

ABSTRACT

This research was conducted to analyze and provide an overview of the obstacles that occur in buying and selling transactions in the Gede Bage Bandung market. As well as knowing whether these obstacles can affect social and economic relations for traders and buyers who make buying and selling transactions in the Gede Bage Bandung market. In this study, methods with a qualitative approach will be used by researchers. This type of research uses the collection of words instead of the arrangement of numbers. This research is also a research conducted with the process of observing data, not from the size of whether or not an interval or ratio is measured systematically and statistically. Researchers found that the main factors for intercultural communication between traders from Padang and native buyers in the transaction process at the Gedebage Bandung market were cultural differences, perceptions, experiences, and languages. Researchers found that intercultural communication barriers that occurred in traders from Padang with buyers from Bandung did not affect social and economic relations because both had the same interests. It is expected that traders from Padang can be more optimal in acculturating with their new environment by increasing the intensity of interaction with their new environment and the existence of opinion leaders to direct efforts to increase the intensity of interaction with the new environment, one of which directs to participate in daily activities that local residents to facilitate in the acculturation process.

Keywords : Intercultural Communication Barriers, Gedebage, Acculturation, Culture