

ABSTRAK

POLA KOMUNIKASI ANTARBUDAYA DI PARA PEDAGANG PASAR (Studi Fenomenologi Para Pedagang Etnis Minangkabau di Pasar Simpang Kecamatan Bandar Sribhawono Kabupaten Lampung Timur)

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Pasar merupakan tempat terjadinya interaksi dan komunikasi dari berbagai macam budaya, salah satunya di Pasar Simpang, Kecamatan Bandar Sribhawono Kabupaten Lampung Timur. Dalam interaksi tersebut bukan hanya terjadi diantara pembeli dengan pedagang melainkan interaksi juga tercipta dengan sesama pedagang, seperti Interaksi yang terjadi di antara para pedagang etnis Minang dengan pedagang etnis Jawa di Pasar Simpang, Kecamatan Bandar Sribhawono Kabupaten Lampung Timur. Tujuan penelitian ini, yaitu untuk mengetahui bagaimana pola komunikasi antarbudaya yang terjadi pada pedagang etnis Minang dengan pedagang etnis Jawa di pasar Simpang serta mengetahui upaya para pedagang etnis Minang dalam mempertahankan identitas etnis mereka meski berada di tanah rantau. Dalam penelitian ini, peneliti menggunakan tipe penelitian kualitatif deskriptif. Informan penelitian ini berjumlah delapan orang yang merupakan ketua pengurus pasar Simpang, ketua KBSB komisariat Bandar Sribhawono empat orang pedagang etnis Minang dan dua orang pedagang etnis Jawa. Hasil penelitian ini menunjukkan bahwa pola komunikasi antarbudaya yang terjadi di para pedagang pasar Simpang sejalan dengan pola komunikasi Gudykunst dan Kim yang didalamnya terdapat faktor budaya, sosiobudaya, psikobudaya dan lingkungan yang menjadi faktor utama terbentuknya pola komunikasi antarbudaya. Sedangkan upaya mempertahankan identitas etnik peneliti menggunakan kajian identitas etnik, pedagang Minang di pasar Simpang sendiri sudah mencapai tahapan identitas etnik *achieved*, yaitu bentuk tertinggi dalam upaya mempertahankan identitas etnis yang mereka miliki. Salah satunya tergabung dalam organisasi KBSB yang tersebar di berbagai kecamatan dan kabupaten di seluruh Provinsi Lampung.

Kata kunci: pedagang, pola komunikasi, mempertahankan identitas etnik Minang.

ABSTRACT

INTERCULTURAL COMMUNICATION PATTERNS AMONG MARKET TRADERS (Phenomenological Study of Ethnic Minangkabau Traders in Simpang Market, Bandar Sribhawono District, East Lampung Regency)

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The market is a place for interaction and communication from various cultures, one of which is Simpang Market, Bandar Sribhawono District, East Lampung Regency. In the interaction not only occurs between the customer and the trader but the interaction is also created with fellow traders, such as the interaction that occurs between ethnic Minang traders and ethnic Javanese traders in Simpang Market, Bandar Sribhawono District, East Lampung Regency. The purpose of this study, is to determine how the intercultural communication patterns that occur in ethnic Minang vendors with ethnic Javanese vendors in the Simpang market and to know the efforts of ethnic Minang vendors in maintaining their ethnic identity despite being in the overseas area. In this study, researchers used descriptive qualitative research. The informants of this research amounted to eight people who were the head of the Simpang market management, the head of KBSB commissariat Bandar Sribhawono, four Minang ethnic vendors and two Javanese ethnic vendors. The results of this study indicate that intercultural communication between vendors of Simpang market is in line with Gudykunst and Kim's communication pattern in which there are cultural, sociocultural, psychocultural and environmental factors that are the main factors in the formation of intercultural communication models. As for the efforts to maintain ethnic identity, researchers use ethnic identity studies, Minang traders in the Simpang market itself have reached the stage of achieved ethnic identity, which is the highest form of effort to maintain their ethnic identity. One of them is joining the KBSB organization which is spread across various districts and regencies throughout Lampung Province.

Keywords: vendors communication patterns, maintaining Minang ethnic identity