

Intercultural Communication And The Crisis Of Communication Ethics To Migrant Citizens In Aceh Singkil

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Abstract

Intercultural communication is intercultural communication carried out by communicators and communicants of different cultures, even within the same nation. The purpose of this study was to find out the opinion of the Aceh Singkil community about the immigrant community. The data obtained from informants or resource persons amounted to five. The results obtained from this study are the intercultural communication between the Aceh Singkil community and the immigrant community is communication that comes from different cultural ethnic groups. Cultural differences do not become a barrier for people to communicate.

Keywords: *Communication, Culture, Society*

How to cite:

Harahap, M.S., Sabila, N.(2023), "Intercultural Communication And The Crisis Of Communication Ethics To Migrant Citizens In Aceh Singkil", *IJRS: Internasional Journal Reglement Society Vol 4 (3), Pages 223-228*

A. Introduction

Communication can move other people to do something, whether it is an action that can damage the harmony of life in the world or create benefits for society at large, communication is something important for humans. Humans are social creatures who cannot interact with other people without using communication. If communication is carried out incorrectly then human relations will also be bad. Communication is an activity that is routinely carried out in interaction. According to¹ Communication is a human need to seek and obtain information, as well as to develop oneself. Whether consciously or unconsciously, individuals will always communicate with their surroundings, even their new environment. Starting from talking, reading newspapers, listening to the radio, watching television or cinema, and so on. Apart from that, communication is also a requirement to make it easier for people to interact and socialize with new cultural or environmental value patterns or what is called cultural adaptation.² Koentjaraningrat by (Soelaeman, 2001: 21), Culture comes from the Sanskrit word "buddayah", which is the plural of "budhi" which means virtuous and eternal. Culture is pleased with the way humans live, humans learn to think, feel, believe what is appropriate according to their culture. Culture is a concept that arouses interest, formally culture is defined as a system of knowledge, experience, beliefs, values, attitudes, meaning, religion, time, spatial relationships, concepts of the universe, material objects that are acquired by a large group of people from generation to generation through individual or group efforts³.

Culture is the values that humans have, and even influences human attitudes and behavior. According to⁴In other words, all humans are cultural factors because humans act within the scope of

¹ Rifauddin, Machsun. 2016. "Fenomena Cyberbullying Pada Remaja." *Khizanah Al-Hikmah : Jurnal Ilmu Perpustakaan, Informasi, Dan Kearsipan*. Doi: 10.24252/Kah.V4i1a3.

² Thariq, M., And Akhyar Anshori. 2017. "Komunikasi Adaptasi Mahasiswa Indekos." *Ilmu Komunikasi* 1(2).

³ Harahap, M. S., & Allifa, M. R. (2022, November). Semiotics Analysis Of Covid-19 Vaccine Photos In Waspadan Newspaper. In *International Conference On Communication, Policy And Social Science (Inclusi 2022)* (Pp. 170-177). Atlantis Press.

⁴ Cassidy, Wanda, Chantal Faucher, And Margaret Jackson. 2013. "Cyberbullying Among Youth: A Comprehensive Review Of Current International Research And Its Implications And Application To Policy And Practice." *School Psychology International*. Doi: 10.1177/0143034313479697.

culture. Culture is the values that humans have, and even influences human attitudes and behavior. In other words, all humans are cultural factors because humans act within the scope of culture. Aceh Singkil is one of the districts in Aceh Province, Indonesia. Aceh Singkil Regency is a division of South Aceh Regency and part of its area is in the Gunung Leuser National Park area. This district consists of two regions, namely the mainland and the islands. The islands that are part of Aceh Singkil Regency are Banyak Islands. The capital city of Aceh Singkil is located in Singkil District⁵Ethics in communication is defined as the basis for human rules in communicating and provides a moral foundation. The aim of communication ethics itself is to create goodness and harmony in relationships between people. In communication ethics itself, there are several elements that need to be considered, namely: 1. not providing excessive personal information; 2. communicate politely; and 3. opinions based on facts. Communication Ethics Ethics literally comes from the Greek word ethos, which means character, manners, politeness or customs which is closely related to the concept of individuals or groups as a tool for assessing the truth or evaluation of something that is done⁶Topographically, Aceh Singkil Regency is located in the West-South coastal region of Aceh province. Which stretches from the north in the form of hilly areas to the south in the form of coastal areas. Approximately 146,274.65 Ha (66.88%) of the area is at an altitude above 500 meters above sea level (processed from topographic maps), most of the area of Aceh Singkil Regency is plain. The Aceh Singkil tribe is a tribe found in Aceh Singkil Regency, Southeast Aceh in Aceh province. The population of the Singkil tribe is estimated to be around 50,000 people from eleven sub-districts, namely Pulau Banyak sub-district, Simpang Kanan sub-district, Singkil sub-district, Gunung Meriah sub-district, Kota Baharu sub-district, North Singkil sub-district, Danau Paris sub-district, Suro Baru Makmur sub-district, Singkohor sub-district, Kuala Baru sub-district, West Pulau Banyak District. The word Singkil comes from the word "sekel" which means "want", the Singkil tribe people live side by side with the Gayo tribe and the Alas tribe. Physically, the Singkil people have a similar kinship to the Gayo and Alas people, as do the traditions, customs and culture they carry. The Singkil people look different from the Acehnese people who make up the majority in Nanggroe Aceh Province⁷.

