

**PROSES DALAM MENGATASI CULTURE SHOCK DI ANTARA PERANTAU  
PENCARI KERJA DARI BANJARMASIN DI BANDUNG**

***THE PROCESS OF OVERCOMING CULTURE SHOCK AMONG NOMADS JOB  
SEEKER FROM BANJARMASIN CITY IN BANDUNG***

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**ABSTRAK**

Budaya adalah suatu konsep mendasar yang dimiliki oleh setiap individu. Melalui budaya, setiap individu dibentuk dan menjadi pedoman hidup untuk belajar banyak hal. Mulai dari bagaimana individu itu berbahasa, membangun relasi, serta berperilaku. Dengan adanya keberagaman budaya, tidak menutup kemungkinan akan terjadinya proses adaptasi budaya. *Culture shock* merupakan hal yang selalu ada dan hampir pasti terjadi dalam adaptasi budaya. *Culture shock* sendiri merupakan gejala sosial yang berupa rasa takut, cemas yang ditimbulkan dari proses adaptasi budaya yang dilakukan, dan hal ini terjadi pada seorang perantau ketika pindah ke daerah dan budaya baru. Tujuan penelitian ini adalah untuk mengetahui proses adaptasi dalam mengatasi *Culture shock* oleh para perantau pencari kerja dari Banjarmasin di kota Bandung. Metode yang digunakan yaitu kualitatif etnografi dengan menggunakan paradigma konstruktivis. Teknik pengumpulan data yang dipakai dalam penelitian ini dengan melakukan wawancara dan observasi. Dari hasil penelitian yang telah dilakukan, proses adaptasi dari setiap perantau berbeda-beda, serta cara mereka dalam mengatasi *Culture shock* berbeda antara satu sama lain. Namun dengan adaptasi yang baik serta pikiran dan tujuan awal yang kuat, tiap perantau pun dapat mengatasi *Culture shock* selama proses adaptasi berlangsung.

Kata kunci : adaptasi, *Culture shock*, kualitatif etnografi

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**ABSTRACT**

Culture is a fundamental concept that is owned by every individual. Through culture, each individual is formed and becomes a way of life to learn many things. Starting from how the individual speaks, builds relationships, and behaves. The existence of cultural diversity does not rule out the possibility of a process of cultural adaptation. Culture shock is something that always exists and almost certainly occurs in cultural adaptation. Culture shock itself is a social symptom in the form of fear, anxiety caused by the cultural adaptation process carried out, and this happens to an immigrant when moving to a new area and culture. The purpose of this study was to determine the adaptation process in overcoming culture shock by migrant job seekers from Banjarmasin in the city of Bandung. The method used is qualitative ethnography using a constructivist paradigm. Data collection techniques were used in this study by conducting interviews and observations. From the results of the research that has been

done, the adaptation process of each migrant is different, and their way of dealing with culture shock is different from one another. However, with good adaptation and strong initial thoughts and goals, every traveler can overcome culture shock during the adaptation process.

Keyword : adaptation, Culture shock, Qualitative Ethnography

## 1. INTRODUCTION

Today's social development is influenced by many different environments. The easiest and most common examples are nomads, migrants described as individuals who moved from the original living place. The process of migration is caused by factors such as education, career, and family or socio-economic circumstance (Sholik, Rosyid, Mufa'idah, Agustina, Ashari, 2016). Adaptation is a process of individual adjustment to the environment that is occupied, the adaptation process for each human being is different and because of that the process of adaptation could occur in fast or slow process. As social beings who cannot possibly live alone, humans often need help from others as a means of survival, when a person interacts with a social group from another cultural background he basically carries his cultural identity, this identity can take the form of behavior and language (Salsabila, 2011).

Culture shock is describe as a sickness in form of anxiety or shock at new or different culture. The term culture shock is very familiar to migrants, because it is caused by the high socio-geographic movement in diversity of cultures, ethnic group, religions, languages, and customs. So it require migrants to adapt to the culture in the current new area (Devianta, Hidayah, Hendrastomo, 2016). Culture shock is common for migrants, both domestic and foreign. Culture shock itself is a phenomenon that describes the negative responses experienced by individuals in a new cultural scope, culture can be triggered by several things such as culture, customs, language, and others.

Culture shock is caused by missing signs in social interaction which will trigger anxiety in the process, when to shake hands and attitude displayed when meeting people, how to reject and accept, how to shop, and so on. This study aims to explain a new perspective on the nomads job seeker from Banjarmasin in Bandung. The importance of early adaptation greatly affects the continuity of the job search process or during the work process, especially for the Banjarmasin nomads where the most common obstacle is language. In the study of communication science, this research covers the existence of cultural differences itself, especially in intercultural communication, where the factors that cause miss-communication widen due to differences in culture, ethnicity, perspectives, language, and others.

## 2. LITERATURE REVIEW AND DISCUSSION

### 2.1 Communication

The word "Communication" comes from a latin word, which the translate to "communis" which the meaning of the word is "same". Which translate to an effort that aims to achieve togetherness. According to Effendy (1994: 10) communication is the process of delivering messages by communicators to communicants, through the media that have certain effects.

## 2.2 Intercultural Communication

Intercultural communication is a process of communication that exists between people who have different cultures, such as race, ethnicity, socio-economy. Intercultural communication occurs when people involved in the communication have different experience and cultural background (Smovar & Porter, 1972).

