

## **Building Regional Language Awareness Through Personal and Social Communication As An Acculturation Efforts**

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### ***Abstract***

*Adjustment is one step taken by someone to be able to survive in a new place. An immigrant (nomads) make adjustments when in a new culture, and that is known as acculturation. Acculturation efforts are certainly supported by the existence of communication between immigrant and indigenous communities, both personal and social communication. This study aims to determine the effectiveness of Personal Communication and Social Communication Against Language Culture Awareness. This research uses descriptive qualitative research methods. The sampling technique is a purposive sampling technique. Data collection is done by Interview, Observation, and Literature Study. The results of this study indicate the effectiveness of communication both personal and social in nature which is quite a big influence and is carried out by overseas students from South Sulawesi to the local community in the city of Bandung. The communication carried out both personal and social has an impact on the acculturation that they do in their overseas locations.*

**Keywords :** *Communication; Awareness; Regional Language.*

### **INTRODUCTION**

Migration of people (immigration) from one place to another is a common practice for the world community, including Indonesia. This activity is certainly carried out with several objectives such as employment, reasons for marriage, education and several other reasons. This certainly triggers the occurrence of communication and interaction between immigrants and the local (native) community, which certainly has a different culture. Communication and interaction between two different cultures requires an effort to create harmony between the two. Immigrants (nomads) are certainly required to make a 'tougher' effort to adjust to their place of origin.

Immigration was carried out by the people of Indonesia from one area to another, one of them with the aim of taking education. As explained earlier, this activity certainly requires an adaptation effort. It also happened to overseas students from South Sulawesi who made adaptation efforts with the local community in the city of Bandung. Adaptation

by migrant students to adjust to and obtain indigenous culture is known as the Acculturation process.

Acculturation is a process carried out by immigrants to adjust to indigenous culture. Like South Sulawesi students in the city of Bandung who made the process of adjustment to the Sundanese community as a native community in the city of Bandung. As a migrant community, South Sulawesi students need to develop a new pattern of life and become a member of the indigenous community. The differences that exist in the original culture of Bugis-Makassar in South Sulawesi with Sundanese culture in Bandung make South Sulawesi students to work harder in understanding Sundanese culture. Many communication methods that have been obtained by immigrants since his childhood that may not function anymore in his new life. So that the migrant community in this case South Sulawesi students who are in Bandung need to understand cultural patterns in new life.

"Acculturation is the process of developing communication skills in indigenous socio-cultural systems, so it is emphasized that the fact that communication skills are obtained through experiences in communication". (Kim in Mulyana and Rahmat, 2009: 139)

Different transactions obtained from indigenous communities need to be studied so that they can be done with the aim of adjustment. As a new member of indigenous culture, immigrants are confronted with various aspects of life that are alien. Starting from the procedure for speaking, behaving, to the mindset and perspective that is different from the natives. However, immigrants gradually learn to create situations and relationships in this case make friends and get along in a good way with indigenous people in line with various interactions conducted with others.

One of communication tools is language. Language has a very important role in building a pattern of acculturation that is closer social, economic-cultural distance between community members. Local language awareness is no less important for migrants, this is a support for the continuity of their communication in the region. A. Dian Fitriana (2018) in her journal revealed:

"In forming a superior multicultural society, we need a cultural awareness of both its own culture and the culture of other tribes into place. To become an intercultural society, we need an awareness of each individual in culture, one of which is the culture of language. (Fitriana, 2018: 2).

Communication by overseas students, both personal and social, is one of the acculturation tools. With this research, it is expected that newcomers will be able to know

the importance of local language awareness as an acculturation effort that can be done one of them with personal and social communication.

## **MATERIALS AND METHODS**

### **Research design**

The method used in this research is descriptive qualitative and emphasizes the findings of research that cannot be achieved by using statistical procedures or by other qualifications.

### **Object of research**

This research emphasizes the effectiveness of communication both personal and social that have an impact on the level of local language cultural awareness (Sundanese language) for overseas students from South Sulawesi.

### **Data Sources and Data Collection Techniques**

Researchers use purposive sampling in determining research informants, so that there are several characteristics of research subjects that are used as the main source of information

### **Data analysis**

The qualitative data analysis technique used by researchers in this study is based on Miles and Huberman's Model, which states that qualitative data analysis uses words that are arranged in a text and then described, analyzed and interpreted. Analysis of the data in the form of data reduction, display / presentation of data / drawing conclusions / verification.

