

THE INFLUENCE OF INTERPERSONAL COMMUNICATION AND ECONOMY SOCIAL STATUS TOWARD ETHNIC CHINESE - JAVANESE ETHNIC ASSIMILATION IN GUNUNG ANYAR TAMBAK SUB-DISTRIC AREA SURABAYA CITY

Julianus Zaluchu

Evangelical Theological Seminary of Indonesia - Surabaya
E-mail: julianuszaluchu@sttii-surabaya.ac.id

Abstract

Research entitled “The influence of interpersonal communication and economy status toward Chinese-Javanese Ethnic Assimilation in Gunung Anyar Tambak Sub District Area Surabaya City” base on idea that human who live in the midst multi ethnic scope. The misunderstanding could be happen in understanding these symbols, even though employed when interaction or communication between people who difference cultures, such as community in Gunung Anyar Tambak and surrounding, cause those area most of them settled Chinese and Javanese. This research intend to recognized : 1). Whether there are found influence interpersonal communication or not toward Chinese and Javanese ethnic assimilation in Gunung Anyar Tambak Sub District Area Surabaya City; 2). Whether there are found influence economy social status or not toward Chinese and Javanese ethnic assimilation in Gunung Anyar Tambak Sub District Area Surabaya City; 3). Whether there are found influence interpersonal communication and economy social status or not toward Chinese and Javanese ethnic assimilation in Gunung Anyar Tambak Sub District Area Surabaya City. Research approach used were interpersonal interaction and quantitative model.

The results gained namely a) Interpersonal communication and economy social status simultaneously have significant influence toward Chinese and Javanese Ethnic assimilation in Gunung Anyar Tambak Sub District Area Surabaya City; b) Partially interpersonal communication have significant influence toward Chinese and Javanese ethnic assimilation in Gunung Anyar Tambak Sub District Area Surabaya City; c) Partially economy social status does not have significant influence toward Chinese and Javanese ethnic assimilation in Gunung Anyar Tambak Sub District Area Surabaya City. To realizing assimilation between Chinese and Javanese, desirable people from both ethnic could be developing interpersonal communication in interaction, it is could be done by following meeting with surrounding community, openness each other in building communication and creating understanding (emphaty) on other event which forego another ethnic (out group) then will sprout out tolerance and solidarity inter ethnics.

Keywords: Communication, Interaction, Community

INTRODUCTION

Indonesia is an island nation characterized by cultural diversity. This diversity can be seen from differences in language, ethnicity (ethnicity), and religious beliefs. On the one hand, this cultural diversity is a valuable national wealth, but on the other hand, cultural plurality has the potential for national disintegration or division.

Cultural plurality is often used as a tool to trigger the emergence of ethnic, religious, racial and intergroup conflicts (SARA), even though the actual factors causing these disputes are more on issues of economic inequality, social and political injustice.

Indonesian society which is multicultural (plural culture) demographically or sociologically is potential for conflict to occur, because the community is divided into groups based on their cultural identity. According to Ting-Toomey (1999: 30), cultural identity is a feeling (emotional significance) from someone who shares (sense of belonging) or is affiliated with a particular culture. The society which is divided into groups then conducts a cultural identification (cultural identification), where each person considers themselves as a representation of a particular culture. This cultural identification, according to Rogers & Steinfatt in Rahardjo (2005: 2), will determine individuals who are included in the ingroup and individuals who are included in the outgroup.

In the context of this cultural identification, Suparlan in Rahardjo (2005: 2) considers that the issue of ethnicity and ethnicity in a pluralistic Indonesian society is an apparent reality in everyday life. Ethnic group members are born, educated, and raised in the primordial ascriptive atmosphere of their ethnicity. As a result, the difference between "who I am" and "who you are" or "who we are" and "who they are" is clearly visible in its boundaries. In that situation, stereotypes and prejudices thrive. In a society divided into groups

based on cultural identity, it will be difficult to achieve social cohesion.

Because, each group is within the exclusive sphere of association so it is relatively not intensive in conducting effective (intercultural) communication, that is, communication intended to reduce cultural misunderstanding (cultural misunderstanding), but instead tends to avoid communication (communication avoidance).

