

CHAPTER II

REVIEW OF RELATED LITERATURE

In this chapter, the writer will conduct the results of the writer's search on theories or related research studies in the same field. Thus, this chapter provides the readers the theories that can help to comprehend the study.

2.1 Communication

Communication can be defined as the action of transferring information, idea, and general knowledge from one person to another (Keyton, 2011). From the definition, it shows that communication is the most crucial way that people usually do to perform in their daily lives. The human need to communicate with another human to create a connection, relationship as a social being.

Communication is a process that everyone does in daily life. Communication is a connection to humanity (Gamble, 2013). In this concept, communication helps humans to build a link, organize the relationship to fulfill the social needs, understand differences, and perceive personal goals.

The highlight point while doing the process of communication is it is crucial to answer view questions that are related to 5W+1H. The reaction of these questions will ease to development of communication ability (Sukirmiyadi, 2016). This thing will help the individual improve their critical thinking while doing the process of communication.

2.2 Types of Communication

Communication also has various types or levels while the process appears.

There are various communications (Rzetpecka, 2017):

1. Intrapersonal Communication

The process of conveying the information, for example, attention, idea, understanding, memorizing and learning, giving definition and potential effects on education, attitude, and self-identity.

2. Interpersonal Communication

The continuing and ever-changing process happens when someone communicates with another person (Gamble, 2013).

3. Intragroup

This is a group of communication and model of interaction were formed. It is usually corporate and to coincide in a group of family or a tribe.

4. Intergroup

The process of communication that happened in a large group. For example communication between local communities, many kinds of associations, and unions.

5. Institutional or Organization

This kind of communication is occurred in intuition or education but required a formalized form, control and authority are clearly elaborated and also the role of the communicator is explicitly defined.

6. Mass

Mass communication is the highest level of communication. It is the widest communication network since the largest amount of people are involved.

2.3 Communication Barrier

Even though communication is necessary for humans, there will be a misunderstanding in the process of communication. Communication barrier in broadest meaning is everything that prevents the communicators from receiving and gaining the messages others use to communicate their information, opinion, and idea (Rani, 2016). So, the communication barrier is something that blocks the communicators while sending the messages to other communicators.

This world that humans live in and share within is full of barriers that prevent the effective listening process that is surely connected to effective communication (Rzepecka, 2017). There are three types of barriers such as (1) physical, (2) psychological, (3) interaction. Physical barrier refers to interruptions of the environment that happen to both communicators. While psychological belong to a barrier that happens to mental and emotional interruptions while listening activity and interactive barrier occur to having a verbal fight, using inappropriate languages based on the cultural differences within the communicators (Rzepecka, 2017). Furthermore, this is the reason why communicators should create an effective and clear purpose in communication.

Thus, effective communications include minimizing the possibility of misunderstanding and also involve efforts in preventing the barrier while the communication exists.

2.4 Interpersonal Communication

Interpersonal communication is communication between two communicators (Rzepecka, 2017). Both communicators had a responsibility to determine the meaning clear way to prevent misunderstanding. Interpersonal communication also has two types such as direct interpersonal communication and indirect interpersonal communication. Direct interpersonal communication is referred to face to face communication with an actual verbal or non-verbal response. Indirect interpersonal communication is a kind of communication where the medium is involved in the process of transferring the information between two communicators that didn't have any physical contact (Rzepecka, 2017).

2.5 Cross-Cultural Communication

This kind of communication involved a knowledge or understanding of how someone from another culture speak, conveys the message and perceives the world around them (Menaka, 2018). In addition, cross-cultural communication required comprehension of other cultures or experienced a cross-culture and gain a cross-cultural understanding to achieve effective communication.

a. Culture

Culture creates how human beings attend to the surroundings, recognize others, memorize and enroll ideas, and make a judgment (Ji & Yap, 2016). Culture is like an upbringing from people since they are young. It means different culture also different the way of everything that present in one individual.

In specific, the field-dependent affective manner is combined with tight social structure and inactive agricultural ecological settings, in as much as the field-dependent affective manner is to combine with loose social structure and movable ecological settings (Ji & Yap, 2016). Thus, culture can influence someone's representation when they blend in or adapt to their environment.

b. Factors that Affect Cross-Cultural Communication

There are major factors that can affect cross-cultural communication such as, language differences, high-context culture versus low-context culture, non-verbal differences, and power distance (Menaka, 2018).

1) Language Differences

Language differences occurred when people speak from a different language. It is also often happened when someone speaks a different language or does not have the same level of capability in the language (Rani, 2016). Since language and communication had a close relationship, so someone who ever experienced it should concern with

another language to speak effectively. In this case, maybe someone can express his message with facial expressions, drawings, or maybe ask an interpreter (Menaka, 2018).

2) High Context versus Low Context Culture

The concept of low context culture here can be defined in a business context. It is related to the way of the employee's thought, giving opinions, upbringing influence within a given culture. Moreover, this kind of way the employee shared the opinions is direct and may have an issue with trust (Menaka, 2018). While high-context culture is the opposite, trust is the most essential part of dealing in the business. High-context often happens in Middle East, Asia, and Africa. For example, Indonesian tend to achieve loyal customers. Indonesian believed that loyal customers can create a good relation in their business, to get a good feeling in fulfilling's their business's needs.