## **RESULTS**

### **Persona Communication**

Research subjects in this case students from South Sulawesi who live in the city of Bandung, increasing interaction with Sundanese people to understand Sundanese culture. A good enough interaction will make it easier for them to get to know the indigenous community in terms of language, art, and others. Besides that, the positive attitude of the informants in understanding the culture of Sundanese people is a good form of acculturation. The desire and interest to participate in activities and associate with indigenous people, with the aim of adjusting to the local community is an effort made in an effort to acculturate the local culture.

Knowledge and understanding of respondents in using Sundanese, as well as the ability to identify and classify regional languages is a sign of good awareness in this case their knowledge. The attitude of acceptance, empathy for Sundanese, where they project themselves as Indonesian people who care about the fate of Sundanese, which is one of the regional languages in Indonesia. Besides that, the establishment of an attitude of respecting Sundanese as a regional language needs to be preserved.

This research shows that although informants try to adapt to understand with the aim of adjusting, some of them still have doubts about participating directly in the cultural activities of indigenous peoples. The reason they do not have time to further explore Sundanese culture. They want to know Sundanese culture so that they can adjust to indigenous culture, but the conditions of daily activities and time they have do not allow for further exploration. The effort to learn Sundanese is done by some informants solely to support interaction.

The results of the interview with the head of the South Sulawesi Indonesian Student Association (IKAMI) in Bandung showed that persona communication will directly affect language culture awareness. Because a person's attitude when in a different place from his culture will make them try to adapt.

### **Social communication**

Many informants were actively involved in socio-cultural activities organized by campus student organizations. This situation influences the communication between the informants of the informants towards the Sundanese indigenous people, so that it is able to influence the dialect, behavior and use of prevailing norms.

The association between students from South Sulawesi and indigenous communities, for example through the Sundanese community or other art galleries, supports the formation of networks between people and the ethnic communities. They have close friends who come from the Sundanese tribe, it makes them more intensely familiar so as to indirectly use language and get to know Sundanese culture.

Based on the results of interviews, it was obtained that generally South Sulawesi students when they first lived in Bandung, they were the same and did not have friends. This situation encourages them to interact with people in the neighborhood and in particular the campus environment.

Interpersonal interactions (interpersonal) will be very important in supporting an acculturation. For example, in the campus environment, although not all come from the Sundanese community, but with the interaction with the indigenous community the

situation will affect the acculturation that will occur from South Sulawesi students. Many informants were actively involved in socio-cultural activities organized by campus student organizations. The situation affects the communication between their persona, so that it can affect the dialect, behavior and use of the prevailing norms.

Some informants have used Sundanese as their daily language. The mastery of Sundanese is influenced by how long they are in the city of Bandung. Based on the results of interviews, cultural rules, knowledge about the characteristics of Sundanese society and culture obtained by informants through interactions between people that are natural with the indigenous people. Informants have never planned to access specific mass media to merely understand cultural rules or to know the characteristics of Sundanese society and culture. By accessing information through the media can support information obtained from direct interaction.

## **DISCUSSION**

### **Building Awareness Through Persona Communication**

The effect of persona communication is quite high in influencing regional language culture awareness for overseas students who live in Bandung. This is indicated by the existence of personal communication criteria in the form of informants' understanding of cultural differences in terms of language, habits, arts, food, as well as traditional characters (characters) which are quite influential. This attitude of accepting and understanding cultural differences is one form of adaptation that stimulates the occurrence of intercultural communication between overseas students and the local community.

Communication and interactions carried out have factors that can support effectiveness in interacting, namely: "Frequency, whether or not regular in interacting, the spread of interaction (associating with many or at least people, the interaction is direct or not, and carried out directly (face to face) or not. (Astri, in Yusraini 2003: 38)

The desire to understand Sundanese culture by overseas students, proves that their acceptance of Sundanese is a good thing. As stated by Mulyana and Rakhmat in his book titled *Intercultural Communication* that in the context of acculturation, "Arrangement of acculturation experiences into a number of cognitive and affective response patterns can be identified and which are consistent with indigenous culture or which can potentially facilitate aspects of acculturation." (Mulyana and Rahmat, 2009:

141). Generally informants are included in cultural actors who utilize culture with behavioral patterns that can support the process of adjustment.

