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CROSS CULTURAL COMMUNICATION: HOW TRAVELING INFLUENCES PEOPLE'S PERSPECTIVE IN **SEEING THE WORLD** \_ Iin Rachmawati, S.S., M.Hum. NIDN. 0703028502 ENGLISH DEPARTMENT STKIP PGRI BANGKALAN 2018 ABSTRACT In the fastest development of modern advanced technology, the term traveling has become **more and more** familiar to **people all over the world**. People do travel **around the world** since a **very long time** ago, but the essence of traveling has just popped out recently.

The travel writer, Michael Kasum stated that **when it comes to travel the world**, people have actually had several motives including for relaxation, for pleasure, for **discovery and exploration**, getting to know **other cultures and languages**, or just for **taking personal time** in forming interpersonal relationships. Nowadays, traveling has been transformed drastically into a-must-do activity to ensure that they can keep update on what's trending now.

Today **there are a whole bunch of** advertisements which attract people to go **traveling the world**. And **this phenomenon is** strengthen with the abundance amount of online traveling applications like Traveloka, PegiPegi, Tiket.com, Agoda, Airy, AirBnb, **and many more** lists which make traveling become much more practice and pretty easier.

Based on those facts, this research aims to explore more about how big **the influence of** the advertisements and online traveling applications will affect people to go traveling **as well as** to examine about about the ways traveling influences people's perspective in **seeing the world**. This research will use ethnomethodology as the research design since it will discussing much about the traveling phenomenon in relation with people's perspective and response in **seeing the world** outside.

The data were gathered through online questionnaire in the Facebook group of 'Backpacker Dunia' which consist of twenty submitted questionnaires. Personal data analysis(through questionnaire and interviews) was performed to test whether **the influence of advertisements** and online traveling applications will affect people to go traveling and whether traveling influences people's perspective in **seeing the world** or not.The data analysis **were conducted by** using qualitative descriptive method.

The results revealed that in the end they realized that traveling is always **the best way to learn about** everything, including **about the culture** and the ways people **seeing the world**. In short, **there will always be** the symbol (relationship between words), the referent (something or **the thing it describes**), and the meaning (the thought which **is related to the** word and the thing).

Keywords: communication, cross cultural communication, advertisements, online traveling applications, traveling **CHAPTER I INTRODUCTION Background of the Study** In the era of the fastest development of modern advanced technology, the term traveling has become **more and more** familiar to **people all over the world**. Actually, people do travel **around the world** since a **very long time** ago, but the essence of traveling has just popped out recently.

Simon Winchester (2004) had once said that travel may or **may not be** much easier depending upon the destination you choose, how your planning to get there, and whether **you decide to** rough it. Travel **is also regarded as** the movement of people within distant geographical locations by foot, bicycle, motorcycle, car, boat, train, bus, or airplane **with or without** the luggage.

The history of travel itself **had been done in** the year of 1492 by Christopher Columbus who sailed along the way to find the new world from England to a land called **The United States of America**. The travel writer, Michael Kasum stated about **one of the most popular quotes**: "there's **a big difference between simply being a tourist and being a true world traveler**".

When **it comes to travel the world**, people have actually had several motives including for relaxation, for pleasure, for **discovery and exploration, getting to know other cultures and languages**, or just for **taking personal time in forming interpersonal relationships**. **Several years ago**, people who did travel might just go to certain places they want and sometimes **they do not** tell anybody where and when they are going to spend their weekend or holiday.

But **these days, especially** when social media has greatly influenced most people's lives,

people all around the world tend to declare about their next holiday or they seem to require to tell the rest of the world about their next destinations. And the final goal is not only going on vacation or enjoying their free time secretly, but they are also going to tell the world by taking some wonderful pictures to be posted in their social media accounts such as Facebook, Instagram, Twitter, blog, website, and some more.

Nowadays, traveling has been transformed drastically from an activity to go to somewhere with goal on releasing stress or getting relax to a-must-do activity to ensure that they can keep update on what's trending now. This kind of phenomenon is happening all around the world including in Indonesia. Nowadays, it is really easy to be able to find a whole bunch of advertisements which attract people to go traveling the world.

And this phenomenon is strengthen with the abundance amount of online traveling applications like Traveloka, PegiPegi, Tiket.com, Agoda, Airy, AirBnb, and many more lists which make traveling become much more practice and pretty easier. All you need to do is just looking around the destination, look for the date and the time, look for the airline with the most affordable price for you, fill up the personal data, click to pay for the ticket and even the hotel, and your ticket has been issued and you are just ready to go on holiday.