## 2.3 Culture

Culture is a way of life that develops and passed from generation to generation as a guidance in life, culture has broad meaning not limited to customs, dances, or other work of art. Culture is the result of human thought as a social being, which includes a complex entity such as knowledge, belief, art, morals, science, law, customs, and human habits as social beings.

## 2.4 Intercultural Adaptation

The study of cultural adaptation was initially based on immigrant workers and foreign students in Europe. Researchers describe social problems in the aspect of communication that can be formulated as a model for solving problems and reducing the problems that are created (Martin & Nakayama, 2010). Conditions that can be interpreted as various new situations, for example newly married, divorced, and others. This condition exemplifies a situation where the individual must adapt to a new lifestyle, as well as cultural adjustment, where cultural adjustment is difficult. This adjustment is then referred to as culture shock (Deima, 2016).

## 2.5 Nomads

Nomads in Indonesia called "Perantau" which comes from the word "Rantau" or "Merantau", which means people looking for living, knowledge, and so on in other countries, according to KBBI. Nomads are people who migrate in another region or country, as an effort or hope to pursue career outside the original area, or in other cases is pursue knowledge through studying in different region.

## 2.6 Culture Shock

Culture shock is a form of confusion or shock about a new environment and culture that is different from the original environment, culture shock can include several aspects that exist in everyday life such as food, dress code, price of goods, etc. The more different the culture, the more severe the effects will be.

## 2.7 Communication Accommodation Theory

Communication accommodation theory is one of the communication theories proposed by Howard Giles and his colleagues, which deals with interpersonal process and adjustments in communication interactions. Accommodation itself is the ability to adapt on other's behavior in the communicating process, however because each individual has different cultural background

from other's, the cultural assumption that is brought will no be fully accommodated from the interlocutor.

### **3. RESEARCH METHOAD**

In this study, the researcher uses a qualitative approach that is in line with the objectives of the research being carried out, by understanding more closely the informant's behavior, perceptions, experiences and, motivation. In this study, researchers used the ethnographic method. The uses of this method used to cover the intensive culture, field and language.

### **4. RESULT AND DISCUSSION**

Communication accommodation theory explains that in communicating, there are 3 ways a person adapts, namely convergence, divergence, and excessive accommodation. And of the 4 informants especially in communicating, they have problems in using language, and 2 of them have problems in speaking Indonesian and this is also based on the culture in the city of Banjarmasin where the language used is Banjar language not Indonesian, this cultural problem will greatly affect the informants. who have never had experience in migrating, so that it can lead to divergence due to misunderstanding or lack of intention of informants and actors in communicating.

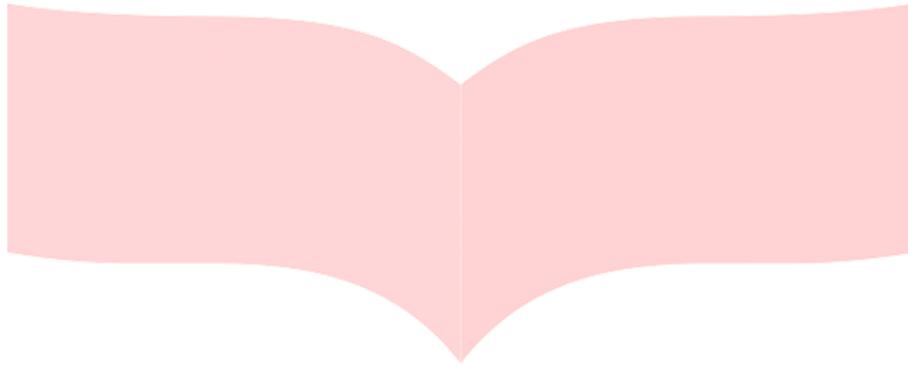
Culture shock is influenced by different factors, but informants' knowledge of culture shock is still lacking, so they are not aware of the culture shock they are experiencing. The four informants had different culture shocks, two of the informants had the same problem in culture shock, namely the language in which one informant had problems speaking Indonesian and the other informant still held the habit of using the local language before he came to Bandung. Two other informants felt that differences such as lifestyle and also differences in the perspective of Islamic culture are quite thick in Banjarmasin.

From a language point of view, the two informants can overcome culture shock through adaptation and good communication, so that they can get used to the language used daily. However, the other two informants were quite different which made them have to understand more about the cultural differences that exist in the environment. With this understanding, they can overcome the culture shock they face through a good adaptation process.

### **5. CONCLUSION**

After carrying out this research, the authors can draw conclusions the adaptation process experienced by an nomad person consists of the planning phase, the honeymoon phase, the frustration phase, the readjustment phase, and the resolution phase. Culture shock is marked by the entry of a person in the frustration phase because in this phase a person starts to get various difficulties. Difficulty adapting to the language, lifestyle, habits, and behavior in the environment where they live. And in the readjustment phase, someone starts to learn more and open themselves up to their difficulties, and finally, they decide their final path in the resolution phase. Culture shock is a natural process that can be experienced by humans, so the importance of understanding the meaning of culture shock itself will help us as humans to deal with distress, anxiety, from new things in a new environment. Because

in this study, the authors conclude that at least there are people who do not know the meaning and meaning of culture shock, so because of that ignorance they are also not aware of the culture shock they have actually experienced.



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