Their knowledge of the patterns and rules of indigenous communication systems (especially knowledge of language) became important in facilitating aspects of their acculturation. The benefit of knowledge of the local language, is very important in increasing the participation of an immigrant in communication networks, namely interpersonal and mass communication networks. This condition proves that understanding and learning the language which is one of the tools in communication is very important in life, especially when someone is in an overseas area.

"By feeling the difference between objects and people in an environment with their native culture, the individual will try to adapt to his new environment". (Mulyana and Rahmat, 2009: 141).

Use, introduce, develop and fight for Sundanese as a reflection of behavior towards local language culture awareness (Sundanese). The creation of awareness in overseas students in the city of Bandung is evidenced by the "Changes in mental attitudes that occur, namely the mind and mind that are able to adjust to their environment and have the ability to control drive". (Erwin, 2003: 55).

Understanding and learning the language that is one of the tools in communication becomes important in life, especially when someone is in a place that has differences with the original culture that he has. As stated by Mulyana Rahmat that:

"Their knowledge of the patterns and rules of indigenous communication systems (especially knowledge of indigenous languages) is important in facilitating aspects of their acculturation. The function of knowledge of the communication system in this case the native language is very important in increasing its participation in subsequent communication networks, namely the interpersonal and mass communication networks ". (Mulyana and Rahmat, 2009: 141)

Persona communication refers to the processes carried out by people to regulate themselves in and with their socio-cultural environment, develop ways of seeing, hearing, and responding to their environment, so that later it will foster a good cultural awareness that starts from knowledge of indigenous language culture, attitudes towards indigenous language culture, and behavior towards indigenous language culture. The communication of the overseas student person from South Sulawesi is considered as a regulator and is fundamental in an acculturation process. Because everything comes from within individuals which will later influence the perceptions of immigrants (migrants) in interacting with indigenous people.

### **Building Awareness Through Social Communication**

Their involvement in communicating and interacting with the local community is a measure of the success of social communication. Supported by Mulyana and Rahmat's statement that "Can be observed through the degree of participation in relations between persona and members of indigenous communities" (Mulyana and Rahmat, 2009: 142).

Establishing communication until becoming close friends with indigenous people makes them more intensely familiar with culture and using Sundanese. This is as stated by Mulyana & Rahmat that "The degree of intimacy in the relationships of individuals that have been developed with members of indigenous communities is one of the important indicators of immigrant or immigrant communication skills" (Mulyana and Rahmat, 2009: 142).

In addition, association with the Sundanese ethnic community is one determinant of the degree of participation between immigrants and indigenous people. Having friends who are considered close friends will increase the degree of intimacy in associating with indigenous communities so that they can encourage more intensive and quality / positive interactions. Interactions carried out both planned and momentary interactions will lead to the quality of communication that can create a pattern of close relationships.

This is one form of adjustment made by immigrants who are in the city of Bandung "The mass media's acculturative function will be very important in the initial phase of the process of acculturation of an immigrant (Mulyana Rahmat, 2009: 143), as well as what happens to some overseas students South Sulawesi. During this phase immigrants have not yet developed an adequate skill to foster satisfying interpersonal relations with indigenous communities (Mulyana and Rachmat, 2009: 143). The above statement is also supported by the statement expressed by Kim that "Although its relative impact is limited to the acculturation of migrants, this mass communication provides an important role in expanding the experience of immigrants in indigenous communities beyond their environmental range" (Kim, in Mulyana and Rahmat , 2009: 142).

The situation illustrates that through mass communication an immigrant knows more about the various elements in the indigenous socio-cultural system, which are still understood and realized at a minimum before. The full use of mass media can be useful in broadcasting messages and reflecting aspirations, specific issues and events in indigenous communities to interpret the environment.

The mass media will be very important in the initial phase of the acculturation process, helping immigrants to learn to develop their knowledge. As it was revealed that:

"in this phase an immigrant has not yet developed an adequate skill to foster good interpersonal relations with indigenous peoples (Mulyana and Rahmat, 2009: 142).

The existence of mass media will add to the treasury of knowledge about the rules, characteristics, norms and values of society. But the existence of mass media has not been fully utilized. Awareness that includes knowledge of language, attitudes and behavior towards Sundanese culture and language will increase if social communication which is one element of acculturation also increases.