Since traveling has become easier and cheaper today, there are more and more people all around the world who tend to go traveling. If several years ago, we have to prepare the budget for at least a year before we decided to go on traveling; nowadays the cost can be lower as there are a lot of hot promotions which are held by the low cost airlines such as Air Asia, Jet Star, Lion Air, Wizz Air, Ryan Air, Scoot, and some more.

As a matter of fact, traveling may not only be through the local area, but sometimes it is also including the regional, national or domestic, as well as international area. Lately, there are so many new terms related to traveling including about the term like "Ah, kurang piknik itu" (Ah, he/she needs more traveling). In Indonesia, people will usually use this term when they find that someone else is easier to get angry for something or he/she does not have such 'open minded' perspectives.

For instance, when there is a problem related to the politics and religion, then you find someone is easier to get angry or even mocking people based on their religion, that person will be labeled as 'narrow-minded person' and people will start to point out the term of "Ah, kurang piknik itu". This term is considered to be something which can express someone's ideas in describing that traveling and seeing the world can broaden up people's mind.

When someone is traveling around and seeing the world, he or she will realize how many things he or she did not know about the world outside. For some people, traveling can help them to reduce stress, to open up their mind, to see something new, as well as to be able to learn something. For instance, when you decide to go traveling to somewhere far away from your hometown, you have to take all the risks happened during the journey including how to manage your budget, how to deal with new cultures, how to negotiate by using foreign language or even sign language, and also about how to handle if you are getting lost.

That's why if there is someone who is easier to get angry or to get complain about everything, people will ask you to go traveling and see the world in order to get to know about the problems in the world. In cultural perspectives, the writer sees that it would be very interesting to examine more about this kind of phenomenon. The writer requires to see if the habits of someone who is often getting involved with cross cultural communication through traveling can influence their perspective in seeing the world.

This research is expected to be very useful in knowing and understanding more about the influence of traveling to someone's perspective in seeing the world and its problems. Statement of the Problems Based on the background of the study that has been discussed above, the writer determines the statement of the problems as follow: How big is the influence of the advertisements and online traveling applications affect people to go traveling? In what ways do traveling influences people's perspective in seeing the world? Objectives of the Study Based on the statement of the problems, it can be clearly stated that the objectives of the study are: 1.

To understand about how big the influence of the advertisements and online traveling applications will affect people to go traveling. 2 To examine about the ways traveling influences people's perspective in seeing the world. Definitions of Key Terms Communication The process of sharing meaning through verbal and non-verbal behavior (Larry Samovar, 2001).

Cross cultural communication Communication (verbal and non-verbal) between people from different cultures; communication which is influenced by cultural values, attitudes, and behaviors. This kind of communication is also indicated on the influence of culture on people's reactions and responses to each other (Deena Levine & Mara Adelman, 1993).

Traveling The origin of the word 'travel' may originate from the French word 'travail'. Traveling is considered to be people's movement within distant geographical locations

by foot, bicycle, pedicab, motorcycle, car, boat, train, bus, or even airplane **with or without** the luggage (Simon Winchester, 2004). CHAPTER II LITERATURE REVIEW 2.1.

Communication In short, **communication is the process of sharing** meaning through **verbal and non-verbal** behavior (Levine & Adelman, 1993). **Verbal communication is** actually include the activity to speak **and interact with** someone else, whereas non-verbal **communication does not** include the activity to speak since it is just performing **other forms of** communicating such as eye contact, gesture, body language, facial expressions, and some more.

Both **verbal and non-verbal communication can be used to** interpret others' communication but sometimes non-verbal communication is strictly ambiguous. Usually, people will **tend to use** verbal communication **when it comes to learn more about the** language. **People all over the world** will tend to produce communication and they will always need language **to be able to** understand each other in every aspect in their life, even the computer program has its own programming languages as constructed language. **Charles Ogden and I.A.**

Richards have developed **what is called** **Triangle of Meaning model** refers to language which **can be characterized as symbolic**. **The Triangle of Meaning** includes the symbol (relationship between words), the referent (something or **the thing it describes**), and the meaning (the thought which **is related to the** word and the thing).

