

CHAPTER I

INTRODUCTION

This chapter is divided into research background, research problem, research objectives, research significance, scope and limitation, and the definition of key terms.

1.1 Research Background

In this world there are so many cultures, from small cultures to cultures that have worldwide, but along with the development of these cultures, there are cultures that actually trigger someone to be more interested and make that person more enthusiastic in learning it. Based on the statement of (William Gudykunst, 2003) the people's motivation to adapt varies depending on the individual itself. From this statement we can see that people's motivation and ability to adapt to new cultures is different. But we as social beings will not be able to avoid it when we are dealing with a new culture even though it is very inversely proportional to our culture. (William Gudykunst, 2003) also assert that every individual must undergo the process of adaptation when meeting or interacting with a different environment and culture.

In this day, many people with different cultural backgrounds use different language to communicate. We as Indonesian citizens have various languages and cultures and because of that we can adapt and communicate with foreign language more fluent. (Mitchell & Myles, 2004) argue that "language and culture

are not separate but acquired together, with each providing support for the development of the other "(p. 235).

Communication is an important human need because humans are essentially social creatures and cannot live alone. Communication is used to exchange information between the sender and recipient or vice versa and it is not just verbally but can be done through the media. Nowadays, there are various languages that are used to communicate throughout the world depending on the culture they belong to. When we visit several places that have different cultures, the way local people communicate will be different and we should be able to adapt in order to survive.

Even though many people are unable to adapt and tend to reject the cultural differences they experienced, they will gradually understand and accept these differences. Communication itself is an effective way to adapt to cultural differences, although it will take a lot of time and cannot be said to be easy. based on (Supratiknya, 2003: 12) Communication skills are not abilities from birth and do not appear suddenly, it needs to be learned and trained step by step.

The researcher is interested in examining the effect of cultural differences between students' communication. In the research shown by (Cariaga & Issa Kawar, 2012) which states how to manage cultural differences between humans globally, humans need management of cultural differences because culture itself affects communication between individuals with one another. Another research was conducted by (Young, 2014) entitled "The Presence of Culture in Learning" explains most of this research. However, the research discusses the

overall relationship of cultural differences with the learning of other subjects such as science, mathematics and using qualitative and quantitative research.

Slightly different from previous related research. In this study, the researcher focused on studying the effect of cultural differences on students' communication. The aim is to find out the influence of cultural differences between students both locally and abroad, will affect values, behavior, self-confidence, association or not. So, the purpose of this study is to find this out and make conclusions based on available data.

1.2 Statement of Problem

Based on the background study, the researcher could formulate statements as below:

1. What is the cultural differences on students communication?
2. How to overcome the negative impact of cultural differences on students' communication?

1.3 Objective of The Study

In this part formulated by the research question, the purpose of the study is knowing the target of this study. The purposes of the studies are:

1. To describe the effects of students' cultural differences on communication.
2. To elaborate the right methods to overcome the negative impact of students' cultural differences on communication.

1.4 Significance of The Study

In general, this study is a form of curiosity and proves that cultural differences also affect students' communication more deeply. This research helping student to know if foreigner with cultural differences is affecting them because they know they should communicate with them easily or just make the student cooler. This research is also useful as a reference for other researcher and solve the curiosity about the effect cultural differences on communication process.

1.5 Scope and Limitation

The scope of this research is focused on investigating the effect of cultural differences on student's communication and the solution when problem occurs. This study is limited to the research subjects. The researcher arranged research to semester 5 FLSP students of UMM and above who live outside Malang.

1.6 Definition of The Key Terms

Cultural differences are the numerous ideas, attitudes, ways of speaking, expressions, and behaviors that are thought to be particular to people of a particular race, ethnicity, or national origin (Acker, 2019).

Communication is a procedure whereby information is shared between people using a similar set of signs, symbols, or behaviors (Brown & Edmunds, 2018)