work and in terms of fighting (Sinaga, 2017).

In Contrast the Sundanese ethnicity is very different from the Batak ethnicity. The Sundanese ethnicity generally occupies the western part of the island of Java as the centre origin of the Sundanese ethnicity. Generally, according to ethnic Sundanese, they do not move from place to place to develop or arguably do not leave their homeland, because of their love for their homeland, there are also those who think that the city that most people visit to develop is the island of Java itself, so they do not have to go far to go and other areas to be more developed but their own homeland has become the centre of a suitable place to develop for the better (Salsabila, 2020). The Sundanese ethnicity itself has a specialty which is known as being gentle, shy, and likes to smile at others. When talking to people of Sundanese ethnicity, the tone when speaking tends to be smoother and softer which is impressed as a very polite person. Often there is a difference in what they will say and what they think, it can be said that what they think is different from what they say in conversation. This happens because to maintain and prevent disputes between interlocutors (Sumbung, 2014).

The differences between ethnic Sundanese and ethnic Batak are many,

therefore, ethnic Batak students find it difficult to mix in places where the majority are inhabited by ethnic Sundanese, due to differences in habits and contradictory ways of conducting conversations. This actually applies to every ethnic group because it has its own characteristics in communicating, but because of their differences or uniqueness. In speaking, there are often misunderstandings between the person delivering the message and the person receiving the message.

The distribution of the population is very even, where one ethnicity does not only occupy one area, sometimes there are ethnicities that are widespread throughout the region but are not dominant. According to the 2010 Indonesian Population Census (2013), West Java became the top 3 places to migrate, in the first place is North Sumatra with a population of 5,785,716 or 68.49% of the entire population of Batak people in Indonesia, while in the second place is Riau with a population of 691,399 or 8.19%, then West Java province as a place for ethnic Batak people to migrate or settle with a population of 467,438 with a percentage of 5.53%. Regarding the data obtained by researchers according to (Simanjourang, 2019) That the average number of ethnic Batak students was around 250 people in 2019 and this data was obtained from the UNPAD SOMBA Student Organization (Solidaritas Mahasiswa Batak Universitas Padjadjaran).

When communicating with people from different backgrounds, they often try to maximize the communication. A communication relationship that runs optimally will help fellow interlocutors who have a positive impact on both parties and with positive results tend to have a closer relationship with each other, if a communication relationship does not run optimally, it will have an unfavourable impact or tend to harmful. Negative impact where fellow interlocutors will be less interested in continuing communication. In intercultural communication itself, there are often difficulties or obstacles caused by several aspects such as differences in accent, language, beliefs, norms and so on. With so many differences, different thoughts can also conflict with each other which causes delays in good intercultural communication relations. Meanwhile, if want to establish harmonious intercultural relations, need a commonality of thought or purpose that strengthens relationships with other people. False or true often have difficulty establishing relationships or communicating with people from different backgrounds.

Forming communication relationships with different backgrounds or cultural

differences to create good and efficient communication is not easy and also not as difficult as many people think (Sumbung, 2014). When doing activities or communicating with people who have different cultural backgrounds, we must pay attention to our attitude towards the other person so that there is no misunderstanding between the two communicating parties. Cultural differences that occur in Indonesia itself can lead to positive and negative things; therefore, cultural diversity can cause conflicts due to differences in cultural backgrounds. With the establishment of intercultural interactions can lead to positive things such as mutual respect in order to create a comfortable environment for others.

Sometimes when someone wants to migrate, they often choose the right place according to the criteria that someone wants. One of them from all regions in Indonesia, Bandung is one of the most popular cities for students to study. With many well-known universities such as Padjadjaran University, Bandung Institute of Technology, Indonesian Education University, Telkom University and others who are students from outside the city, they become interested in studying in the city of Bandung (Nasution, 2016). With various people from various backgrounds gathering in an area or can be said on campus, it becomes a means of socializing between cultures or between ethnicities.

With a variety of cultures that occupy the city of Bandung which gives rise to ethnic diversity in Bandung and that is a common thing, but with the number of students who come from outside the city, it creates a livelier atmosphere in the area, and intercultural interactions with people who have differences. different cultural backgrounds such as differences in race, religion, ethnicity, gender, dialect, and language. This diversity raises speculation on social, economic and political interculturalism. Due to the many differences that lead to inter-ethnic judgments (judging a certain ethnicity badly), closing themselves off (not interested in interacting with different ethnicities), the habit of ostracism (ruling out other ethnicities who are different from us) if all these three aspects occur in society can lead to inter-ethnic divisions in the community in the learning environment.

