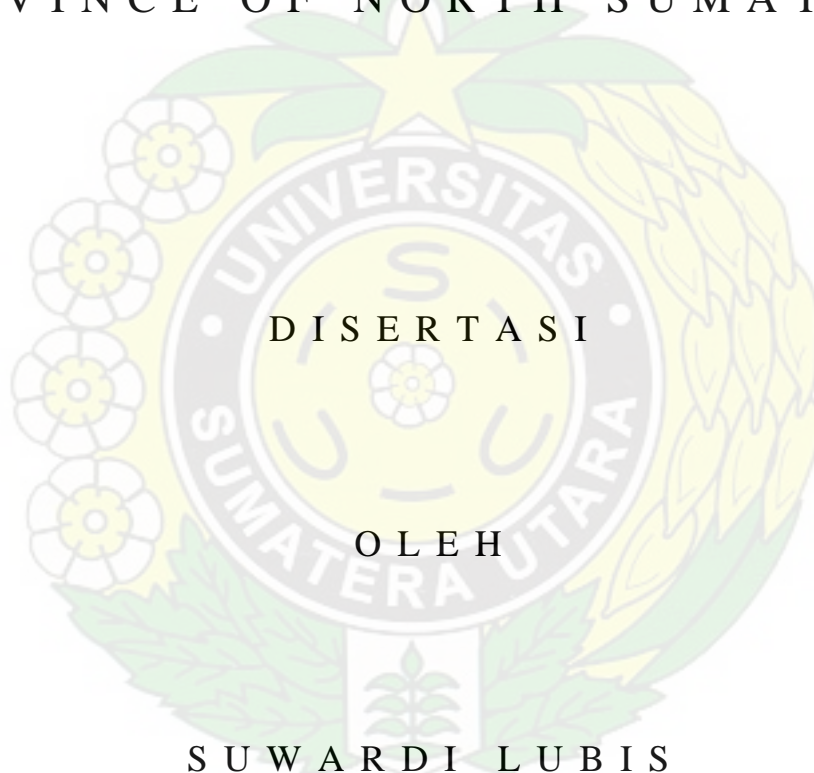


INTEGRASI SOSIAL DAN
KOMUNIKASI ANTAR BUDAYA
(STUDI KASUS DI KOTAMADYA
MEDAN PROPINSI SUMATERA
UTARA)

SOCIAL INTEGRATION AND
INTERCULTURAL COMMUNICATION
(CASE STUDY IN MEDAN
PROVINCE OF NORTH SUMATERA)



DISERTASI

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A B S T R A K

Integrasi Sosial Dan Komunikasi Antarbudaya Antar Etnik Batak Toba dan Etnik Cina Hokkian Di Kotamadya Medan

Penelitian ini beranjak dari asumsi bahwa setiap masyarakat mejemuk dalam suku, agama, ras, dan antar golongan selalu menghadapi masalah komunikasi. Masalah ini timbul karena proses komunikasi diwarnai oleh disintegrasi sosial diantara mereka yang berbeda latar belakang budayanya. Hubungan antarpribadi kurang terbuka dan empati, berpikir negatif, kurang memberikan dukungan dan memelihara keseimbangan.

Melalui teori etnosentrisme yang bersumber dari perspektif evolusi, peneliti menerangkan bahwa setiap etnik sangat terikat pada "*Folkways*" yang mengatur hubungan atau komunikasi antarbudaya intraetnik maupun antaretnik. Keterikatan intraetnik atas nilai-nilai budayanya mengakibatkan semakin kuatnya rasa "*In Group*" berhadapan dengan "*Out Group*". Hal ini mengakibatkan disintegrasi sosial antaretnik.

Hipotesis yang diajukan adalah, efektivitas komunikasi antarbudaya antaretnik tercapai apabila kalau ada perubahan atas hubungan, peranan dan pengaruh faktor-faktor integrasi sosial, yaitu stereotip, jarak sosial dan sikap diskriminasi antaretnik.

Metode penelitian ini survey, maka data tentang variabel-variabel penelitian langsung diambil dari para responden yang dijadikan sebagai sampel melalui "*Stratified Random Sampling*". Responden yang berjumlah 398 orang telah dibagi alokasi disproporsional dua kelompok etnik, yaitu etnik Batak Toba dan etnik Cina Hokkian. Analisis data dilakukan dalam dua pendekatan yaitu pendekatan kualitatif dan kuantitatif yang lebih diarahkan kepada studi deskriptif analisis.

Hasil penelitian menunjukkan bahwa komunikasi antarbudaya intraetnik lebih efektif daripada antaretnik. Perubahan efektifitas komunikasi antarbudaya antaretnik tidak seluruhnya ditentukan oleh hubungan, peranan dan pengaruh variabel-variabel integrasi sosial baik secara simultan maupun parsial. Hal ini tergantung pada kualitas stereotip, jarak sosial dan sikap diskriminasi antaretnik yang dapat dihedakan melalui peranan variabel pembeda antara lain, jenis kelamin, agama, tingkat pendidikan, pekerjaan dan tempat tinggal.

