

Batak and Java Ethnic Culture Communication Strategy in Galang Suka Village, Kecamatan Galang, Kabupaten Deli Serdang

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Abstract

Communication between cultures is communication between people from different cultures. This process is also rarely as smooth and error-free. The cultural differences that make it difficult for us to interact and communicate. The purpose of this research is to: (1) understand how the culture process of communication between Bataknese and Javanese at Galang Suka Village, Districts Galang, Regency of Deli Serdang, (2) Determine the source of the communication barrier in Bataknese and Javanese culture at Galang Suka Village, Districts Galang, Regency of Deli Serdang. This study employs the qualitative method with a descriptive approach and data collection techniques such as interviewing, observation, and documentation. The findings of this study explain why the communication blocker is not working effectively. The communication barrier occurs due to the stereotyping of feelings, languishment, and alienation. Even though there is a communication barrier, they continue to interact with different ethnic groups.

Keywords: intercultural communication, batak ethnic, javanese ethnic.

1. Introduction

According to Edward T. Hall in (Liliweri, 2015), the purpose of culture is communication; otherwise, communication is culture, because culture belongs exclusively to humans. Humans have a significant impact on communication in terms of meeting their own needs; specifically, the act of communicating is an ideal attitude that is embodied in cultural practice. Culture and communication are two words that should always be used interchangeably.

Being able to communicate effectively with people from different cultural backgrounds is not as simple as many people believe, nor is it as difficult as some may claim. Because cultural backgrounds differ, there are several things to keep in mind when communicating and interacting to avoid misunderstandings. It is necessary to understand or exchange information or meaning between others in order to interact with people from different cultural backgrounds. Different cultural backgrounds can make our interactions and communication stiff.

Intercultural communication, according to Rich and Ogawa, is communication between many people from different cultures, such as ethnic groups, nationalities, races, and social classes (Liliweri, 2009). These cultural differences can lead to misunderstandings when interpreting communication messages. This is due to the fact that everyone's culture is unique. In this case, culture also greatly influences the differences in each person's life goals, determines the various ways of communicating in the language that is communicated, and is related to the provisions and norms contained in each culture.

An ethnic group or ethnic group is a group of people who recognize one another based on presumed similar ancestors. Ethnic identity is defined by the ability to recognize other members of the group through shared customs, language, religion, attitudes, and biological characteristics. And I see situations like this all the time in Galang Suka Village, Galang District. Whereas the Javanese people interact with the Javanese more frequently and vice versa, the Bataks interact with the Bataks (Liliweri, 2018).

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Galang Suka is a village in North Sumatra's Galang District, Deli Serdang Regency. Galang Suka Village is populated by ethnic Batak and Javanese. The striking cultural differences between the Batak and Javanese cultures influence each party's communication style. Javanese people are known for their soft tone of voice, soft greetings, low intonation, and slow speech speed. While the Batak speak in a loud, loud, firm, and frontal manner. Communication between cultures is difficult due to the conflicting cultures of the Batak and Javanese.

Based on the foregoing, the problems identified in the study can be stated as follows: 1) What Factors Prevent Communication Between Batak and Javanese Ethnic Cultures in Galang Suka Village? and 2) What is the Batak and Javanese Ethnic Cultures' Intercultural Communication Strategy in Galang Suka Village?

This study aims to: 1) identify the factors that inhibit intercultural communication in Galang Suka Village. and 2) Are you aware of the Batak and Javanese Ethnic Society's Intercultural Communication Strategy in Galang Suka Village?

2. Literature Review

2.1. Intercultural Communication

In English, communication is communication that stems from Latin, namely *communicatio*, and stems from the same-meaning word *communis*. Communication is the process of transmitting information (messages, ideas, and ideas) from one person to another. There is an intercultural communication context among the various communication contexts. Maletske believes (Heryadi, 2013). The exchange of ideas or definitions between people from different cultures is known as intercultural communication. It is studied how culture affects communication activities: what is the meaning of verbal or nonverbal messages based on the relevant culture, what is appropriate to communicate, how to communicate it (verbally or nonverbally), and when to communicate. Gudykuns, on the other hand, defines communication between cultures as intercultural communication, which involves communication between people from various cultures (intercultural communication connects communication between many people from various cultures) (Suryani, 2013).