The subjects in this study were ethnic Batak students from North Sumatra and ethnic Sunda students from west java at Padjadjaran University. Padjadjaran University was chosen as the research location because it is one of the national universities in Indonesia, not only as a national university but also one of the campuses

that has the most study programs which occupies the third position with 194 study programs (Kaldera News, 2021). Padjadjaran University was chosen as the research subject because it is one of the largest universities in the area where the Sundanese ethnic origin city is located and the name Padjadjaran is closely related to the history of the Sundanese ethnic community (Aku Pintar, 2022).

This research is interested in intercultural communication. It will focus on Batak ethnic students and Sundanese ethnic students. Where each ethnicity itself has things that are different from other ethnicities, therefore these significant differences have an impact on inhibiting the intercultural interaction which often occurs when interacting difficulties occur (Heryadi & Silvana, 2013). Where various students from various regions and have different cultural backgrounds can be found. Therefore, it is only natural that this student from North Sumatra was found at Padjadjaran University itself. Students who come from North Sumatra are aware that they are immigrants, so in reality they will experience a phase of culture shock that will be experienced when building intercultural relationships, regardless of ethnicity or different ethnic groups (local ethnicities from the region).

The gathering of people from different places in one place or environment will lead to pluralism which results in unavoidable ethnic encounters between ethnic groups, therefore this plurality requires us to communicate with other parties or people with different cultural backgrounds. If intercultural communication is effective, it will create a sense of comfort from both ethnic groups or more, problems or obstacles are very vulnerable to occur when we interact with someone new, especially with different cultural backgrounds such as views on things, ethnic differences, and also suspicion about things. different ethnicities.

Therefore, many people do not want to interact and shut themselves off from people of different ethnic groups. Those who do not want to interact with people of different ethnicities have basic reasons such as preferring to interact with the same ethnicity because they have many similarities in general but when interacting with other ethnicities many things are significantly different from them which causes them not to be interested in interacting. Things that often have an impact on intercultural interactions can be from language or presumptions. So, with the explanation of the background above, the author wants to study intercultural communication between Batak students and Sundanese students at Padjadjaran University.

1.2 Research Focus

This research focuses on intercultural communication between Batak ethnic students and the Sundanese students from Padjadjaran University. Intercultural communication carried out by ethnic Batak students and ethnic Sundanese students is important because there is an assessment process from each party to determine whether a relationship will go well or not. With these differences, there will be interactions between cultures that have significant differences.

1.3 Problem Identification

Based on the research focus, therefore the research objective is:
How is the intercultural communication between bataknese students and sundanese students at Padjadjaran University?

1.4 Research Purpose

Based on the identification of the problem, the objectives of my research is:
To find out the intercultural communication between bataknese students and sundanese students at Padjadjaran University.

1.5 Benefits of the Research

With this research, the researcher hopes that it can have a beneficial impact on innovation in the development of science in the future, as follows:

1.5.1 Theoretical Aspect

The research is expected to help knowledge about how intercultural communication between ethnic Batak students and ethnic Sundanese students in lectures takes place or becomes the subject and object of further research.

1.5.2 Practical Aspect

The author hopes that this research can be useful for the university as a point of view and reference in helping to improve the university's plan in the field related to "Intercultural Communication Analysis of Batak ethnic students and Sundanese ethnic students Padjadjaran University". The author also hopes that this research will have an impact or as a reference for us students in dealing with people with different backgrounds, cultures, languages, and beliefs.

1.6 Time and Period of Research

The research activities carried out by the author will take place in June 2021 - February 2022

Table 1.1 Timeline of Research

No.	Research Stages	2021				2022				
		AUG	SEP	OCT	DEC	JAN	FEB	MAR	APR	MAY
1.	Submission of Topics and Titles									
2.	Preparation of Chapter I to Chapter III									
3.	Pre-Research									
4.	Desk Evaluation Collection									
5.	Desk Evaluation Revision									
6.	Research									
7.	Preparation of Chapter IV to Chapter V									
8.	Thesis Defence									

(Source: Researcher, 2021)