

ABSTRAK

Laura Mandalahi. 220531100026. Program Studi Ilmu Komunikasi. Dinamika Identitas Budaya dalam Komunikasi Antarbudaya Mahasiswa Batak Perantauan: Studi Kasus Mahasiswa Sumatera Utara di Pulau Madura.

Penelitian ini bertujuan untuk menganalisis dinamika identitas budaya dalam komunikasi antarbudaya mahasiswa Batak perantauan asal Sumatera Utara di Pulau Madura. Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus. Teori yang digunakan adalah komunikasi antarbudaya, *Identity Negotiation Theory* Stella Ting-Toomey, dan *Anxiety/Uncertainty Management Theory* William Gudykunst. Data diperoleh melalui wawancara mendalam, observasi, dan dokumentasi terhadap mahasiswa Batak perantauan, mahasiswa asal Sumatera Utara, mahasiswa lokal Madura, serta informan pendukung.

Hasil penelitian menunjukkan bahwa identitas budaya mahasiswa Batak tampak melalui logat, gaya komunikasi, nilai kekeluargaan, solidaritas kelompok, agama, dan keterlibatan dalam IKAMASU. Dalam proses komunikasi antarbudaya, mahasiswa Batak menghadapi perbedaan gaya komunikasi, konflik Organda Cup 2023 dan 2025, diskriminasi agama di asrama, *catcalling*, *first impression*, serta stereotip budaya. Pengalaman tersebut menunjukkan bahwa identitas budaya mahasiswa Batak tidak hanya dipertahankan, tetapi juga dinegosiasikan melalui penyesuaian komunikasi, pengendalian emosi, dan solidaritas sesama perantau.

Penelitian ini menyimpulkan bahwa identitas budaya mahasiswa Batak perantauan di Pulau Madura bersifat dinamis, adaptif, dan kontekstual dalam membangun komunikasi antarbudaya yang harmonis.

Kata kunci: identitas budaya, komunikasi antarbudaya, mahasiswa Batak, perantauan, negosiasi identitas.

ABSTRACT

Laura Mandalahi. 220531100026. Communication Science Study Program. The Dynamics of Cultural Identity in Intercultural Communication among Batak Migrant Students: A Case Study of North Sumatran Students in Madura Island.

This study aims to analyze the dynamics of cultural identity in intercultural communication among Batak migrant students from North Sumatra in Madura Island. This research uses a qualitative approach with a case study method. The theories used in this study are intercultural communication theory, Stella Ting-Toomey's Identity Negotiation Theory, and William Gudykunst's Anxiety/Uncertainty Management Theory. The data were obtained through in-depth interviews, observation, and documentation involving Batak migrant students, students from North Sumatra, local Madurese students, and supporting informants.

The results show that the cultural identity of Batak students is reflected through accent, communication style, family values, group solidarity, religion, and involvement in IKAMASU. In the process of intercultural communication, Batak students encounter various dynamics, such as differences in communication styles, the Organda Cup conflicts in 2023 and 2025, religious discrimination in the dormitory, catcalling, first impressions, and cultural stereotypes. These experiences show that the cultural identity of Batak students is not only maintained, but also negotiated through communication adjustment, emotional control, and solidarity among fellow migrant students.

This study concludes that the cultural identity of Batak migrant students in Madura Island is dynamic, adaptive, and contextual in building harmonious intercultural communication.

Keywords: cultural identity, intercultural communication, Batak students, migrant students, identity negotiation.