Moreover, non-verbal communication will also include some channels such as body, voice, face, touch, appearance, distance, timing, **as well as** other environmental forces in such face-to-face interaction. And **written communication can also** categorized as another form of non-verbal attributes such as communication through emails **and web chats** where someone can express their ideas or thoughts or feelings by using emoticons, capitalization, stationary, or even changing the **text font colors** of the writing.

Also, no matter what your nationality is, non-verbal communication such as smiling, crying, caressing, pointing, glaring, and expressing angry are **considered to be** understood and accepted in all cultures. All those non-verbal signals will **allow the most basic form of communication** and it is used **when verbal communication is not effective enough because of the** language barriers. 2.2.

Cross Cultural Communication The term cross **cultural communication has been** widely popular **all over the world** especially **when it comes to** discuss more about cross cultural understanding and intercultural communication. **Based on Levine & Adelman**, cross cultural communication means **that it is** communication (verbal and non-verbal)

between people from different cultures, communication that is influenced by cultural values, attitudes, and behaviors.

Cross cultural communication can also include interpersonal communication where it is widely known as the communication between one person to another or others. This kind of verbal and non-verbal communication is often referred to face-to-face communication between two or more people. Interpersonal communication will include content message and relational message (Sarah Trenholm & Arthur Jensen, 2013).

Content message will directly discuss about certain topics and themes such as politics, economics, history, cultures, education, science, engineering, and many more. However, if you want to analyze more about how someone says something to others and it strictly demonstrates that person's feelings and thoughts whether positive or negative, it is regarded to be a part of relational message which is talking about the relationship in using language.

Practically, the theory of interpersonal communication has stated by John Bowlby and Mary Ainsworth (1991) which is separated in many different aspects: Audiovisual perception of communication This concept will require about how the words can change based on the urgency and the stress level of certain situation. For instance, when someone stuttering during the speech, it can show the audiences that there must be a problem like to show how stressful the situation there.

The attachment theory This theory can be used to see the relationship built between mother and child or baby and how the impact it has on their relationship with other people. Emotional intelligence and triggers It focuses on the ability to monitor someone's emotions and feelings as well as those of others. Attribution theory The theory is about how individuals describe what causes some different behaviors and events.

The power of words It is more about a kind of verbal communication where it takes into the volume, the tone, and the choice of words. Ethics in personal relations In short, it is about giving and receiving in a relationship. In other words, it can be more about mutual responsibility between two individuals.

Deception in communication The concept of deception theory goes directly into that everyone lies and how this can affect the relationships itself. Conflict in couples It focuses on the impact of social media in people's communication. It can also be used to analyze about how to communicate through conflicts (Amanda Lenhart and Maeve Duggan in 'Couples, The Internet, and Social Media').

Basically, communication is truly influenced by cultures. Thus, it is definitely essential to understand about cultural aspects in communication where someone needs to have knowledge of some different cultures in order to be able to communicate and interact well with people from other different backgrounds.

It is good to know that cultural aspects in communication means there are cultural differences to influence communication across borders. These cultural aspects of communication are quite relevant in today's world (Marcel Danesi, 2009). 2.3. Traveling According to Simon Winchester in his popular book *The Best Travelers' Tales* (2004), the origin of the word 'travel' may originate from the French word 'travail'.

Traveling is considered to be people's movement within distant geographical locations by foot, bicycle, pedicab, motorcycle, car, boat, train, bus, or even airplane with or without the luggage. When it comes to travel the world, someone can do it one way or round trip. People have actually had several motives for traveling including for relaxation, for pleasure, for discovery and exploration, getting to know other cultures and languages, or just for taking personal time in forming interpersonal relationships.

Furthermore, sometimes the word 'travel' can also be constructed into the word 'vacation'. It is publicly known that when most jobs give their staffs what is called as 'vacation days', it means that those staffs can use the days not to do the regular or routine jobs; they can do whatever they want or they can go wherever and whenever they want.

A study which has been released in 2016 by The American Psychological Association concluded that the definition of vacation can be meant as an extended period of recreation when someone spent their time away from home or in traveling. This study has also found the fact that men at high risk of heart disease who decided to skip their vacations were thirty percent more likely to suffer from heart attacks than those who took at least a week off per year. It can be clearly said that traveling can also help to improve productivity for the workers.