The intended social cohesiveness is a condition that allows each group to establish communication without losing their cultural identity. As a result of this lack of social cohesiveness, efforts to form a common will as a nation become a complex issue and require a relatively long time. Mely G. Tan in Rahardjo (2005: 3), reaffirmed what was stated by the founders of this republic. That the existence of the Indonesian nation is not based on the same mother tongue or creates an ethnic group, culture, or religion. What unites Indonesians is because of suffering, oppression, and the struggle for independence. From the similarity of fate comes the desire to be together. This is the foundation for the unity of the Indonesian people.

The general picture that can be observed from the above statement is that efforts to build a multicultural nation, namely the condition of society that gives appreciation to cultural, racial, and ethnic differences (Rahardjo, 2005: 4) or the recognition that several different cultures can exist in the same environment and benefit each other (Rogers & Steinfatt, 1999: 238) are still in the stage of searching for forms.

Multiculturalism, according to Shuter in Rahardjo (2005: 4) is a manifestation of the emic approach, because it requires preservation that cannot be changed from every culture, namely its values, views (worldviews), and patterns communication patterns. Economic, social, political, and community inability to understand cultural diversity results in disputes between groups.

SARA conflicts, especially conflicts between ethnic groups, have occurred in almost all regions of Indonesia. SARA clashes in Indonesia also involve ethnic Chinese citizens, both as a trigger factor (direct) riots or as a result of social unrest caused by political conflicts, such as the "May 1998 Incident" in Jakarta and several other cities towards the end of the Order government rule New.

In general, the events (conflicts) that have occurred are described in the table below: a. Anti-Chinese activities that occurred around the time of the establishment of the Islamic Trade Union in 1911, as a result of the emergence of movements among the Javanese to counter the strength of the Chinese economy. in Indonesia. b Anti-Chinese activities during the revolution as a result of the impression among the Javanese groups that it was as if the non-Javanese (Chinese) had helped the Dutch invaders. c May 10, 1963 in West Java which was a series of events with several events in other cities.

Starting from the city of Cirebon, spreading to other cities in West Java, East Java and finally in Yogyakarta on 21-22 May 1963. d Events 5 August 1973 in Bandung e Events Aceh, 1965 f Events November 1980 in Solo, Semarang and surrounding areas g Tanjung Periok Event 1984 h Surabaya event which began on September 16, 1986 i Pekalongan incident at the end of 1989 j And the most recent was the May 1998 incident, which had incised the dark black face of Indonesia's human rights morals in the eyes of the International with the events of mass looting and rape ethnic Chinese by piggybacking on the reform movement. Source: Haryono (1993: 13) Still in the context of social violence involving ethnic Chinese, Rahardjo (2005: 6), said that the sad events in the May 1998 Riots were acts of violence (rape) against women of Chinese descent.

The inter-ethnic dispute that occurred in almost along the path of this country, actually wants to reiterate, that the

multicultural nature or cultural diversity of Indonesian people is an issue that needs to be seriously managed.

In a sense, there needs to be handling that is fundamental. Open fights and hidden conflicts occur one after another. In many instances of interethnic conflict, Wawa (Kompas, 21 March 2001, p.25) explained that handling inter-ethnic conflict was still limited to reducing tensions. Such a method of resolution will never touch upon the problems of the warring groups. Peace is done tends to be formality, without going through a mature dialogue process.

The series of events mentioned above shows that the psycho-social distance between Chinese and Javanese is not yet bridged. Always, every conflict never results in a formulation of a settlement because resolution by the state tends to be repressive, non-dialogical and not transparent. The issuance of several Indonesian Government Regulations, such as: (a) PP 10 which is technical and highly modified, namely the 1959 ban on retail traders by foreigners in rural areas. (b) Presidential Decree No. 14 of 1979 which gave preferential treatment in several sectors to a weak economy. (c) Presidential Instruction No. 2 of 1980, which was compiled to clarify proof of citizenship for Chinese citizens of Chinese descent. (d) Presidential Decree No. 13 of 1980, namely the simplification of procedures for Chinese descendants to naturalize as Indonesian citizens.