"Social communication can be categorized in interpersonal communication and mass communication. Where interpersonal communication takes place through interpersonal relationships, whereas mass communication is a more general communication process and is carried out to interact with the environment without being seen from interpersonal relationships or with certain individuals "(Mulyana and Rahmat, 2009: 141-142).

Referring to the statement above, then later the pattern of social communication will foster a good cultural awareness that starts from knowledge about indigenous language culture, attitudes toward indigenous language culture, and behavior towards indigenous language culture. Immigrant or immigrant social communication is considered as a realization of the communication of the persona that has previously occurred within each individual immigrant in an acculturation process.

As stated by Effendy that "communication occurs when there is a common meaning about the message delivered by the communicator to the communicant" (Effendy, in Yusraini 2003: 25). So the importance of understanding, accepting and behaving towards local languages is very important to support social communication.

Efforts made by South Sulawesi students as a form of learning are gradually getting along with native Sundanese people, getting involved in socio-cultural activities both within the campus environment and in the ethnic Sundanese environment, to having close friends who come from Sundanese native communities. . As stated by Adler that "through the process of socialization and education, patterns are implanted in the mind and become part of our personality and behavior" (Adler, in Mulyana and Rahmat, 2009: 138). This has reached the point of intimacy in communicating with the indigenous community, so as to make it easier for migrant students to understand clearly the culture and language of the native Sundanese

The native language of immigrants is different from the native language of the natives, so "the process of trial and error during acculturation is often disappointing and painful" (Mulyana and Rahmat, 2009: 140). Other communication problems include nonverbal and verbal communication problems including social distance, voice intonation,

use of different vocabulary so that what is said will be interpreted differently by indigenous people. However, based on the results of this study, these communication problems can still be overcome by South Sulawesi students. Although in daily life it is often difficult to interpret something, but it does not have too much negative impact.

The process of communication and interaction underlies the process of acculturation of an immigrant. Starting with knowing, understanding, being able to identify up to the ability to classify Sundanese. An immigrant will set himself to know and be known in dealing with other people, and that immigrants do by interacting. By accepting language, appreciating and being empathetic towards the local language (Sundanese) it will be a step that will support an immigrant in behaving towards the language.

Based on the results of this study stated that the acculturative process influences the awareness of local languages (Sundanese). With the adjustment made by most South Sulawesi students, they are at the level and are able to use Sundanese properly and are able to place the language context appropriately. Some of them even try to develop Sundanese language, which is conducting socialization activities by involving themselves in writing activities, performances and Sundanese cultural exhibitions.

Departing from these results it is assumed that good acculturation will have a good effect on cultural awareness of the Sundanese language. Language culture awareness among South Sulawesi students in the city of Bandung, in relation to the results of this study, can be increased if influenced by the acculturation variable in the process of intercultural interaction, especially through persona and social communication. Both elements of acculturation in the process of intercultural interaction need to be optimized to encourage and increase awareness of language culture. "An open communication system is a system where a person interacts with the environment through two processes namely persona communication and social communication" (Kim, in Mulyana and Rahmat, 2009: 140). So that as soon as South Sulawesi students enter indigenous culture, the acculturation process begins as long as immigrants make direct contact with Sundanese culture in the city of Bandung.

## CONCLUSION

Understanding and accepting the differences between one culture and other cultures such as food, language, art, habits and even traditional character (character) is one of the indicators of success of a cultural awareness of an immigrant (immigrants). Knowledge, attitudes to the behavior of immigrants will gradually support the continuity of their acculturation efforts in a place. Regional languages are considered to be a supporting tool that is able to support communication so that there is a close impression between immigrants and indigenous people. So it does not only come to know, accept and even use, but it goes beyond that. The existence of proud behavior, helped develop the local language and even introduce the language to those who do not know it.

Persona communication refers to the processes of communication carried out by someone with the aim of regulating themselves in and with their socio-cultural environment. This is considered as an initial acculturation attempt by the nomads. Communicate with the local community to support daily interactions.

Participation and involvement of an immigrant in carrying out social activities is an indicator of the success of social communication. The existence of mass media supports the success of an acculturation with the aim of extending experience beyond the reach of its environment. Social communication is considered as the realization of the communication of persona which had previously been built by immigrants (nomads) in building a cultural awareness of local languages as an acculturation effort.

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