Peneliti berkesimpulan bahwa perubahan efektifitas komunikasi antarbudaya antaretnik dapat dilakukan tidak saja melalui peningkatan integrasi sosial tetapi perubahan faktor-faktor yang mendahului integrasi sosial (variabel anteseden). Dari segi keilmuan peneliti memberikan kontribusi tentang pendekatan teoritis melalui dalil-dalil dan operasionalisasi cara-cara penyelesaian masalah komunikasi antarbudaya antaretnik. Model hubungan antar variabel yang diajukan peneliti adalah perbaikan keseimbangan intraetnik dengan antaretnik atas stereotip, jarak sosial dan sikap diskriminasi yang adil sehingga tercapai peningkatan efektifitas komunikasi antarbudaya.



ABSTRACT

Social Integration And Intercultural Communication Between Two Ethnic Groups Batak Toba And The Hokkian Chinese In Medan Province of North Sumatera

This dissertation is basically set out with an assumption that a plural society consisting of ethnic, religious, and racial groups might face communication problems. One of the problems arises since the communication process has been loaded with social disintegration relations which are less open, emphatic, negative thinking, and provide less support to maintain social balance.

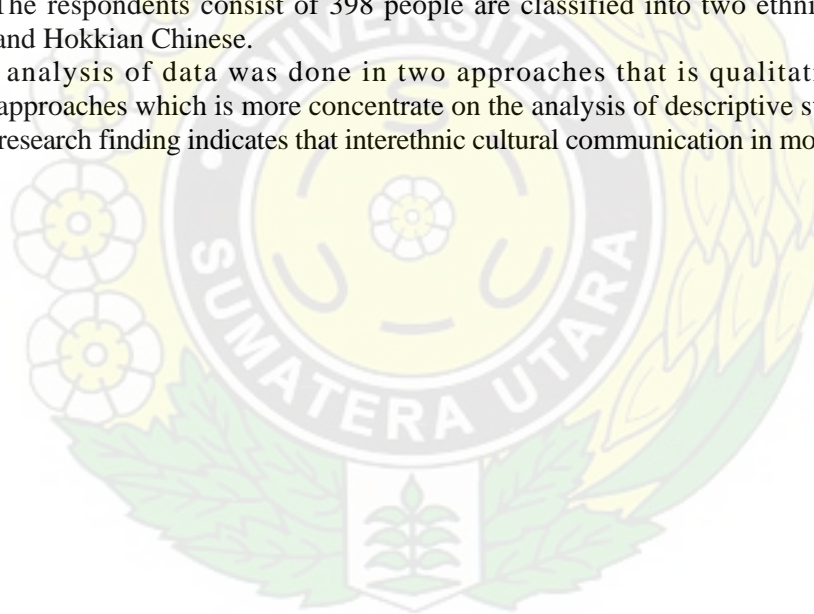
Supported by the theory of ethnocentrism derived from the evolution perspective, the researcher agrees that every ethnic group has been tightly united by "folkways" which arrange relationship or communication among the intra-ethnic and inter-ethnic culture. The intra-ethnic cohesiveness on cultural values has resulted in the sense of is "*in group*" facing the "*out put*". This will cause inter-ethnic social disintegration.

This dissertation purposes a hypothesis that the inter-ethnic communication effectively may be achieved when changes in relationship, the role and effect of social integration factors such as stereotype, social gaps, and inter-ethnic discrimination have been carried out.

The research method applied in this dissertation is survey. Data are directly taken from respondents by using a sampling technique called "stratified random sampling". The respondents consist of 398 people are classified into two ethnic groups, i.e. Batak Toba and Hokkian Chinese.

The analysis of data was done in two approaches that is qualitative and quantitative approaches which is more concentrate on the analysis of descriptive study.

The research finding indicates that interethnic cultural communication is more effective



than the inter-ethnic. The intercultural communication effectively of inter-ethnic groups is not totally determined by the relation, role and influence of social integration either simultaneously or partially. However, it also depends upon the stereotype, social gaps, and inter-ethnic discrimination attitude which may differ according to such variables as sex, religion, degree of education, occupation, and residence.

The researcher concludes that changes in inter-cultural communication effectively may be accomplished not only by the increase of social integration, but also by the changes of factors preceding the social integration. Those factors which represent antecedent variables are to some extent significant. Scientifically, the researcher contributes a theoretical approach in overcoming problems of interethnic cultural communication. Model of relationship among variables proposed by the researcher is the improvement of infra-ethnic and inter-ethnic balance related to stereotype, social gaps, and discrimination.

