

CROSS-CULTURAL COMMUNICATION AND EFFECTIVENESS INTERCULTURAL COMMUNICATION

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ABSTRACT

Indonesian society is a heterogeneous society in various aspects such as ethnic diversity, religion, language, customs and so on. Meanwhile, the increasingly rapid development of the world demands that humans have to interact with other parties that are headings towards a global directions, so that they no longer have boundaries, as a result of technological developments. Communication and culture have a reciprocal relationship. Culture becomes part of communication behavior and in turn communication also determines maintaining, developing or inheriting culture. On the one hand, communication is a mechanism for disseminating the culture norms of society, either horizontally from one society to another, or vertically from one generationsto the next.

Keywords: *communications, cross-cultural, culture, language*

1. INTRODUCTION

Globalization occurs because of the rapid development of technology. Increasingly sophisticated information technology allows everyone to hold information. In just minutes or even seconds, information from Saudi Arabia can be received by Indonesians. The sophistication of transportation technology allows everyone to visit different countries in just a few hours. Cultural exchange is very possible, because anyone who comes from a country or region will definitely not be separated from the culture in which he was born and raised. With the culture deeply rooted within him, he has to share space with others from other cultures. This cultural exchange, might lead to conflict. Conflicts can be mitigated by the birth of an awareness that everyone must be able to understand the culture of other people whose culture is different from his own.

In the process of communication between people of different cultures, a more comprehensive understanding or understanding is needed. Studying other people's cultures is one way to realize this understanding. With an understanding between people of different cultures, communication will be more effective and the goals of a communication process can be achieved. Therefore it is very important to study what intercultural communication is seeing its goals in line with the goals of achieving effective communication

Communication is effort build similarity meaning which capable push various groups Public for obtain life and more livelihood good. Basically the emergence of cross-cultural communication studies is based on incompetence individuals to understand each other in the dynamics of social life daily. Along with the increasingly globalized world order, it has implications for interactions between man which the more intensive.

As a result of this interaction forces scientists to marry "culture" and "communication" as well make cross-communication culture as an area of study. Inherent in this fusion is idea that communication cross culture need study about culture and communication difficulties with people of different cultures.

Despite the similarities language is component important to establish good communication, but that does not guarantee communication runs smoothly.

Through understanding cross culture, fibers difference nor equality culture Public could seen, could also identified elements which perpetuate communication. For could understand people culture other, perpetrator communication must understand the culture alone. No culture is higher than any other culture. All cultures have a function and role for experience members culture the though value different. With this awareness of understanding, mutual respect will emerge about needs, aspiration, feeling and problem man.

Cultural differences are influenced by many things including religious differences. Can not It is undeniable that religion is proven to influence one's culture, lifestyle and behavior. Religion is wrong one factor big which influence culture Public. With thereby, problem difference religion in communication is difference culture included in cross-cultural communication. Communication in all contexts is equality in Thing elements base and processes communication man (transmitting, receiving, processing), but there is cultural influence involved background behind experience individual form patterns perception, thinking, use messages verbal/nonverbal and relationships basically.

So variation contextual, is additional dimension which influence process communication cross culture. Communication cross culture occurs when the sender of the message is members of a culture and the recipient of the message is a member of that culture culture other. With Thus, the delivery of messages from the communication source must be coded so that the recipient message as member culture which different the could encode repeat information/message which received.

In perspective communication which integrative, for tie various group Public, so already properly if understanding of communication and interaction between culture superior in dynamics democratization of diversity becomes a strength because since before has there is tradition which no other is spirit gotong cooperate, which grow between friendly-spirited people in a rich nature. Therefore, the Indonesian people should Keep going guard image diversity which already known by Public in foreign country.

2. RESEARCH METODOLOGY

The data in this paper were obtained using the literature study method. data that collected includes scientific writings on the study of cross-cultural communication, theories, and a number of article which discuss cases in communication cross culture. The author takes the idea relevant to one another for later make a synthesis from all three. With so exposure about problems in communication cross culture this based on theory and phenomenon which once occur.