B. Methods

In this research, analytical descriptive methods are used to study the phenomenon of an object in the context of behavior, conditions, thought systems and current societal events. The approach method is a case study to reveal and describe the phenomenon of the subject and object of intercultural communication and crisis research. The method used in this research is descriptive research with qualitative methods. According to Denzin & Lincoln (1994), qualitative research is research that uses natural settings with the aim of interpreting phenomena that occur and is carried out by involving various existing methods. Erickson (1986) stated that qualitative research seeks to discover and describe narratively the activities carried out and the impact of the actions carried out on human life⁸The phenomenon of feuds that often occur in the community with immigrants who visit Indonesia recently cannot be assessed whether they are true or contain other purposes or what is commonly known as the concept of setting⁹. What is certain is that the ongoing feud that was released by public figures presented a picture of the conflict and circulated in the wider community until it appeared in the media. In fact, there are many more cases of feuds between public figures that occur among the public and tourists. It seems that the phenomenon of feuding between local communities and tourists has become a trend in the media world¹⁰.

⁵ Harahap, M. S. (2021). Peristiwa Dalam Bingkai Foto Jurnalistik.

⁶ Sobur, Kadir. 2015. "Logika Dan Penalaran Dalam Perspektif Ilmu Pengetahuan." *Tajdid: Jurnal Ilmu Ushuluddin*. Doi: 10.30631/Tjd.V14i2.28.

⁷ Ar. 2021. "Mengenal Suku Singkil Di Aceh Singkil." *Egindo.Com*.

⁸ Hardani. 2020. *Metode Penelitian Kualitatif Dan Kuantitatif*. Yogyakarta: Pustaka Ilmu.

⁹ Ahimsa-Putra, Heddy Shri. 2019. "Bahasa, Sastra, Dan Kearifan Lokal Di Indonesia." *Mabasan* 3(1):30–57. Doi: 10.26499/Mab.V3i1.115.

¹⁰ Andung, Petrus Ana, Aloysius Liliweri, Dian Wardiana Sjachro, And Purwanti Hadisiwi. 2018. "Mass Media And Communitys Communication Sovereignty."

C. Results and Discussion

This research was carried out by direct observation as well as interviewing informants or sources, three people from the Aceh Singkil community and two other people from the immigrant community. The results of the interviews from the three informants were native people from Aceh Singkil, they thought it was normal and legal for there to be migrant people who settled down, there were no restrictions on the arrival of migrant people. The more immigrants with different ethnicities, the more culture there will be in Aceh Singkil. Communication is formed between native communities and immigrant communities because of a good communication process. For example, in circumcision events and weddings for the sons and daughters of Aceh Singkil residents, where people, both immigrants and indigenous people, work together to help with weddings or circumcision events for young boys. Based on the results of interviews with informants or sources, there are several different cultural factors in native communities and immigrant communities.¹¹ Each culture has a different cultural background and language. Intercultural communication between the people of Aceh Singkil and different immigrant communities is:

a. Cultural Values

Cultural values in an area are important things to maintain and implement, in this research the author received recognition from a migrant, namely Mr. It's okay if you don't use customs, even when an event doesn't use customs, they don't have to pay customary fines, in fact customs are the umpteenth thing."''.

b. Language differences

The more cultures there are in an environment or region, the more languages there are. Language is very important in communicating. There are many immigrants in Aceh Singkil resulting in many languages, such as Padang, Javanese, Pakpak and Karo. Different languages but still one.

c. Cultural differences

Cultures in a region have differences, in these differences a spirit of mutual respect and respect arises between one culture and another. Just as Aceh Singkil culture must be appreciated and respected by the immigrant community, and vice versa. Different cultures but still one.

d. Opinions from the head of the Aceh Singkil Youth and Sports Tourism Department