Still remains a problem when the Government Regulation appears. Government regulation arises not because of the results of an inter-ethnic dialogue for a conflict resolution, but merely a structural product that tends to be repressive and in practice paradoxical. As proof, ethnic Chinese retail traders still enter the sub-district cities and dominate the circulation and distribution of certain trade products at the sub-district level.

It would be logical if then the economic dynamics at the village and

village level were sucked into the economic vortex at the sub-district level which was controlled by ethnic Chinese. So that the psycho-economic problem does not only apply in big cities but also spread to the countryside.

Help in a weak economy through cooperatives turns out to be just empty slogans, instead cooperatives become cash cows and corrupt bureaucratic nests. And these policies not only caused problems among Javanese ethnic groups, on the other hand ethnic Chinese received discriminatory treatments which made the psycho-social distance among ethnic Chinese (Indonesian citizens) against Javanese ethnic groups also increasingly widespread. Government regulations that make it clear to Indonesian citizens for ethnic Chinese and the ease of the naturalization process are in fact only empty slogans.

As described above shows that in fact there has never been a direct and communicative dialogue between ethnic groups. But taken over by the Government. Javanese ethnic who voiced their rights to the state, only accommodated and stopped limited to black ink on white paper that is still being considered. While the ethnic Chinese voice actually made a boomerang to gain momentary benefits for bureaucrats.

Without dialogue, the term mixing actually remains an empty slogan. Settlement of conflicts between ethnic Chinese and Javanese ethnic groups tends to be structural in nature and ignores cultural assimilation patterns, or in the language of Habermas (1984,1996), communicative assimilation patterns. Namely, how to

create a communicative condition between ethnic Chinese and Javanese, through a communicative action, which is based on patterns of intersubjective interaction.

At this point, we are actually going to talk about symbols of ethnic value, namely how inter-ethnicity creates conditions of empathy in the process of reading symbols

of other ethnic values. Without the basis of intersubjective communication it is not possible. (Oetomo, 2001: 53-80). In the phenomenological approach, efforts to understand symbols, in addition to being determined by intersubjective factors, are also determined by the background of the subject (actor / communicator). Because each symbol reader inherently has its own ideological, cultural and socio-demographic content, it often colors various interpretations of reading which give birth to conflict.

We can harmonize the above theory with the fact that most conflicts occur in Java and not outside Java. For example, in Bangka and West Kalimantan, where the intermingling process between ethnic Chinese and Javanese has been going on for hundreds of years, there are almost no cultural problems or conflicts. Because the process of assimilation through communication occurs with clay and flows with everyday social life in various sectors. Aside from mixed marriages, the economic sector has also been managed jointly without any discriminatory structural sorting.

Based on the description above, the researcher views the communicative and cultural aspects as important in the effort to support the mixing of ethnic Chinese and Javanese.

PROBLEM FORMULATION

Problem in this study, "How Does Interpersonal Communication and Socio-Economic Status Affect the Blending of Chinese and Javanese Ethnic in the Gunung Anyar Village District of Surabaya City?"

RESEARCH OBJECTIVES

The purpose of this study was to determine:

1. Determine whether there is an influence of interpersonal communication and socioeconomic status on the intermingling of ethnic Chinese-Javanese in the Gunung Anyar Tambak Urban Area of Surabaya.

2. Knowing whether there is an influence of interpersonal communication on the intermingling between Chinese-Javanese ethnic groups in the Gunung Anyar Tambak Sub-District, Surabaya City.

3. Determine whether there is an influence of socio-economic status on the intermingling of ethnic Chinese-Javanese in the Gunung Anyar Tambak Urban Area of Surabaya.

BENEFITS OF RESEARCH

Practically making important contributions in solving problems that occur in the process of mixing ethnic Chinese - Javanese. Especially related to the influence of interpersonal and socioeconomic communication. Academically, the results of this research can make scientific contributions in communication studies, especially in the perspective of sociology of assimilation.

