



THE ROLE OF JAVANESE CULTURE ON COMMUNICATION PATTERNS IN THE CAMPUS ENVIRONMENT

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ABSTRACT

This study explores the role of Javanese culture on communication patterns among communication science students in campus environments. Javanese culture, rich in values such as harmony, respect, and empathy, plays a pivotal role in shaping interactions among Javanese communication science students. Employing a qualitative descriptive approach, data was gathered through observations and in-depth interviews with Javanese communication science students at one of campuses in Java. Findings reveal that Javanese communication science students tend to engage in subtle communication and avoid direct conflicts, reflecting their efforts to maintain harmony in daily interactions. The formal and respectful communication patterns observed in their interactions with professors or senior peers also underscore their reverence for social hierarchies ingrained in Javanese culture. Furthermore, Javanese students demonstrate adeptness in adapting to multicultural environments, adjusting their communication styles without compromising their cultural values. Despite technological advances and the influence of social media, traditional Javanese cultural values persist in their online interactions, indicating cultural resilience amidst modernization. This study highlights the significance of cultural education in preserving Javanese cultural identity among students and enhancing understanding and appreciation of cultural diversity on campus. It provides insights into local cultural dynamics within the context of higher education and its relevance in an increasingly interconnected global era.

Keywords: Javanese culture, communication patterns, students, campus environment

ABSTRAK

Penelitian ini mengeksplorasi peran budaya Jawa terhadap pola komunikasi di kalangan mahasiswa ilmu komunikasi di lingkungan kampus. Budaya Jawa yang kaya akan nilai-nilai seperti keharmonisan, rasa hormat, dan empati berperan penting dalam membentuk interaksi di kalangan mahasiswa ilmu komunikasi Jawa. Dengan menggunakan pendekatan deskriptif kualitatif, data dikumpulkan melalui observasi dan wawancara mendalam terhadap mahasiswa

ilmu komunikasi asal Jawa di salah satu kampus di Pulau Jawa. Temuan mengungkapkan bahwa mahasiswa ilmu komunikasi Jawa cenderung melakukan komunikasi secara halus dan menghindari konflik langsung, hal ini mencerminkan upaya mereka untuk menjaga keharmonisan dalam interaksi sehari-hari. Pola komunikasi formal dan penuh hormat yang terlihat dalam interaksi mereka dengan profesor atau rekan senior juga menggarisbawahi rasa hormat mereka terhadap hierarki sosial yang sudah tertanam dalam budaya Jawa. Selain itu, siswa Jawa menunjukkan kemahiran dalam beradaptasi dengan lingkungan multikultural, menyesuaikan gaya komunikasi mereka tanpa mengorbankan nilai-nilai budaya mereka. Terlepas dari kemajuan teknologi dan pengaruh media sosial, nilai-nilai budaya tradisional Jawa tetap bertahan dalam interaksi online mereka, yang menunjukkan ketahanan budaya di tengah modernisasi. Penelitian ini menyoroti pentingnya pendidikan budaya dalam melestarikan identitas budaya Jawa di kalangan mahasiswa dan meningkatkan pemahaman dan apresiasi terhadap keragaman budaya di kampus. Hal ini memberikan wawasan mengenai dinamika budaya lokal dalam konteks pendidikan tinggi dan relevansinya dalam era global yang semakin saling terhubung.

Kata Kunci: Budaya Jawa, Pola Komunikasi, Mahasiswa, Lingkungan Kampus.

1. INTRODUCTION

Javanese culture is a culture that has a significant role in the lives of Indonesian people (Koentjaraningrat, 2007). As one of the largest ethnic groups in Indonesia, Javanese culture has become an integral part of national identity and plays an important role in shaping widely held social values. In the campus context, interactions between students from various cultural backgrounds create unique and complex communication dynamics. Understanding the role of Javanese culture in communication patterns in the campus environment is becoming increasingly important along with the increasing cultural diversity in higher education institutions.

