

ABSTRACT

This study aims to examine verbal communication accommodation between Javanese and Sundanese students within the Faculty of Communication and Social Sciences at Telkom University, using the Communication Accommodation Theory. The focus of this research is on how students from both ethnic groups adjust their communication styles, maintain cultural identity, and manage cultural differences in daily interactions. The theory explores three key aspects: convergence, divergence, and overaccommodation. A qualitative descriptive method was employed, with data collected through in-depth interviews involving ten informants from both Javanese and Sundanese backgrounds. The results reveal that the informants commonly apply convergence strategies by using the Indonesian language, adopting the communication partner's cultural cues, and employing slang as a bridge for interaction. However, elements of divergence are also evident through the use of accents, local languages, and distinctive speaking styles that are preserved as markers of cultural identity. Additionally, three students demonstrated signs of overaccommodation as a form of respect and effort to build familiarity, while still upholding their cultural roots. The study also identifies six intercultural communication barriers: assumption of similarity, language differences, misinterpretation of nonverbal behavior, prejudice and stereotypes, evaluative tendencies, and high levels of anxiety. These barriers can be minimized through openness, two-way communication, and strong cultural awareness.

Keywords: Intercultural communication, Communication accommodation theory, Students Javanese Sundanese