

ABSTRACT

Esmeralda Ardini Pakpahan, 132050434, Public Relations Study Faculty of Social Science and Politic Science, Pasundan University. This research entitled **“Cross Culture Communication Pattern between Foreigner staff and Local in The Nature Conservancy (TNC),** “supervised by Dra. Hj. Yulia Segarwati M.Si.

The objective of this research was to identify frequent communication event between foreigner and local staff in TNC including components. Symbolic interactionism theory supported to the research.

The method used in research is qualitative study of ethnography communication. The scope of this research is foreigner and local staff in TNC which is 10 samples person based on purposive sampling technique and its certain criteria. The data was collected from observation, depth interview and library studies. The analysis data was descriptive through certain level such as reduction, display data, verification and conclusion.

The result of research describe that there are two regular communication events between foreigner and local staff at TNC: communication by electronic media and communication face to face. The component which is support the events are language, clear and simple words, distance, condition of phsicology, tools, symbol, norm and positions. Instead of personal character, a difference of culture is not the most important things. There is correlation between communication events and the support component.

The conclusions of this research are both foreigners and local used two communication channel, through electronic media and face to face. This is also become prominent indicator in communication event. Email and conference call as dominant communications in TNC and the other is direct communication pass through in group and interpersonal. Communicative component, type of messages, and interpretation norm will be changing appropriate with participant and setting of event. Based on context between event and component of communication, it emerge four pattern of communication: Communication pattern through email, Communication pattern by conference call, Communication in group and Communication interpersonal.

The suggestion from researcher is there will be another depth and comprehensive research about each communication pattern, oral and writing in the future also it's emerge understanding about communication pattern, particularly cross cultural.