Javanese cultural values, such as 'rukun' (social harmony), 'unjung' (respect), and 'tepa selira' (tolerance), guide the social interactions of Javanese society (Yulianti, 2003). These values not only influence verbal but also non-verbal communication, forming distinctive and often subtle and indirect communication patterns. The concept of 'unggah-ungguh' or etiquette in Javanese culture also has an important role in regulating how to communicate, especially in the context of social hierarchies that are often found in academic environments.

However, in an increasingly global and diverse academic environment, Javanese students are faced with communication demands that may differ from their traditional norms. For example, an academic culture that emphasizes openness in opinion and

critical discussion may conflict with Javanese values that tend to avoid direct conflict. This creates challenges for Javanese students in adapting to the modern campus environment.

Previous research on the professional behavior of ethnic Javanese and ethnic Chinese shows that cultural background can have an impact on professional behavior, including communication patterns (Basti, 2007; Fauzan et al., 2023). These findings can be applied in a campus context, where Javanese students may bring distinctive communication characteristics to their interactions with fellow students, lecturers, and administrative staff. For example, a tendency to communicate indirectly or use more subtle language may influence the way they convey ideas or ask questions in class discussions.

The development of technology and social media has changed the way students communicate and interact (Fakri, 2014; Ritonga et al., 2023). In the context of Javanese culture, it is interesting to observe how traditional Javanese values adapt or even transform in digital communication. Are Javanese communication principles such as 'upload-unggul' still maintained in online interactions? How do Javanese students balance the openness demanded by social media with the values of politeness and caution that are characteristic of Javanese culture? This adds complexity in understanding Javanese students' communication patterns in a modern campus environment.

Cultural diversity in Indonesia is both a strength and a challenge in intercultural communication (Widiastuti, 2013; Mailin, 2023). On the one hand, this diversity enriches student experiences and perspectives. On the other hand, cultural differences can give rise to misunderstandings or conflicts if not managed well. Understanding how Javanese culture influences communication patterns can be key to facilitating more harmonious interactions in diverse campus environments. For example, students from other cultural backgrounds may need to understand that indirect communication from their colleagues from a Javanese background is not a sign of indifference, but rather a form of politeness in their culture (Indainanto, et al 2023).

Another aspect that needs to be considered is how Javanese cultural values interact with modern academic demands. Higher education often requires students to be critical, assertive, and able to express themselves clearly. This may conflict with Javanese values which emphasize harmony and avoidance of conflict (Humaizi et al., 2024). How do Javanese students balance these academic demands with their cultural values? Do they experience internal conflict or are they able to integrate these two aspects well?

This research aims to explore in depth the role of Javanese culture on the communication patterns of communication science students in the campus environment. The main focus of this research covers several important aspects in the dynamics of Javanese cultural communication in an academic context. The research will investigate how Javanese cultural values influence the verbal and non-verbal communication styles of communication science students in the campus environment. In addition, the process of adapting Javanese communication science students' communication patterns in an academic context that may be different from traditional cultural norms will be studied. Interactions between Javanese communication science students and communication science students from other cultural backgrounds, as well as with academic staff, are also the focus of this research. The role of technology and social media on the communication

patterns of Javanese communication science students on campus will be studied to understand changes and adaptation in the digital era.

This research will also analyze the challenges faced and the strategies used by Javanese communication science students in bridging cultural differences in communication on campus. Through this comprehensive approach, the research aims to provide an in-depth understanding of the complexity and dynamics of Javanese cultural communication in the context of modern higher education. By understanding these dynamics, it is hoped that this research will provide valuable insights for higher education institutions in developing strategies to facilitate effective and harmonious communication in diverse campus environments. Furthermore, this research can also contribute to the study of cultural transformation in the context of modernization and globalization of higher education in Indonesia (Sugiyono, 2015). A better understanding of the interactions between traditional cultural values and modern communication demands in academic environments can assist in designing educational and training programs that are more effective in preparing students for success in an increasingly global academic and professional world.