(Disparpora), Edy Hartono BA, and the Head of Marketing and Tourism, Amran Ramli SE., M.Ap. stated that it is necessary to know that Indonesia is an archipelagic country that is rich in natural resources and cultural diversity, especially in Aceh Singkil. This richness and diversity makes every natural corner of the archipelago seem endless for exploration, promoting domestic tourism, especially Aceh Singkil with archipelagic destinations such as Banyak Island, has been proven by obtaining first place in the 2021 Anugerah Pesona Indonesia (API) award, p. This cannot be denied and there is still a lot of tourism potential that has not been explored and utilized efficiently as tourism in Indonesia, especially in the Aceh Singkil area. Apart from that, it is hoped that with the openness of the people of Aceh Singkil in accepting immigrants or tourists who want to go on holiday, it can create a harmonious atmosphere so that immigrants or tourists feel at home in the Aceh Singkil area, (18/11/2021).

1. The opinion of the people of Aceh Singkil towards migrant tourists

Comte's opinion in Abdul Syani (2012: 31), immigrant communities are human groups with new realities that develop according to their own laws and develop according to their own development patterns. Migrant communities are a group of people who visit or move to an area and live and adapt in the process of interaction with local communities. Tourists or immigrants as people who come from one area to another due to mutation and live in a community united with others which creates differences in ethnicity, race, culture and customs in indigenous communities.¹²

Based on the results of observations and interviews regarding the opinion of the people of Aceh Singkil towards tourists and migrant residents, this is: something that is normal and legitimate when there is an influx of migrant tourists or other people who come and live in Aceh Singkil, this is what local residents say, while migrant tourists do not create chaos or commotion that residents do not want

¹¹ Yandra, Edi, Syukur Kholil, And Iskandar Zulkarnain. 2017. "Mass Media Communication Strategies During Rehabilitation And Reconstruction After Disasters In Aceh." *Iosr Journal Of Humanities And Social Science (Iosr-Jhss)*. Doi: 10.9790/0837-2205113239.

¹² Syani, A. (2012). *Sosiologi Skematika Teori & Terpaan*. Jakarta : Pt Bumi Askara.

to accept with a sense of kinship. Almost the average community of migrant tourists until they settle in Aceh Singkil have a high social spirit, good manners¹³ Disputes between ethnic differences or cultural customs do not affect their interactions with migrant tourists. The people of Aceh Singkil feel that the more migrant tourists they will The Aceh Singkil area is increasingly developing. The more tourists who come and stay, the more diverse the ethnicities and cultures become, said Rusman, one of the local residents of Aceh Singkil. We welcome migrant tourists who come from any tribe and some even stay, as long as they don't cause any trouble then there is no problem with migrant tourists staying in the Aceh Singkil area. Researchers witnessed directly at the location that many visiting tourists encountered them adapting to good manners with the local community, and a good social spirit, easily mingling and respecting the culture of the indigenous people of Aceh Singkil. Like the proverb that is popular in society, "Where the earth is stepped, there the sky is upheld," this proverb means that a person should follow and respect the customs that apply in the place where he lives (Safaruddin 2020). Likewise, foreign tourists who live in one area should follow and respect the customs and culture in Aceh Singkil. Many immigrant communities have lived in Aceh Singkil for a long time and I have never once heard of local community rejection of the immigrant community, everyone accepts them well.

2. Aceh Singkil culture is attractive to immigrant communities

Based on the results of answers and interviews regarding cultures that are attractive to immigrants, there were two informants or sources from the immigrant community. Nurman, 35 years old, explained that there are many interesting cultural customs, such as cultural customs at an event, where all the people work together, together to help those who are holding a wedding or circumcision of the apostle, in the language of the Acehnese Sigkil people it is called "Putting the Teratak" without any given responsibility by the Head of the Hamlet, unlike in my village, where there must be a committee responsible for customs for weddings or apostolic circumcisions so that the event runs smoothly¹⁴ Another interesting thing is the Dampeng Dance culture. The most interesting thing in the Dampeng Dance is the musical instrument called "Canang", a typical musical instrument belonging to Aceh Singkil. "Unique wood, usually people can produce sounds and dance at the same time"

Fauzi, a community of migrant tourists, also expressed interesting cultural customs during circumcision for teenagers or what is usually called "Begahan" where the circumcision event for teenage boys is held in a festive atmosphere for two days and usually on the first day there is a plain flour event or in the daily language of the Aceh Singkil people "Mido Tawar" and on the second day the event continued with "Mangan Adat" or eating together and this was the main event which welcomed the invited guests who attended the traditional event. At the circumcision event for teenage boys, namely before the "Mangan Adat" event begins, a program with the end of the Koran is first created which is immediately read by the "Mempule jawi" or the teenage boy who wants to be circumcised. accompanied by the child's parents and witnessed by the hamlet head, Janang, traditional leaders, heads of traditional leaders' settlements, along with other officials. and usually in the circumcision tradition, teenage boys are bathed first according to custom before being circumcised¹⁵.