This research activity can find a model of analysis of internal dynamics in the intermingling process that can be used as an object of analysis in an academic space that is interpretable and debatable so that it becomes a foothold or reference for the development of communication studies in general and interpersonal communication in particular.

DISCUSSION OF RESEARCH RESULTS

This study aims to test three hypotheses, including: (1) Interpersonal communication variable (X1) and socioeconomic status (X2) have a significant effect on the intermingling between ethnic Chinese and

Javanese Ethnic (Y), (2) Interpersonal communication variable (X1) has a significant effect on the intermingling between Chinese and Javanese Ethnic (Y), and (3) Socioeconomic status variable (X2) towards intermingling between ethnic Chinese and Javanese Ethnic (Y) in the Gunung Anyar Tambak Urban Village, Surabaya.

CHINESE-JAVANESE ETHNIC (OVERALL)

The first research hypothesis can be known based on the results of testing the influence of interpersonal communication independent variables (X1) and socioeconomic status (X2) simultaneously on interethnic intermingling dependent variables (Y) using the F test, which is known that the F value count = 34,762 is greater than F table = 3,090, it can be concluded that the independent variable interpersonal communication (X1) and socioeconomic status (X2) together have a significant effect on interethnic mixing variables (Y).

This is made clear by the close relationship between interpersonal communication variables and socioeconomic status to the dependent variable shown by the correlation coefficient of 0.646 (close to +1) and it is known that the independent variable interpersonal communication (X1) and socioeconomic status (X2) Simultaneously has a significant influence on the inter-ethnic assimilation dependent variable (Y), because the coefficient of determination (R²) is 41.8%. So it can be stated that interpersonal communication activities that are realized by social interaction and the existence of socioeconomic status in the form of categories based on income and education levels can play a role in the process of interpersonal communication in order to obtain various knowledge and information needed will be able to influence the intermingling process between ethnic

Chinese and Javanese Ethnic in the area of Gunung Anyar Tambak, Surabaya City.

In the second research hypothesis can be known based on the results of testing the effect of partially independent variable X1 on the dependent variable Y using the t test, it is known that the interpersonal communication variable has a t count of 8,223 greater than t table of 1,985. it can be concluded that the interpersonal communication variable (X1) has a significant influence on the intermingling of ethnic Chinese and Javanese (Y) in the Gunung Anyar Tambak Urban Village, Surabaya. This is explained by the close relationship between interpersonal communication variables and the dependent variable shown by the partial correlation coefficient of 0.641. So that it can be stated that the involvement of residents in the area in the Mount Anyar Tambak Village of different ethnic groups in interpersonal communication activities as seen from the high intensity of information exchange in the form of face-to-face communication, often following meetings in the community and with the people around it, there is openness in fostering communication and creating an understanding (empathy) for events that befall other ethnic groups (out-groups), it turns out that it can foster tolerance and solidarity that makes mixing between Chinese and Javanese ethnicities possible. In educational encyclopedias, Poerbakawatja and Harahap revealed that in everyday life, culture cannot be completely separated from the influence of other cultures. A society even though the majority cannot be completely separated from the influence of other cultures as long as the influence does not harm or

damage the personality of the majority, it can even help the formation of a culture that is more in line with the spirit of successful development. A sense of mutual acceptance, understanding and respect from the two different cultures is a consequence that must be accepted. As an indication of the acceptance of a harmonious culture is

the absence of parties who are feeling and soul harmed. For this reason, in fact there must be an open attitude from both parties which is realized by establishing communication, the closure of one of the parties will actually damage the understanding of the objective of intermingling.

In the third research hypothesis can be known based on the results of testing the influence of the independent variable X2 partially on the dependent variable Y using the t test, it is known that the socioeconomic status variable has a t-count of -0.338 smaller than t table of 1,985. it can be concluded that the socioeconomic status variable (X2) does not have a significant influence on intermingling between ethnic Chinese and ethnic Javanese (Y) in the Gunung Anyar Tambak Urban Village, Surabaya. This is made clear by the weak relationship between socioeconomic status variables and the dependent variable shown by the partial correlation coefficient of -0.034. So that it can be stated that the socioeconomic status in the community of Gunung Anyar Tambak community, measured based on the level of education pursued, the level of income in one month and work measured through activities in the scope of the type of work turned out to be unable to realize the mixing between ethnic Chinese and ethnic Java.