2. RESEARCH METHODE

This research adopted a qualitative method with a descriptive approach to thoroughly explore the role of Javanese culture on the communication patterns of communication science students in the campus environment. The qualitative method was chosen because it gives researchers the freedom to explore social and cultural phenomena in depth, especially from the perspective of the participants involved in the interaction (Sugiyono, 2015).

Data for this research was collected through two main approaches, namely direct observation and in-depth interviews. Observations were carried out to gain an understanding of the communication behavior of Javanese communication science students in everyday contexts on campus. Meanwhile, in-depth interviews were used to obtain direct perspectives from ethnic Javanese students about how they view and feel Javanese culture in their interactions in the academic environment. This approach provides researchers with the opportunity to capture nuances and context that may not be detected through quantitative approaches.

This study focused on Javanese ethnic communication science students on the campus of the North Sumatra State Islamic University, ensuring adequate variation and representation of Javanese cultural experiences in the context of higher education. Data analysis was carried out by identifying communication patterns that reflect Javanese cultural values such as harmony, respect and tolerance. It is hoped that the research results will provide in-depth insight into how Javanese culture influences social and communication dynamics on campus, as well as its implications for educational policies and practices in higher education institutions.

3. RESULT AND ANALYSIS

The research results show that Javanese cultural values such as harmony, respect and tolerance greatly influence the communication patterns of Javanese communication science students on campus. In-depth observations and interviews revealed that Javanese communication students tend to communicate in a more subtle way and avoid direct conflict. This reflects Javanese cultural values which emphasize harmony and avoidance of confrontation. For example, in group discussions, Javanese communication science students are more likely to use polite language and seek consensus, rather than imposing their opinions directly (Basti, 2007).

Apart from that, more formal and polite communication patterns are very prominent in their interactions with lecturers or more senior friends. The use of respectful language and polite behavior shows respect for social hierarchy in Javanese culture. For example, Javanese communication science students more often use honorific words and polite gestures when talking to lecturers or seniors, reflecting the concept of superiority in Javanese culture (Yulianti, 2003). This attitude not only shows respect but also creates a conducive learning atmosphere, where the relationship between students and lecturers is based on respect and mutual understanding.

Adaptability is also an important finding in this research. Although Javanese communication science students are strongly influenced by their cultural values, they show good adaptability in communicating with communication science students from other cultural backgrounds. This can be seen in the way they adapt their communication styles to suit the multicultural context on campus. Javanese communication science students are able to interact with communication science students from various cultural backgrounds while maintaining their cultural identity, showing flexibility in dealing with cultural diversity in Indonesia (Widiastuti, 2013). This adaptation shows that Javanese communication science students not only maintain their values but are also able to respect and learn from other cultures, creating a more inclusive and dynamic environment.

The development of technology and social media also plays a role in the communication patterns of Javanese communication science students (Ritonga et al., 2024). The use of digital platforms such as WhatsApp, Instagram, and Facebook shows that despite changes in the way of communication, Javanese cultural values are still reflected in their online interactions. Javanese communication students tend to use polite language and pay attention to communication ethics in cyberspace, showing that cultural values have not been completely replaced by technology (Fakri, 2014). For example, even though conversations on social media tend to be more informal, Javanese communication science students still show respect and politeness in communicating with lecturers and seniors on these platforms. This shows that even though technology brings change, Javanese cultural values remain strong and play a role in various aspects of student life (Sikumbang et al., 2023).

This research also found that Javanese communication science students have a tendency to avoid open conflict in their interactions, both in person and online. They prefer a conciliatory approach and seek mutually beneficial solutions, which are in

accordance with the principles of harmony in Javanese culture. This attitude helps create a more harmonious campus environment and reduces the possibility of disputes or tensions between students.

Overall, this research shows that Javanese cultural values have a significant role in shaping the communication patterns of communication science students in the campus environment. Javanese communication students show a tendency to use soft language and avoid direct conflict, reflecting values such as harmony, respect and tolerance in their daily interactions. Apart from that, they are also able to adapt well to changes in technology and the multicultural environment on campus. The role of Javanese culture is not only visible in physical interactions on campus, but also in their communication via social media and digital platforms, where they maintain polite communication ethics. The ability of Javanese communication science students to maintain a balance between tradition and modernity strengthens their cultural identity in the context of higher education which is increasingly connected globally. The implications of this research can help educational institutions develop more inclusive and cultural approaches, as well as promote a better understanding of the importance of intercultural harmony in an increasingly diversified society.

