ABSTRACT

Cultural adaptation is an interesting thing to discuss because it involves matters that is important for the creation of effective intercultural communication. With the focus of research on Indonesian students who were study in Thailand and how the intercultural communication they used to achieve cultural adaptation. This research become interesting because Indonesian students spend their time at universities where the level of student heterogeneity is quite high. Nowadays, universitys' life leads to an increasingly diverse society and identity problems in it.

This study used a qualitative approach with the descriptive analysis method. According to Sugiyono (2016: 7) qualitative research method is research method based on the philosophy of positivism, used to examine social phenomena that occur. It can be interpreted that by using qualitative research method, researcher intend to understand the phenomenon, experienced by research participants, such as their behavior, perceptions, and motivations by using ways of describing words and languages in a specific context.

The results of this study indicateds that the three research informants have three components of communication competences, namely; knowledge, skill, and motivation, but with different levels for each individual depending on the cultural adaptation strategies they used. In addition, there were inhibiting factors and supporting factors during the process of cultural adaptation, inhibiting factors including; language differences, values, thought patterns, and behavioral patterns. Supporting factors include; encouragement from the environment, ease of access in association.

Keywords : Communication Competence, Intercultural, Cultural Adaptation, Thailand