ABSTRACT

This research aims to investigate how Indonesian students adapt their communication styles in cross-cultural settings, focusing on the role of artificial intelligence, specifically machine translation technology in overcoming linguistic challenges. The phenomenon of cross-cultural communication presents unique challenges for Indonesian students abroad, especially when overcoming linguistic challenges in diverse cultural settings. This research applies Howard Giles' Communication Accommodation Theory (CAT) to explore how Indonesian students adapt their communication styles when engaging with foreign audiences and examines the role of artificial intelligence, particularly machine translation technology, in enhancing the efficacy of cross-cultural communication. A qualitative approach with a phenomenological framework was employed, using purposive sampling to select seven Indonesian students who had studied in various host universities. Data was collected through in-depth interviews, supplemented by notes and voice recordings, with thematic analysis based on Braun and Clarke's method identifying patterns of convergence and divergence in communication. The findings reveal significant adaptations made by the students, as well as the effective use of AI to mitigate linguistic challenges. Future studies could focus on a smaller sample of students currently enrolled in academic programs, rather than those who have already completed their studies, to explore ongoing communication challenges.

Keywords: Artificial intelligence, machine translation, converge and diverge, cross-cultural communication, Indonesian students abroad.