This reality is based on the concept of individual differences theory which states that different individual attitudes can be seen from the characteristics they have which include social economic status. In addition, this phenomenon can be explained by looking at the theory of knowledge gaps which states that if the infusion of information in a social system increases, then segments of the population with higher socioeconomic status get more information with lower status, so that the gap of knowledge between ethnic groups will widen.

CHINESE ETHNIC

The first research hypothesis can be known based on the results of testing the effect of interpersonal communication independent variables (X1) and socioeconomic status (X2) simultaneously on interethnic intermingling dependent variables (Y) using the F test, which is known that the calculated F value = 28.143 is greater From F table = 3,090, it can be concluded that the independent variable of interpersonal communication (X1) and socioeconomic status (X2) together have a significant effect on interethnic intermingling variables (Y) on ethnic Chinese.

This is made clear by the close relationship between interpersonal communication variables and socioeconomic status to the dependent variable shown by the correlation coefficient (R) of 0.738 (close to +1) and it is known that the independent variable interpersonal communication (X1) and socioeconomic status (X2) simultaneously has a large influence on inter-ethnic intermingling (Y) interdependent variables on Chinese ethnicity, because the coefficient of determination (R²) is 54.5%. In the second research hypothesis can be known based on the results of testing the effect of partially independent variable X1 on the dependent variable Y using the t test, it is known that the interpersonal communication variable has a t count of 7,475 is greater than t table 1,985.

Then it can be concluded that the interpersonal communication variable (X1) has a significant influence on interethnic intermingling (Y) on ethnic Chinese in the Kelurahan Gunung Anyar Tambak City Surabaya. This is made clear by the close relationship between interpersonal communication variables and the dependent variable shown by the partial correlation coefficient of 0.737.

In the third research hypothesis can be known based on the results of testing the

influence of the independent variable X2 partially on the dependent variable Y using the t test, it is known that the socioeconomic status variable has a t-count of -1,112 smaller than t table of 1,985. it can be concluded that the socioeconomic status variable (X2) does not have a significant effect on interethnic intermingling (Y) on ethnic Chinese in the Kelurahan Gunung Anyar Tambak City of Surabaya. This is made clear by the weak relationship between socioeconomic status variables and the dependent variable shown by the partial correlation coefficient of -0.160.

JAVANESE ETHNIC

The first research hypothesis can be known based on the results of testing the influence of interpersonal communication independent variables (X1) and socioeconomic status (X2) simultaneously on interethnic intermingling dependent variables (Y) using the F test, which is known that the calculated F value = 11.283 is greater From F table = 3,090, it can be concluded that the independent variable of interpersonal communication (X1) and socioeconomic status (X2) together have a significant effect on interethnic intermingling variables (Y) on Javanese ethnicity.

This is made clear by the close relationship between interpersonal communication variables and socioeconomic status to the dependent variable shown by the correlation coefficient (R) of 0.570 (close to +1) and it is known that the independent variable interpersonal communication (X1) and socioeconomic status (X2) simultaneously has a considerable influence on inter-ethnic intermingling (Y) interdependent variables on Javanese ethnicity, because the coefficient of determination (R²) is 32.4%. In the second research hypothesis can be known based on the results of testing the influence of the independent variable X1

partially on the dependent variable Y using the t test, it is known that the interpersonal communication variable has a t count of 4,596 greater than t table 1,985. it can be concluded that the interpersonal communication variable (X1) has a significant influence on interethnic intermingling (Y) on Javanese ethnicity in the Gunung Anyar Tambak Urban Village, Surabaya. This is made clear by the close relationship between interpersonal communication variables and the dependent variable shown by the partial correlation coefficient of 0.557.