3. Cultural differences between the Acehnese Singkil people and the immigrant community

Zoen Mardin Pohan said that there are definitely differences between the culture of the Aceh Singkil people and the culture of the immigrant community. In this case, there are many immigrants in Aceh Singkil, so there are many cultural differences, such as immigrants from Padang, Bandung, Nias and Pakpak. One of the existing immigrant cultures is the culture of people originating from West Sumatra¹⁶. The cultural customs that still apply today are the local community when there is a West

¹³ Mulyana. 2016. "Humanisme Dan Tantangan Kehidupan Beragam." *Religious: Jurnal Agama Dan Lintas Budaya*. Doi: <https://doi.org/10.15575/Rjsalb.V1i1.1382>.

¹⁴ Prabowo, Agung. 2012. "Era Penyiaran Digital: Pengembangan Atau Pemberangusan Tv Lokal Dan Tv Komunitas?" *Jurnal Aspikom*. Doi: 10.24329/Aspikom.V1i4.27.

¹⁵ agusta, Rivga. 2019. "Konglomerasi Media Dan Politik: Analisis Komodifikasi Tv Satelit Berlangganan Indovision Dalam Pesta Demokrasi." *Source : Jurnal Ilmu Komunikasi*. Doi: 10.35308/Source.V4i2.926.

¹⁶ Syam, Nia Kurniati. 2006. "Sistem Media Massa Indonesia Di Era Reformasi: Perspektif Teori Normatif Media Massa." *Mediator: Jurnal Komunikasi*. Doi: 10.29313/Mediator.V7i1.1224.

Sumatran wedding, the cultural treatment in the Minang traditional tradition is that the prospective bride proposes to the prospective groom. Traditional cultural traditions of the people in Aceh Singkil carry out weddings for the prospective groom who proposes to his prospective bride according to various customs. As is customary for delivering dowry, the man carries a proposal kit containing *belo peminangan* (betel), a neatly arranged marriage proposal complete with *mayang* areca nut wrapped in a layer of silk cloth. The prospective groom who comes to propose and brings the conditions agreed upon by the prospective bride without the presence of the prospective groom. Wedding cultural customs are still maintained and valid today in Aceh Singkil. Fauzi, a migrant community, stated that each region's culture is definitely different from the culture brought by migrant tourists¹⁷ The difference is that Aceh Singkil's cultural values are still closely related to regional values, regional values in Aceh Singkil. Mr. Nawalul Faizin admitted that in some other areas the cultural values in his village currently no longer exist, such as when there is a wedding, the rule for the people of Aceh Singkil who do not use cultural customs at the wedding of their sons and daughters must pay the customs first, It's not like in my village, where customary issues are the umpteenth issue.

Conclusions

In looking at communication ethics. Because, if we think about culture in Indonesia, it actually teaches how to communicate well with other people, without Based on the description above, the researcher made a conclusion from the research results regarding "The role of intercultural communication in the Aceh Singkil community in receiving migrant tourists" namely: Intercultural communication in society has important role in shaping the character of society. The public will interpret the phenomenon of feud as a form of information obtained from the hostile environment which is shown in social interaction which is clearly contrary to the values and norms taught in society because it contains attitudes and behavior which contain anger and negativity and tend to corner and judge other people. . In fact, intercultural communication can play an important role and must be used properly according to its function in interacting with other people, such as the function of cultural transmission and education. Public figures should be able to realize that they are in the spotlight in public space. Their communication in public spaces must be able to display the ability to self-control, maturity in attitude, and responsibility in speech and behavior. On the other hand, good understanding and awareness is needed from the community so that they can do this more wisely in using intercultural communication. That way, there will be no shift in behavior in society considering the opposing cultural background in communicating. Intercultural communication between the people of Aceh Singkil and the immigrant community is communication that comes from different cultural tribes, including Batak, Padang, Javanese and Acehnese. This can be found in the many different tribes that exist in Aceh Singkil. Intercultural communication is established by direct communication between the immigrant community and the native Aceh Singkil community. Differences in culture, language, religion and habits do not become obstacles for people to communicate when interacting in daily life, even though there are differences in each culture.

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¹⁷ Tudjuka, Nina Selviana. 2019. "Makna Denotasi Dan Konotasi Pada Ungkapan Tradisional Dalam Konteks Pernikahan Adat Suku Pamona." *Jurnal Bahasa Dan Sastra*.

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