3. RESULTS AND DISCUSSION

Communication cross culture is communication which used good communication verbal nor nonverbal by paying attention to cultural factors in an area, region, or country. The definition of cross-cultural in this case is not merely a foreign (international) culture, but also the culture that grows and develops in various regions within the territory of a country. As is known, every region in Indonesia has its own unique culture no owned by area other, like how somebody communicate with person other, how someone respects other people, how they use their time, how they work, how they believe or trust something already hereditary from grandmother ancestor they, how they dress, and how they treat a phenomenon.

Communication cross culture very important, especially for reach connection work same which win-win solution. The importance of cross-cultural communication to build relationships compatible.

Communication Intercultural which Effective.

Different cultures mean different in conveying ideas, ideas, and different in daily behavior. Different culture means different in communication strategy. A person who only understands the local language will not be able to understand if he receives messages in Indonesian. A person whose culture is so polite to their parents will not accept someone who is disrespectful to their elders. A person who in his culture is used to being what he is will not accept a culture full of pretense. Candio Elliot gave an example, the self-promotion style may very little be displayed by Native Americans (native) including Asians in general, followed by Hispanics, and styles like that are mostly used by Africans. Formal dress styles may be exhibited sparingly by Hispanics and native Africans, but are highly exhibited by Anglo (Mixed American) people.

In many Thing, connection Among culture and communication characteristic lead come back. Both of them each other influence. What which our talk about, how our talk about it, what which our see, our take note, ignore, how our think, what which our think influenced by culture. Culture cannot exist without communication, and neither will communication live without culture. Each cannot be changed without causing a change in the others other. The main problem in intercultural communication is an error in social perception which caused by cultural differences which affect perceptual processes.

The more big difference intercultural, so the more big also awareness self (*mindfulness*) the communication participants. This has *both positive* and *negative consequences* . The positive is that self-awareness makes us more alert. It prevents us from saying things- things that might feel insensitive or inappropriate. As for the negative is, this stuff makes our too be careful, no spontaneous, and no believe self. With the more good our know, then the feeling of being overly cautious will dissipate and you will become more confident and spontaneous. Thing Thus this in turn will increase satisfaction in intercultural communication. Problem actually not how to maintain interaction and strive for mutual understanding but rather, our this too easy surrender after occur misunderstanding when beginning. Difference intercultural especially important in interaction beginning and in a manner gradually less level interest when connection Becomes more familiar. In communication intercultural our should maximize interaction results.

In communicating with people from different cultures, finding the right strategy is also very important. Especially if the parties carrying out the communication process want to make a maximum result, namely change, both in terms of cognitive, affective to psychomotor. One part of the success of a strategy is to use the right communication method. According to Liliweri, there are three main methods of communication namely:

1. Informative communication, communication methods that discuss information about people, objects, places, events, processes, situations and certain conditions, problems. Someone who communicates conveys messages that are informative to someone else, this method is intended to bring someone closer through information that is commonly understood and known by others.
2. Persuasive communication, this persuasive communication method more quickly and precisely influences or changes public attitudes and perceptions.

3. Coercive communication. This method explains that in order to persuade a person or group of people to change their attitude, the communicator will send messages by pressing, forcing, or giving instructions, even with "brainwashing" tactics.

But there are three consequences that suggest important implications for intercultural communication. As example, person will interact with person other which they estimate will give results which positive. Because communication intercultural that difficult, our possible avoid it. With thereby, our will choose speak with colleague classmate which much more in common with us than very different people. But expand our association will probably bring greater satisfaction over time. Second, when our get results which positive, our Keep going involve self in communication and improve our communication. If we get a *negative result*, we will withdraw and reduce communication. Third, we make predictions about where our behavior will be give positive results. In communication, we try to predict the outcome, for example of choice topics, position which our take, behavior nonverbal which our show, many talkswwhich our do, than with action listen, and so on.

Effective can be interpreted to achieve goals or objectives in accordance with the intent of the communicator. In intercultural communication, if you have the goal of being able to understand each other's opinions, attitudes, and behavior of these different communications, can be achieved, then communication cross-culturally can be effective. The entire communication process ultimately depends on success on the level achievement of communication goals, namely the extent to which the participants give meaning the same for the messages exchanged. Gudykunts said, if two or more people communicate interculturally effectively then they will deal with one or more messages are exchanged (sent and received) they should be able to deliver food the same for messages. In short, effective communication is effective communication generated by ability para participant communication because they succeed pushas small maybe a misunderstanding.