In the third research hypothesis can be known based on the results of testing the influence of the independent variable X2 partially on the dependent variable Y using the t test, it is known that the socioeconomic status variable has a t count of 0.251 smaller than t table 1,985. then it can be concluded that the socioeconomic status variable (X2) does not have a significant influence on interethnic intermingling (Y) on the ethnic Javanese in the Gunung Anyar Tambak Urban Village, Surabaya.

This is made clear by the weak relationship between socioeconomic status variables and the dependent variable shown by the partial correlation coefficient of 0.037. Based on the results of testing the influence of independent variables of interpersonal communication (X1) and socioeconomic status (X2) simultaneously on inter-ethnic intermingling (Y) interdependent variables between Chinese and Javanese ethnic groups using the F test, it can be seen that both of them show a significant influence .

But the influence of independent variables interpersonal communication (X1) and socioeconomic status (X2) simultaneously on inter-ethnic intermingling (Y) bound variables on Chinese ethnic has a greater influence than on Javanese ethnicity, this can be seen in the value of the coefficient of determination (R²) in ethnic Chinese is 54.5%, while the coefficient of determination (R²) in Javanese is only

32.4%. On the results of testing the influence of the independent variable interpersonal communication (X1) partially on the dependent variable intermingling between ethnicities (Y) between Chinese and Javanese using the t test, it can be seen that both of them show a significant influence. But the influence of interpersonal communication independent variable (X1) partially on inter-ethnic intermingling (Y) bound variables on Chinese ethnic has a greater influence than on Javanese ethnicity, this can be seen in the partial correlation coefficient values on ethnic Chinese of 0.737, whereas the coefficient of determination (R²) in Javanese is only 0.557. While the results of testing the influence of the independent variable socioeconomic status (X2) partially on the variable intermingling interethnic (Y) between ethnic Chinese and Javanese using the t test, it can be seen that both of them show no significant effect.

REFERENCES

- [1] Chia, Philip Suciadi, et al. "Does Pancasila Support Religious Pluralism in Indonesia in Postmodern Era." *Journal DIDASKALIA* 2.2 (2019): 1-7.
- [2] Faot, Agustinus, Jonathan Octavianus, and Juanda Juanda. "Kematian Bukan Akhir Dari Segalanya." *Journal Kerusso* 2.2 (2017): 15-30.
- [3] Habermas, Jurgen (1994), *The Theory of Communicative Action*, Vol 1. Reason and The Rationalization of Society, Beacon Press Boston.
- [4] Habermas, Jurgen (1996), *Between Facts and Norms*, The MIT Press, Cambridge.
- [5] Hadi, Sutrisno, (1989), *Metodologi Research, Jilid 1, 2, 3 dan 4*, Andi, Yogyakarta.