In other words, by having enough time away not to focus on any work or task will enable someone to increase their ability to perform the best work once they are coming back from traveling. This way, traveling can indeed help someone to reduce stress and tension as well as to make them to feel more relax and refresh mind. By the end of the day, it will affect on being able to complete the work on time on the best quality of work as they can get deeper and longer sleep. 2.4.



Previous Studies There are so many studies which have been conducted related to cross cultural communication. First, there is a study done by Daniel Guttent, Stephen Smith, and Luke Potwarka titled "Why Tourists Choose Airbnb: A Motivation-Based Segmentation Study". The purpose of this study is to investigate tourists' motivation and to segment them.

The only survey has been held in 2015 with the number of 800 tourists who had experienced staying in Airbnb accommodation. There are five motivating factors as the findings: interaction, home benefits, novelty, sharing economy ethos, and local authenticity. Respondents attached to Airbnb more by its practical attributes and less by experiential attributes.

The second study was conducted by Miriam Sobre-Denton with titled "Multicultural Third Culture Building: A Case Study of a Multicultural Social Support Group. This study uses Casmir's third culture theory to do the research about the potential opportunities for increasing intercultural dialogue in multicultural social networks.

Moreover, this study tends to focus on examining how the membership of the international student group can influence those members' interactions and identities toward the host culture. Miriam describes more about cross cultural adaptation and multicultural identity. The third study has been done by Daniel H. Mansson and Stephen Croucher with an article published in Journal of Intercultural Communication entitled American and Finnish College Students' Traits and Interactions with Their Instructors.

This study has a purpose to examine about the comparison of the American and Finnish University students' personality traits and communication with their instructors. The result of the study revealed that there are significant cultural differences in both of those students' groups. Then the fourth one was conducted by Sukbin Cha, Ken W.

McCleary, and Muzzafer Ulysal under the titled "Travel Motivations of Japanese Overseas Travelers: A Factor-Cluster Segmentation". The main purpose of this study is to delineate the motivation of Japanese who travel abroad for pleasure. Based on the study, there are three distinct groups found: sport seekers, novelty seekers, and family/relaxation seekers.

Age and education variables are truly significant among those groups. And the fifth study is about "How Come You Are Here? Considering the Context in Research on Travel Decisions" by Pietro Beritelli, Stephan Reinhold, and Jieqing Luo. This study has been published in Journal of Travel Research by SAGE in December 2017.

Sometimes, when it comes to travel decision, people may have faced many struggles related to the travel choices. Questions beginning with 'Why did you...?' or 'How come...?' will lead people on the constellations which producing the actual travel behavior. This study uses methodological nature implications for gaining facts about travel decision and travel behavior.

And the last is a study which has been held with title "Tourist Innovation in Air Travel" written by Wei Wang, Shu T. Cole, and Joseph S. Chen in 2017. This study explores recent phenomenon on tourists' adaptability to new services driven by technologies and it uses in depth personal interviews through online survey. In the finding and discussion, there are four dimensional solution offered: novelty seeking, vigilance, hedonic experience seeking, as well as social distinctiveness.

Furthermore, the study which has been done by the writer is quite different from all those previous studies related to cross cultural communication theory and travel research. Some of those previous studies tend to focus on some social groups as well as international students, while this study prefer focusing on the members of 'Backpacker Dunia' (a traveling group page from Facebook which is focusing more on stories and experiences related to backpack traveling all around the world) in associated with the influence of advertisements and online traveling applications.

Also, the focus on this study is trying to find out how traveling the world can help broaden people's mind and affect their perspective in seeing the whole world. CHAPTER III METHODS OF THE STUDY 3.1. Research Design This research will use ethnomethodology as the research design since it will discussing much about the traveling phenomenon in relation with people's perspective and response in seeing the world outside.

Ethnomethodology is regarded to be branch of sociology which is concerned with how people interact and communicate with each other, how they solve some common problems, how they maintain social contacts, how they perform some routine activities, as well as to know and show what is going on around them and being able to communicate that knowledge to others.

Ethnomethodologists are basically interested in the processes and techniques which people use to interpret the world and to interact with that world (Ronald Wardhaugh, 2006). Furthermore, it is not essential to conduct large scale surveys of population in doing ethnomethodology design as it is more concerned and focus on the phenomena of everyday existence in which it can be easily researched to show how people must deal with the phenomena and solve the problems.

Ethnomethodologists adopt what is called as a phenomenological view of the world. In other words, they consider the world as something which people should constantly keep creating and sustaining for themselves. In creating and sustaining, of course the language that people use will play such significant role. 3.2.