Comparing to low-context culture, it often happens in North America and Western European areas (Menaka, 2018). Asian especially Indonesians more likely to do a bargaining process in dealing with the best price, and Indonesian seller also allows the customer to bargain the price or asked for more discount when it comes to the best prices which is beneficial for both, the relationship between them is leveled to a good relationship so that the seller give "trust" to the customer that someday they will come again, it is the opposite of North American, they usually

open the shop with the price tag, so it is clear enough that the buyer cannot bargain the price or tend to not have a loyal customer as Indonesian did.

3) Non-Verbal Differences

Non-verbal communication is determined as attitude of the face, body, or voice except the linguistic content, or to simplify it is everything but the words (A. Hall, Judith, 2019). For example, face/gestures and eye contact is classified as non-verbal communication. Both examples are applied differently across cultures (Menaka, 2018). Uniquely, for example, American workers tend to wave their hands and use a finger to point out whenever they are expressed in giving direction, but Indonesian especially Javanese tend to use thumb finger to point out the direction in order of politeness.

4) Power Distance

The definition of power distance is the range to which the less powerful members of the community and institutions within the public accept and expect the power is allocated unequally (Rzepecka, 2017). In addition, small-power-distance occurs when children treat parents, teachers, and family as equals, similarly as everyone should have the same equal rights, but larger-power-distance happens to parents, teachers, and family elders are treated with respect, as the powerful should have privileges.

2.6 Cultural Barrier

Culture barriers often happened in individuals that had experienced cross-culture. Communication with human beings of different cultures and backgrounds signifies became aware of the differences in values, acceptance, and character that human beings hold (Rani, 2016). People need language to have interaction with one another, in short language and culture is interconnected with each other (Sukirmiyadi, 2016).

When someone wants to achieve successful cross-cultural communication, someone may need to identify other cultures and gain a cross-cultural understanding because although someone has already had the understanding, somehow it still got some difficulties in adapting to the culture. Here are some cross-cultural communication barriers in the workplace by (Jenifer, 2015a) that can relate to another atmosphere not only in the workplace, such as:

a. Misunderstanding

It is the first rank in the communication barrier. This is common in people from different culture and background whose have many kinds of values and beliefs. The reason misunderstanding can happen is the high level of anxiety and uncertainty.

b. Norms and Roles

Each culture has a different kind of norms and roles. Norms are related to rules. Every culture has its norms whether it is accepted and appropriate behavior or not. A variety of roles leads to a variety of cultures. Culture

different roles occur in children and parents, men and women (Jenifer, 2015a). For example, Indonesian youth have to shake hands before going somewhere with their parents or elder people, it is called a norm. On other hand, Indonesian youth have to shake hands and kiss their parents' hands not just shake hands like Western often used to do.

c. Belief and Values

Belief and values also had a lot of differences depending on the culture. In the globalized working community, people have beliefs and values depend on their culture (Jenifer, 2015a), so, people need to cross-culture their belief and values due to gain a cross-cultural communication effectively.

d. Stereotyping

Stereotypes are related to personal judgment over someone else's value. It can be happened based on (Jenifer, 2015a) because of insufficient information about the people that leads to do that in cross-cultural communication. On other hand, stereotypes cover racial groups for example "Asians are smart at math", political groups "politician is rich", genders "male drivers are intrusive", demographic groups "Florida citizen are elderly", and activity "flying is threatening" (Bordalo, Pedro, 2014).

e. Ethnocentrism

This is the type of assuming that one culture is better than another culture. One group standard is used to gain other groups (Jenifer, 2015a). This thing

will increase to the level of anxiety whether in workplace or society and multicultural team has faced a lot of conflicts about ethnocentrism.

2.7 English Teaching Program AIESEC Global Volunteer in Thailand

AIESEC is the students' non-profit organization that provides internship (Šuba, 2017). It is also the world's largest internship intermediary from 1000 in 1998-4342 just in 2005 (van 't Klooster et al., 2008). There were three kinds of programs that have a different kinds of purposes in each program. There are Global Volunteer, Global Talent, and Global Entrepreneur. Global Volunteer is one of the non-profit programs which is only Global Talent gives the salary to the applicants.

Global Volunteer is a non-profit program that means whoever wants to apply, will be a volunteer that will be located in a school, summer camp, or even non-profit organization (NGO). The duration of the project is also determined. It is between 6 weeks-8 weeks. The applicants also can choose which part of the country they want to join in whether it is in Asia or Europe. It gave the applicants new experiences, cross-culture experiences, push the applicants to go out from their comfort zones or try to break their bubble positively, try to make a big impact for the country that they applied to and also for themselves (Kumar, 2019).

English Teaching program is one of the programs provide by AIESEC in Global Volunteer since each program has a different concern. English Teaching Program is concerned with English Language acquisition that happened in Thailand. Thailand has different alphabetical in Thai language, so, it will challenge

the exchange participants to teach English in Thailand. The exchange participant in Thailand will place in rural areas in certain provinces in Thailand depend on the local community in AIESEC Thailand. Local Community is the organization that will take care, manage, and welcome the exchange participant that applied from their English Teaching Program from different kind of countries. (Kumar, 2019) also stated that English Teaching Program in Thailand aims to develop students in rural areas and the exchange participant can learn about Thai culture and the education system.