The values of harmony, respect and tolerance found in this research are very consistent with the theory put forward by Koentjaraningrat (2007). Javanese culture really emphasizes harmony and respect for other people, which is reflected in the way Javanese communication science students communicate in the campus environment. Avoidance of direct conflict and use of subtle language are characteristic of Javanese communication science students' communication, which reflects the importance of maintaining good relationships and avoiding tension in their social interactions. Formal and polite communication patterns also indicate respect for social hierarchy, which is an important aspect of Javanese culture (Yulianti, 2003).

The concept of uploading in Javanese culture which is reflected in the social interactions of communication science students shows that traditional values are still maintained even in a modern context. The use of honorific words and polite gestures in daily communication emphasizes the importance of manners and ethics in Javanese culture. This is not only visible in interactions with lecturers or seniors, but also in relationships between fellow communication science students, where age hierarchies and social status are still taken into account. This cultural role provides stability and order in social interactions in the campus environment, creating a harmonious and conducive atmosphere for learning (Yulianti, 2003).

The adaptability of Javanese communication science students in a multicultural environment shows their cultural flexibility. In facing cultural diversity on campus, Javanese communication science students are able to adapt their communication style to interact with students from various cultural backgrounds without losing their cultural identity. This shows that even though Javanese culture has strong values, Javanese communication science students are able to interact effectively in a wider and more diverse context. This flexibility is important in creating an inclusive and harmonious

campus environment, where every individual can contribute and feel valued (Widiastuti, 2013).

The role of technology and social media in the communication patterns of Javanese communication science students is also an important concern in this discussion. Even though technology brings changes in the way of communication, Javanese cultural values are still reflected in their online interactions. Javanese communication students tend to use polite language and pay attention to communication ethics in cyberspace, showing that cultural values have not been completely replaced by technology. This shows that even though technology brings change, Javanese cultural values remain strong and play a role in various aspects of student life. This role shows that culture has the ability to adapt to current developments without losing its essence (Fakri, 2014).

Furthermore, it is important to highlight how communication patterns mixed with Javanese culture can contribute to the formation of collective identity in the campus environment (Suhendar & Rambe, 2023; Suhendar et al, 2024). Javanese communication science students who maintain their cultural values in daily interactions help shape their cultural image and identity in the eyes of other students. This not only strengthens Javanese cultural identity but also increases appreciation for cultural diversity on campus. Through interactions guided by Javanese cultural values, students from other cultural backgrounds can learn the importance of harmony, respect and tolerance, which in turn can enrich their multicultural experience.

This discussion also shows the important role of education in maintaining and teaching cultural values. The campus as an academic environment has a responsibility to not only provide academic knowledge but also shape the character and moral values of students. By integrating cultural education into the curriculum and campus activities, educational institutions can help students understand and appreciate the cultural values of their own and others. This is especially important in the current context of globalization, where intercultural interactions are becoming increasingly frequent and significant.

Communication patterns influenced by Javanese culture not only reflect ways of speaking or acting, but also reflect deep values about how individuals establish relationships and maintain harmony in the community. In a multicultural campus context, Javanese communication science students demonstrate extraordinary adaptability in maintaining their cultural identity while remaining open to differences. They not only practice values such as harmony and tolerance in their daily interactions, but also serve as examples for students from other cultural backgrounds of the importance of mutual respect and understanding.

According to (Basti, 2007), Javanese cultural values which emphasize harmony and avoidance of conflict are directly reflected in the communication patterns of Javanese communication science students in the campus environment. This can be seen from their communication style which is more subtle and tends to prioritize achieving collective agreement rather than emphasizing individual opinions.

