

ABSTRAK

Penelitian ini berjudul "Komunikasi Antarbudaya Peserta Pertukaran Mahasiswa Merdeka (PMM) Universitas Malikussaleh dalam Menghadapi *Culture Shock* di Institut Seni Indonesia (ISI) Yogyakarta". Penelitian ini bertujuan untuk mengetahui komunikasi antarbudaya mahasiswa PMM Unimal dalam menghadapi *culture shock* di Institut Seni Indonesia (ISI) Yogyakarta. Hal ini didasarkan pada pengalaman perbedaan budaya yang menimbulkan perasaan tidak nyaman bagi mahasiswa yang mengikuti program Pertukaran Mahasiswa Merdeka (PMM). Penelitian ini menggunakan metode kualitatif dengan pendekatan fenomenologi. Teknik pengumpulan data dilakukan melalui observasi, wawancara mendalam dan dokumentasi. Informan berjumlah 4 mahasiswa Unimal yang mengikuti PMM di Institut Seni Indonesia (ISI) Yogyakarta Batch 3 dan 4, serta 1 orang koordinator PMM Institut Seni Indonesia (ISI) Yogyakarta. Hasil penelitian menunjukkan bahwa mahasiswa PMM Unimal mengalami *culture shock* di berbagai aspek, diantaranya pada aspek bahasa, makanan, dan gaya berpakaian. Mahasiswa menggunakan berbagai strategi komunikasi antarbudaya sebagaimana dijelaskan dalam *Communication Accommodation Theory (CAT)*, yaitu *convergence* (penyesuaian), *divergence* (penegasan identitas), dan *over accommodation* (akomodasi berlebihan). *Convergence* tampak digunakan pada aspek bahasa dan makanan agar lebih mudah diterima oleh lingkungan sosial. Sementara strategi *divergence* dan *over accommodation* digunakan dalam aspek gaya berpakaian. Dalam penelitian ini ditemukan juga strategi *maintenance* yang secara eksplisit sebagai bagian dari *non accommodation strategy*, terlihat pada mahasiswa yang mempertahankan identitas tanpa perubahan signifikan yang terlihat pada aspek gaya berpakaian. Penelitian ini menyimpulkan bahwa keberhasilan komunikasi antarbudaya tidak hanya bergantung pada usaha individu tetapi juga ada peran aktif lingkungan sosial yang mendukung proses menghadapi *culture shock* tersebut. Teori *CAT* sangat membantu dalam menjelaskan proses penyesuaian, namun perlu dilengkapi dengan perspektif kenyamanan personal agar dapat memahami dinamika adaptasi secara lebih utuh.

Kata kunci: *Culture shock*, *Convergence*, Komunikasi Antarbudaya, Makanan, Pertukaran Mahasiswa Merdeka (PMM)

ABSTRACT

This research is entitled "Intercultural Communication of Merdeka Student Exchange (PMM) Participants from Malikussaleh University in Facing Culture Shock at the Indonesian Institute of the Arts (ISI) Yogyakarta." This study aims to explore the intercultural communication of PMM students from Malikussaleh University in dealing with culture shock at ISI Yogyakarta. The research is based on the experience of cultural differences that triggered discomfort among students participating in the Merdeka Student Exchange (PMM) program. This study employs a qualitative method with a phenomenological approach. Data were collected through observation, in-depth interviews, and documentation. The informants consisted of four PMM students from Malikussaleh University who studied at ISI Yogyakarta in Batches 3 and 4, along with one PMM coordinator from ISI Yogyakarta. The findings show that PMM students experienced culture shock in several aspects, including language, food, and clothing styles. The students applied various intercultural communication strategies as explained in the Communication Accommodation Theory (CAT), including convergence (adjustment), divergence (identity assertion), and over-accommodation (excessive accommodation). Convergence was used especially in the aspects of language and food to be more easily accepted by the social environment. Meanwhile, divergence and over-accommodation strategies were applied in relation to clothing style differences. This study also found the use of a maintenance strategy, explicitly classified as part of a non-accommodation strategy. This was evident among students who maintained their identity without significant change, particularly in clothing. The study concludes that successful intercultural communication is not only dependent on individual efforts but also on the active role of the surrounding social environment in supporting the process of overcoming culture shock. The CAT theory is useful in explaining the adjustment process, but it needs to be complemented with the perspective of personal comfort in order to understand the dynamics of adaptation more comprehensively.

Keywords: Culture shock, Convergence, Intercultural Communication, Food, Merdeka Student Exchange (PMM)