2.2. Cultural Obstacles

Communication problems caused by cultural disorders are common when communicating across cultures. Everyone is from a different ethnic group and has a different culture. The group establishes the culture that the individual owns. Each group is distinct in one way. These distinctions frequently cause intercultural communication difficulties (Lubis, 2012).

Because we communicate with people from various cultures and backgrounds, we must learn about their different values, religions, and behaviors. Language, beliefs, and religion are examples of cultural barriers. A language barrier occurs when people do not speak the same language or do not have the same level of language skills. Distractions can also occur when we use the incorrect level of language or when we use jargon or "slang" language that one or more of the people with whom we are conversing do not understand.

2.3. Ethnic Group

An ethnic group or ethnic group is a group of people whose members recognize one another, usually along equivalent generation lines. Ethnic identity is typically defined by others' recognition of group characteristics such as cultural, religious, behavioral, and biological characteristics.

There are many ethnic groups in Indonesia, one of which is the Batak tribe. The Batak tribe is also the largest nation in Indonesia. This nickname is a collective theme used to identify several ethnic groups who live and work on the coasts of North Sumatra Province's West and East Coasts. Toba, Pakpak, Angkola, Karo, Simalungun, and Mandailing are the ethnic groups classified as Batak. The Batak people have different communication characteristics than the Javanese. Batak people have a high tone of voice when speaking, making them appear emotional, especially with their accent (Lubis, 2012).

The Javanese are Indonesia's largest ethnic group. The diversity of Javanese culture has inspired many Javanese people in their diverse actions and behaviors. The Javanese people have distinct characteristics. He cannot run away from his ancestors' traditions or customs, no matter what actions he takes. The Javanese are known for their polite and

refined tribes, but they are also known for tribes that are closed off and unwilling to be honest. This trait stems from the Javanese desire to avoid conflict or maintain harmony. As a result, they are frequently silent and do not fight back. Furthermore, Javanese people are known for their soft accents, smooth speech, low intonation, and slow speech speed.

3. Methodology

In this study, the researcher used a qualitative descriptive method, verbally describing the problem as it occurred in the field. The purpose of qualitative descriptive research is to determine how large the variables must be studied with the size that has been determined (Moleong, 2006). Similar to the problem's background, the purpose of this research is to gain an overview of the situation of communication strategies between Batak and Javanese people in Galang Suka Village, Galang District, Kabupaten Deli Serdang. The informants as research subjects in this study were 10 Batak people and 10 Javanese people. In this study, data is gathered through interviews, monitoring, and documentation. In this study, data triangulation is used to compare the same data but obtained from different data sources in order to capture more valid facts. Triangulation of research data was achieved by cross-checking information between informants. The author analyzes data from the research object from three different perspectives. To begin, consider the author's research or interpretation. Second, the article's perspective, which includes Batak and Javanese culture. Third, from direct interviews with informants about the interaction, relationships, and social life of the Batak and Javanese communities in Galang Suka Village, Galang District, Deli Serdang Regency. This study relied on both primary and secondary data.

Data analysis is carried out in qualitative research from the beginning of the study and throughout the research process. The data is collected and then combined in order to be processed systematically. Data analysis begins with data reduction, followed by data display and conclusion (Sugiyono, 2013).

4. Result and Discussion

4.1. *The effectivity of communication between the culture and the society of bataknese and javanese in Galang Suka Village at Galang District, Deli Serdang.*

The role of communication between the culture is to create the effectivity of communication, this things is has been determined by how far the communicator and the communicate give the meaning of message from the process of communication which has the different background of culture. The effectivity of interaction and the communication between the stereotype, prejudice, alienation, and language.

Schramm at Mulyana (1990) put forward the communication between culture which is really effective and have to notice four things:

- respect another member of culture as a human.
- respect another culture as the are not as what we want to them.
- respect the right of the member of culture to do the different act and how we act.
- cross cultural communication that competent have to learn how to make the live happy when we with another person and another culture. This things has seen when the reseacher asking about their attitude when they face the different culture, value and also norm.

