

ABSTRACT

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Identity Construction in Intercultural Communication of Minangkabau Students at Gunadarma University

Keywords: Construction, Identity, Intercultural Communication, Minangkabau

(x + 51 + Appendices)

This study aims to find out how cultural identity forms in establishing effective intercultural communication between Minangkabau ethnic students at Gunadarma University and other students who have different cultural identities, in this case also to find out changes in cultural identity that may occur among ethnic Minangkabau students at Gunadarma University. The method used in this study is a qualitative research method with a phenomenological approach. The data collection technique is by in-depth interviews with informants and supported by observation and documentation. The informant determination technique uses several characteristics determined by the researcher and also uses a snowball sampling technique. The results of this study indicate that the formation of cultural identity experienced by ethnic Minangkabau students is influenced by their environment of origin. In general, the changes experienced were in the Indonesian accent and the language used because it was influenced by the regional language of the people of Depok. By understanding their own cultural identity, they can identify others from other ethnic groups. This turned out to help them adapt to the situations and circumstances in which they interact and how to behave so that they can build effective intercultural communication.

Bibliography (2001-2022)