More carry on Schramm put forward, communication intercultural which truly effective must pay attention to four conditions, that is:

- a. Honor member culture other as man.
- b. Honor culture other as what exists and no as which ourwant.
- c. Honor right member culture which other for Act different from method our Act.
- d. communicator cross culture which competent must study enjoy life together personfrom culture which other.

Effectiveness communication also depend on who, as well as method delivery communication. One must look at who he is communicating and positioning himself as well play it. Intercultural communication can be said to be effective if the communication process can fun for both parties, have something in common in a group will pleasant for our communication will fluent and open. And on the contrary, communicate with people who don't agree with us it will be very boring, will make our tense, congested, and the situation even make our no comfortable. Communication will more effective when Among party which engage in communication each other enjoy each other other.

The most important as a result of communication is togetherness in that meaning. No just only the communicator, content he ordered, media or channel. So, so that meaning communication understood and accepted and implemented together, it must be possible for participation to exchanging and negotiating meaning between all parties and elements in communication which on finally will produce harmony and compatibility.

Obstacles and Solution Steps

All forms and processes in communication will not be separated from the obstacles and constraints in it. These various obstacles can occur due to external or internal factors, or the obstacles can also be objective or subjective. Between the obstacles that are objective or subjective, many experts have stated about barriers to communication. Obstacles that are objective are obstacles that are unintentional, in other words the obstacles (noise) in existing communication are not due to the intention of the other party. But the various obstacles that exist tend to occur because circumstances really want this. While barriers that are subjective, are obstacles that are deliberately made by other parties so that the communication that is carried out becomes a failure. Because there is a conflict of interest.

An example of a case like this, when there are obstacles in intercultural communication in the communication of individuals of different cultures, between Indonesians and foreigners when interpersonal communication interactions of different cultures take place, then the obstacles are differences in views regarding the culture of greeting, for example. If abroad there is a culture of people who like to meet their friends, they slap their cheeks, but in Indonesia, slapping their cheeks is a bad deed. This is where communication barriers occur.

Obstacles that occur in objective barriers, usually occur due to unfavorable weather, noisy atmosphere or environment can also be obstacles in communication. Likewise in subjective barriers that are deliberately made by other parties, by disturbing for example. This becomes a barrier that is enough to trigger a failure in communication.

In addition to the obstacles above, experts review that obstacles in interpersonal communication in culture include, first, the delivery of messages from different cultures will invite different perceptions among the participants in the communication. Second, conveying verbal messages to people who care about culture will of course have many language differences, because there will be semantic differences and so on. Third, the delivery of culturally different verbal messages accompanied by non-verbal emphasis will invite different interpretations, so that the purpose of conveying the message is not conveyed. Fourth, the delivery of messages to people of different cultures when the delivery and contents of the message are contrary to their customs, habits, norms, there will be rejection in interpersonal communication.

Overcoming various obstacles in intercultural communication between individuals of different cultures, it is necessary for these individuals to be able and able to understand interpersonal communication supported by cross-cultural communication in detail.

4. CONCLUSION

Communication is an activity that is always carried out by humans as long as they are alive and well relate with man other. In process communication the man very crave communication which fluent and effective, so that no occur misunderstanding whichlead on conflict.

Cultures which different have system score which different and therefore follow determine different life goals, also determine how we communicate very influenced by language, rules and norms there is on each culture So In fact, in every activity of our communication with other people, there is always potential cross-cultural or inter-cultural communication, because we will always be in a different "culture". different with person other, how much even its small difference that. The differences

expectation culture can pose a fatal risk, at least it will lead to good communication no social, feeling uncomfortable or misunderstandings arise.

And in essence the entire success of the communication process ultimately depends on communication effectiveness. Namely the extent to which the participants give the same meaning above messages exchanged. In turn, the cultural background of the participants is always different no matter how small the difference will greatly determine the effectiveness of it. Therefore understanding the meaning of culture and everything related to it is something that is absolute conducted for the sake of achieving communication which effective.

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