Sample and Population The population of this research consists of the members who are joined in Facebook group "Backpacker Dunia". Untiltoday; the members of this group have reached 106,000 people (the data were gathered on January 2018). All members are Indonesian citizen. Some members live in some cities in Indonesia while some others are Indonesian citizen who are now living in abroad for working, taking college, or marrying foreign people.

This group has been created by Elok Dyah Maeswati as the founder of "Backpacker Dunia" and she decided to create the group in order to spread the passion on traveling and seeing the world especially for Indonesian citizen. This group has been created as a media for those who are looking for some information about traveling abroad, for those who want to share their experiences and knowledge while traveling the world, and also for encouraging everyone out there to be brave in traveling the world.

The sample of this research is taken from the snowball technique so that the writer found only twenty (20) people which later become the writer's respondents. These twenty people are chosen based on some criteria including those who are willing to be interviewed and answering online questionnaire. The writer sent the questionnaire in the Facebook group of 'Backpacker Dunia' and at the time she determined, the questionnaires which were collected from the members of the group are just twenty questionnaires. This is the reason on why the writer is only used twenty people as her respondents. 3.3.

Techniques of Data Collection Technique of data collection is a process in which primary data are obtained for the research's purpose (Nasir: 211). The data were collected through three steps. First, the writer prepared questionnaire which containsten questions about the influence of advertisements and online traveling applications in pursuing their dreams to travel the world. Secondly, the questionnaires were distributed through social media (on Facebook page 'Backpacker Dunia').

And the third step is that the writer started to do some interviews with all those respondents. The interviews were conducted through two different ways: direct interview and indirect interview. Direct interview means that the writer and the respondents make appointment to meet face to face to do the interviews.

Meanwhile, indirect interview means that the writer tends to interview the respondents through email or Skype. The last step **has been done** because the respondents are living outside Surabaya (where the writer lives). Thus, steps **of collecting data** are: Preparing the questionnaires. Distributing the questionnaires. Doing some interviews (direct and indirect) with all the respondents. 3.4.

Techniques of Data Analysis The analysis of the data has an aim to find out **the influence of advertisements** and online traveling applications to encourage people in **pursuing their dreams to travel the world**, and also to **find out about** the ways traveling influences people's perspective in **seeing the world**. In analyzing the data, **the writer conducted** two steps.

First, the writer evaluated and examined about the answers of the questionnaires **in order to** know what's on their mind about **the influence of advertisements** and online traveling applications in **pursuing their dreams to travel the world**. Then, the writer started to analyze about **the result of the interviews** in **related to the** people's perspectives that traveling makes someone has such broader mind and perspective. Steps of data analysis are: Evaluating and examining the answers of the questionnaires. Analyzing about **the result of the** interviews.

CHAPTER IV RESULTS AND DISCUSSION **This chapter is divided into two sections** which represent the problems stated in chapter one. The first section describes results and discussion of the first problem, 'How big is **the influence of** the advertisements and online traveling applications affect people to go traveling?' The second section will describe results and discussion of the second problem, 'In what ways do traveling influences people's perspective in seeing the world?'. 4.1.

How Big is **the Influence of** the Advertisements and Online Traveling Applications Affect People To Go Traveling? **The influence of** the advertisements and online traveling applications seem to be really great for most travellers. **Based on the** questionnaires **that have been** collected from the respondents, it **can be clearly said that the** advertisements and some online traveling applications play such an important role in affecting their **decision to go** traveling **around the world**.

For instance, respondent A **said that she** feels much more encouraged to go traveling ever since she often sees the advertisements in television **as well as some of those** myriad online traveling applications which offer **a bunch of** ticket promotions to several touristic **destinations around the world**. **She also said that the first time** she has **decided to go on** traveling **to Singapore and** Malaysia is because she was encouraged by the

traveling advertisements like Traveloka and Google.

Supporting by the ticket promotion which is offered by low-budget airline, Air Asia, she has finally had her first experience to go abroad alone. The journey itself means so much for her to help her in increasing her self-confidence as well as managing the budget in order to keep survive in foreign countries. "Awal mula aku sempat takut untuk mulai traveling.

Karena takut nanti gak tau jalan, karena takut dicopet, karena takut nanti bakalan seperti apa waktu sampai disana, dan sebagainya. