**ABSTRACT**

The title of this skripsi is the Acculturation of Bangka student in application of Sundanese langguage. This research focusing on how the acculturation of Bangka student culture in application of Sundanese language, that see from the communication side. There are three communication variabel, specifically personal communication, social communication and environment of communication. The purpose of this research is to know how personal communication, social communication and communication environment, also acculturation of Bangka Student in application Sundanese language.

Methodolgy that used in this research is qualitative method with ethnographic communication study. The theory that using in this reseaarch is theory of communication and acculturation by Young Yun Kim. The point discussion of this result is personal communication of Bangka student that was analysed by looking at their perception about Sundanese language, self image as the form of physcologic problem that happen to Bangka student, and motivation of Bangka student to use Sundanese language. Social communication was formulated into interpersonal communication Bangka student in using Sundanese language and public communication that used by bangka student to improve their knowledge about Sundanese language. The characteristic of communication environment of Bangka student whichis Bangka student do daily activity, and the availability of etnic community of Bangka could be an obstacle of the acculturation process of Bangka students. When a student of Bangka try to know Sundanese culture, the acculturation process will begin. The acculturation will continue as long as Bangka student has contact with the system of socio-culture of Sundanese. All of the strength of acculturation personal communication and social, communication environment will affect the acculturation process of Bangka student. The acculturation process might be not easier, but keep moving although the assimilation still need more process.

As an immigrant, students have to do a good acculturation in order to minimise all the bad possibility that will happen because of misunderstanding between immigrant student and local student. Immigrant student have to adapt and also pay attention to all the things that could affect on the succesul of adaptation with the new culture.