

Abstract

The presence of Javanese transmigrants in Lampung has changed the social composition and influenced the dynamics of intercultural interactions in the region. Cultural differences between Javanese immigrants and the Lampung ethnic community, as well as the demographic dominance of Javanese groups in some areas, have the potential to create identity tensions in social relations. This dissertation examines the process of cultural identity negotiation carried out by Javanese transmigrants through face-to-face interactions and social media-mediated communication in two areas with contrasting ethnic compositions, Pringsewu (Javanese dominant) and West Lampung (Javanese culturally minority). This study uses Communication Accommodation Theory (CAT) to examine convergence, divergence, and maintenance strategies, and Communication Theory of Identity (CTI) to examine the layers of personal, enacted, relational, and communal identity. The research is based on a constructivist paradigm with a communication ethnography approach. Data were obtained through participant observation, in-depth interviews with 35 informants consisting of 21 key informants and 14 supporting informants, informal conversations, and documentation. All data were analyzed thematically by using NVivo software. The results of this study indicate differences in identity negotiation patterns between the two research locations. In Pringsewu, the prominent identity layer is communal identity, where Javanese transmigrants tend to implement maintenance strategies by maintaining Javanese language and traditions, while convergence strategies emerge in interactions with the Lampung community. On the other hand, in West Lampung, relational identity is more dominant and transmigrants more often use convergence strategies towards Lampung culture to gain social acceptance, although they still maintain important elements of Javanese culture and apply divergence when local values are considered contradictory. In the context of mediated-communication, the ethnic composition of the group influences language choice and communication accommodation strategies. In Pringsewu, the dominant form of accommodation is maintenance, while in West Lampung, convergence strategies are more prominent. This study contributes to enriching the Communication Theory of Identity and Communication Accommodation Theory by emphasizing the influence of majority-minority positions in the context of migration and integrating the two theories to explain cultural identity negotiation more comprehensively.

Keywords: identity negotiation, communication accommodation, intercultural communication, transmigration, cultural identity

Abstrak

Kehadiran transmigran Jawa di Lampung telah mengubah komposisi sosial serta memengaruhi dinamika interaksi antarbudaya di wilayah tersebut. Perbedaan budaya antara pendatang Jawa dan masyarakat etnis Lampung, serta dominasi demografis kelompok Jawa di beberapa wilayah, berpotensi menimbulkan ketegangan identitas dalam relasi sosial. Disertasi ini menelaah proses negosiasi identitas budaya yang dilakukan oleh transmigran Jawa melalui interaksi tatap muka maupun komunikasi termediasi media sosial di dua kabupaten dengan komposisi etnis yang kontras, yaitu Pringsewu (dominan Jawa) dan Lampung Barat (Jawa minoritas secara kultural). Penelitian ini menggunakan *Communication Accommodation Theory* (CAT) untuk mengkaji strategi *convergence*, *divergence*, dan *maintenance*, serta *Communication Theory of Identity* (CTI) untuk menelaah lapisan identitas personal, *enacted*, relasional, dan komunal. Penelitian berlandaskan paradigma konstruktivisme dengan pendekatan etnografi komunikasi. Data diperoleh melalui observasi partisipan, wawancara mendalam terhadap 35 informan yang terdiri atas 21 informan kunci dan 14 informan pendukung, percakapan informal, serta dokumentasi. Seluruh data dianalisis secara tematik dengan bantuan perangkat lunak NVivo. Hasil penelitian menunjukkan adanya perbedaan pola negosiasi identitas antara kedua lokasi penelitian. Di Pringsewu, lapisan identitas yang menonjol adalah identitas komunal, di mana transmigran Jawa cenderung menerapkan strategi *maintenance* dengan mempertahankan bahasa dan tradisi Jawa, sementara strategi *convergence* muncul dalam interaksi dengan masyarakat Lampung. Sebaliknya, di Lampung Barat, identitas relasional lebih dominan dan transmigran lebih sering menggunakan strategi *convergence* terhadap budaya Lampung untuk memperoleh penerimaan sosial, meskipun tetap mempertahankan unsur-unsur penting budaya Jawa dan menerapkan *divergence* ketika nilai lokal dianggap bertentangan. Dalam konteks komunikasi termediasi, komposisi etnis kelompok memengaruhi pilihan bahasa dan strategi akomodasi komunikasi. Di Pringsewu, bentuk akomodasi yang dominan adalah *maintenance*, sedangkan di Lampung Barat lebih menonjol strategi *convergence*. Penelitian ini berkontribusi dalam memperkaya *Communication Theory of Identity* dan *Communication Accommodation Theory* dengan menekankan pengaruh posisi mayoritas–minoritas dalam konteks migrasi serta mengintegrasikan kedua teori tersebut untuk menjelaskan negosiasi identitas budaya secara lebih komprehensif.

Kata kunci: negosiasi identitas, akomodasi komunikasi, komunikasi antarbudaya, transmigrasi, identitas budaya.