

ABSTRAK

Penelitian ini bertujuan untuk mengkaji strategi komunikasi mahasiswa asing dalam beradaptasi di lingkungan belajar Universitas Airlangga. Latar belakang utama yang mendasari penelitian ini dilakukan adalah pengalaman peneliti yang memiliki teman asal Madagaskar di kelas Media dan Komunikasi. Peneliti mengamati situasi yang dihadapi oleh mahasiswa asing di kelas, dimana aktifitas belajar yang dilakukan dalam bahasa Indonesia dan menghadapi keberagaman teman mahasiswa di kelas yang berasal dari berbagai daerah. Sehingga mengusik keingintahuan peneliti secara lebih mendalam bagaimana kemudian mahasiswa asing di Universitas Airlangga bisa beradaptasi di lingkungan belajar yang secara sosial budaya berbeda. Melalui Teori Strategi Pengurangan Ketidakpastian dan Teori Akomodasi Komunikasi, peneliti menganalisis strategi komunikasi mahasiswa asing dalam beradaptasi di lingkungan belajar Universitas Airlangga. Menggunakan metode studi kasus, penelitian ini bertipe deskriptif dengan pendekatan kualitatif. Subyek penelitian merupakan mahasiswa asing jenjang S1, S2 dan juga S3 yang aktifitas perkuliahan sudah bersinggungan langsung dengan mahasiswa dan dosen asal Indonesia di fakultas masing-masing di Universitas Airlangga. Pengumpulan data menggunakan teknik wawancara mendalam. Hasil penelitian menunjukkan, Bahasa merupakan masalah utama bagi mahasiswa asing dalam beradaptasi di lingkungan belajar. Komunikasi verbal secara pasif dan interaktif digunakan untuk mengurangi ketidakpastian. Komunikasi persuasif dan penggunaan bahasa konotatif digunakan berkomunikasi dengan teman belajar maupun dosen pengajar. Komunikasi non verbal dilakukan mahasiswa asing melalui gerak tubuh, ekspresi wajah, senyuman dan sikap diam. Sikap membuka diri, meredam ego, sportif, terhadap perbedaan budaya membantu mahasiswa asing beradaptasi di lingkungan belajar Universitas Airlangga. Motivasi, Persepsi, Pengalaman Sosial Budaya, Situasi lingkungan sosial mempengaruhi gaya personal mahasiswa asing dalam melakukan strategi komunikasi.

Kata Kunci : Strategi Komunikasi, Mahasiswa Asing, Adaptasi

ABSTRACT

This study aimed to assess the communication strategy in adapting foreign students at the learning environment of Airlangga University. The main background underlied this research was the experience of the writer who had several friends from Madagascar in Media and Communication class. Researcher observed the situation faced by foreign students in the classroom, where learning activities were conducted in Indonesian also the diversity of students in the class who came from various regions. Thus, the object of the study was how the then foreign students at Airlangga University could adapt in learning environment where culture was socially distinct. In addition, through Uncertainty Reduction Theory of Strategy and Communication Accommodation Theory, the writer analyzed the communication strategies in adapting foreign students in the learning environment of Airlangga University. Using the case study method, this study was a descriptive qualitative approach. The research subjects were foreign students from undergraduate, master, and post-graduate students which their lecturing activities had direct contact with the students and professors from Indonesia in each faculty at the Airlangga University. Data collection was used in-depth interview technique. The results showed the language barrier as the main problem of foreign student in adapting in learning enviroment. Passive and interactive communication verbally used to reduce uncertainty. Persuasive communication and the using of connotative language had been done to communicate with classmates as well as the lecturers. Non-verbal communication were done by foreign students through gestures, facial expressions, smile and silence. The attitude of opening up, lowering the ego, sportive, to cultural differences helped foreign students to adapt in the learning environment of Airlangga University. Motivation, Perception, Social and Cultural Experience, Situation social environment affects the personal style of foreign students in performing communication strategy.

Keywords: Communication Strategy, Foreign Student, Adaptation.