-
- [6] Hardiman, F. Budi, (1993), *Menuju Masyarakat Komunikatif*, Kanisius, Yogyakarta
- [7] Haryono, P, (1993), *Kultur Cina dan Jawa: Pemahaman Menuju Asimilasi Kultural*, Pustaka Sinar Harapan, Jakarta.
- [8] Juanda J, Eveline S. Membangun komunikasi suami-istri sebagai sarana keharmonisan keluarga. *Journal Kerusso*. 2018 Mar 6;3(1):1-7.
- [9] Krech, C dan Ballachey (1962), *Individual and Society: Text Book of Social And Psychology*, McGraw-Hall International Book Company, Tokyo.
- [10] Kartono, Kartini (1990), *Psikologi Umum*, Mandar Maju, Bandung. Kincaid, D.L. (1979), *Communication Network Analysis and Inovation*, East West Communication Institute, Honolulu.
- [11] _____, *Kamus Besar Bahasa Indonesia*, ed. 3. Departemen Pendidikan Nasional. Bina Pustaka, Jakarta.
- [12] Koentjaraningrat (1990), *Pengantar Ilmu Anthropologi*, Rineka Cipta, Jakarta.
- [13] Kriyantono, Rachmat, (2006), *Teknis Praktis Riset Komunikasi*, Kencana, Jakarta.
- [14] Kunczik, Michael, (1984), *Communication and Social Change*, Published by Friedrich-Ebert-Stiftung, Germany
- [15] Liliweri, Alo (1994), *Perspektif Teoritis Komunikasi Antar Pribadi*, Citra Aditya Bakti, Bandung.
- [16] Mulyana, Dedy dan Rakhmat, Jalaluddin (1990), *Komunikasi Antar Budaya*, Remaja Rosdakarya, Bandung.
- [17] Mulyana, Dedi dan Solatun, (2007), *Metode Penelitian Komunikasi: Contoh-contoh Penelitian Kualitatif Dengan Pendekatan Praktis*, PT. Remaja Rosdakarya, Bandung.
- [18] Nazir, Moh., (1988), *Metode Penelitian*. Ghalia Indonesia, Jakarta.
- [19] Nurgiyantoro, Burhan, dkk, (2004), *Statistik Terapan Untuk Penelitian Ilmu-ilmu Sosial*. Gajah Mada University Press, Yogyakarta.
- [20] Nina, Syam, (1996), *Comprehensive Study Mengenai Berbagai Siaran Dunia Kewanitaan Pada Stasiun Televisi di Indonesia*, Unpad, Bandung.
- [21] Pardede, Andreas, dkk, (2002), *Antara Prasangka dan Realita*, Pustaka Inspirasi, Jakarta.
- [22] Prasetyo, Bambang dan Jannah, Lina Miftaful, (2005), *Metode Penelitian Kuantitatif: Teori dan Aplikasi*, PT. Raja Grafindo Persada, Jakarta.
- [23] Rahardjo, Turnomo, (2005), *Menghargai Perbedaan Kultural*, Pustaka Pelajar, Yogyakarta.
- [24] Rakhmat, Jalaluddin, (1985), *Psikologi Komunikasi*, Rosda Karya, Bandung.
- [25] Rakhmat, Jalaluddin, (2007), *Metode Penelitian Komunikasi*. PT. Remaja Rosdakarya, Bandung.
- [26] Riduan, (2002), *Skala Pengukuran Variabel-Variabel Penelitian*, Alfabeta, Bandung
- [27] Rochmah, Siti, (1995), *Pengaruh Terpaan Komunikasi Interpersonal*, Tesis, Universitas Padjadjaran, Bandung.
- [28] Rogers, Shoemaker, (1971), *Communication of Inovation*, _The Free

Press, A Division of Macmillan Publishing
Co. Im.

[29] Sarwono, Jonathan, (2006), *Analisis Data Penelitian Menggunakan SPSS 13*, Andi Offset, Yogyakarta.

[30] Siahaan, SM, (1991), *Komunikasi, Pemahaman dan Penerapannya*, Gunung Mulia, Jakarta.

[31] Singarimbun, Masri dan Effendi, Sofyan, (1989), *Metode Penelitian Survey*, LP3ES, Jakarta.

[32] Sitepu, Nirwan, (1994), *Analisis Jalur (Path Analysis)*, Unit Pelayanan Statistik, Jurusan Statistik, FMIPA, Unpad, Bandung.

[33] Sudjana, (2005), *Metoda Statistika*, Tarsito, Bandung.

[34] Sugiyanto, (2004), *Analisis Statistika Sosial*, Bayumedia Publishing, Malang.

[35] Sugiyono, (2006), *Metode Penelitian kuantitatif Kualitatif Dan R&D*, Alfabeta, Bandung

[36] Supranto, J, (2000), *Teknik Sampling Untuk Survei & Eksperimen*, Rineka Cipta, Jakarta.

[37] Tubbs, Stewart L – Moss, Sylvia, (2000), *Human Communication : Prinsip-Prinsip Dasar*, PT. Remaja Rosdakarya, Bandung

[38] Tubbs, Stewart L – Moss, Sylvia, (2000), *Human Communication: Konteks-Konteks Komunikasi*, PT. Remaja Rosdakarya, Bandung.

[39] Umar, Husein, (2005), *Riset Pemasaran & Perilaku Konsumen*. PT. Gramedia Pustaka Utama, Jakarta.