In the process of communication of culture, frequently the society is not able to reacting to the new situation or the ambiguous situation, this thing is the detention effectivity of the communication intercultural. the communication of intercultural contain the ambiguous situation, because we will face 2 uncertain culture, that is our own culture and another culture. by interviewing the people that has been done by the researcher, it seem that the society of bataknese could face the un-understandable situation or the ambiguous situation, so they can tolerant to the different situation.

In the compound society the meeting between that has the different culture is can't be avoided in a communication of inculture and its also the certain thing. the interrraction also can help to build the solidarty between the ethnic that has the different culture, like javanese and bataknese. The society of bataknese in responding the whole difference that

always there, and try to keep respect and tolerate between the javanese society. the tollerance is very important to applied in the communication of inculture.

4.2. Communication Roadblocks

Communication barriers are factors that obstruct effective communication. Everyone is from a different ethnic group and has a different culture. The group is where an individual's culture begins. Each group has its own unique characteristics. This distinction will cause difficulties in intercultural communication.

1) Generalizations

According to the findings of interviews, stereotyping is a factor that contributes to communication difficulties by generalizing people based on limited data and leading people to believe that they are based on their expertise in a group. In other words, stereotyping is a method of categorizing people or objects based on their appropriate group rather than their individual characteristics. Race, ethnicity, parents, shared professions, and people with certain physical appearances are examples of these groups.

2) Discrimination

Prejudice, according to Effendi (Liliweri, 2009) is one of the barriers to communication life. Prejudice is a negative perspective or attitude toward another person that can lead to communication misunderstandings. Because the unbiased society has begun to question and challenge the communicators who deliver the message. They have prejudices against different ethnic groups before communicating, which makes communication ineffective. According to Johnson (1986), in (Liliweri, 2018), prejudice is caused by (1) a reflection of accompanying groups, (2) cultural values that most groups have that are very understanding of minority groups, (3) inter-ethnic stereotypes, and (4) ethnic or racial groups who feel superior to other ethnicities (Liliweri, 2009).

3) Exclusion

According to the findings of research interviews conducted in Galang Suka Village, Galang District, Deli Serdang Regency, the Javanese are the majority group and the Batak are the minority group. Alienation is typically caused by unacceptable behavior or an inability to adapt to society. Because the Batak community is a minority group, it feels alienated, and the process of intercultural communication does not work.

4) Language

The Batak people communicate in Indonesian on a daily basis in the Galang Suka village environment. While communicating with the Batak tribe, the Javanese people generally use Indonesian mixed with Javanese (Lubis, 2012). Javanese people are known for their gentle tone of voice, smooth greetings, low intonation, and slow speech speed. While the Batak speak in a loud, loud, firm, and frontal manner. Intercultural communication can be difficult due to the interaction of the contrasting Batak and Javanese cultures.

4.3. Factors Influencing Communication Strategies for Goal Achievement

According to the findings of informant interviews, in order to achieve a goal in communication, several factors must be considered:

1) Recognizing Communication Objectives

Before communicating, it is necessary to comprehend the communicant who is the intended recipient of the communication. The frame of reference is the first factor to consider in communication. Experience, education, lifestyle, life norms, social status, and other factors must all be considered when communicating. The second factor is the condition in which the communicant receives the message delivered by the communicator, as well as the communicant's physical condition (Sanjaya, 2013).

2) Communicators' Role in Communication

The attractiveness of the source and the integrity of the foundation are important characteristics of the communicator. A communicator is said to be successful in communication if the communicant feels a connection with the communicator and wants to obey the notes submitted (Mulyana, 2008).

5. Conclusion

Based on the study with Batak and Javanese tribal communities, the authors discovered that intercultural communication between the Batak and Javanese ethnicities in Galang Suka Village, Galang District, Deli Serdang Regency is ineffective or hampered. Among these impediments are generalizations, discrimination, exclusion, and language.

Despite its difficulties, the community has devised a strategy to allow interaction between different tribes. The strategy adopted is that before communicating, the communicant who is the target of communication must first be understood, and there must be similarities between the communicator and the communicant so that the message can be reached and received.

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