In addition, the role of technology and social media has become an additional factor that influences the communication patterns of Javanese communication science students on campus. Even though technology brings significant changes in the way of interaction,

Javanese communication science students are still able to maintain their cultural values in online interactions. According to (Fakri, 2014), even though conversations on social media are often more informal, Javanese communication science students still show a respectful and polite attitude in communicating with lecturers and seniors on these platforms. This shows the resilience of Javanese cultural values in the face of modernization.

Apart from that, the role of education in strengthening and transmitting cultural values is also very important. (Koentjaraningrat, 2007) emphasizes that cultural education is not only important for understanding cultural heritage, but also for ensuring that these values are not lost in the flow of globalization. By including cultural education in the curriculum and extracurricular activities, educational institutions can help build awareness of cultural values and encourage students to become agents of change who promote intercultural harmony.

In a broader context, the role of communication patterns that are influenced by Javanese culture shows that culture has a strong role in shaping society's behavior and social values. (Yulianti, 2003) explains that values such as *unggah-nggah* in Javanese culture are not only applied in formal interactions, but are also part of the social ethics that shape everyday interactions. Students who are skilled in integrating traditional values with the demands of the modern era are not only able to adapt to global changes, but are also able to maintain their cultural identity as part of the nation's cultural heritage.

Finally, it is important to consider the practical implications of these findings in efforts to develop more inclusive campus policies and programs. An orientation program for new students, for example, can be designed to introduce Javanese cultural values and other cultures on campus. Communication skills training that emphasizes the importance of harmony, respect and consideration can also be provided to help students develop effective and ethical interaction skills. In this way, campuses can become more inclusive and harmonious places, where all students feel valued and supported in their academic and personal journeys. This research provides an in-depth understanding of how Javanese culture plays a role in the communication patterns of communication science students in the campus environment. It was found that Javanese cultural values such as harmony, respect and tolerance significantly influence the way Javanese communication science students interact and communicate. Research results reveal that Javanese communication science students tend to use polite language and avoid direct conflict in daily interactions, reflecting the importance of maintaining good relationships and respecting others (Basti, 2007).

Apart from that, formal and polite communication patterns in interactions with lecturers or seniors also emphasize the respect for social hierarchy in Javanese culture (Yulianti, 2003). The concept of *unggah-nggah* which is reflected in daily communication shows that the traditional values of Javanese culture remain relevant in the modern context, providing stability and order in social interactions in the campus environment. The adaptation of Javanese communication science students to a multicultural environment is also an important highlight in this research. Even though they are strongly influenced by Javanese cultural values, Javanese communication science students are able

to interact with students from other cultural backgrounds without losing their cultural identity. This flexibility is important in creating an inclusive and harmonious campus environment, where various cultures are respected and accepted together (Widiastuti, 2013).

The role of technology and social media on the communication patterns of Javanese communication science students is also an important part of the findings of this research. Even though technology brings changes in the way of communication, Javanese cultural values are still maintained in their online interactions. Javanese communication science students still maintain polite language and pay attention to communication ethics, showing that cultural values have not been completely replaced by technological advances (Fakri, 2014). This shows that Javanese culture has high resilience and adaptability to developments over time.

4. CONCLUSION

From this conclusion, it can be concluded that Javanese culture is not only a cultural identity for students, but also a basis for ethics and values in interacting in the campus environment. The importance of maintaining and appreciating these cultural values in the context of higher education is very relevant, because this not only enriches students' academic experience but also shapes character and attitudes towards existing cultural diversity. Education about Javanese cultural values can be incorporated into higher education curricula to ensure that the younger generation remains connected to their cultural roots while preparing to face an increasingly global and integrated world. Additionally, the practical implications of these findings suggest the need to develop campus policies that support cultural diversity and respect local values in academic interactions. Non-formal education programs or cultural activities can also be encouraged to promote understanding and appreciation of Javanese culture and other cultures on campus. In this way, the campus can become a more inclusive and harmonious vehicle, where students from various cultural backgrounds can grow and develop in an atmosphere that supports and builds mutual understanding between cultures.

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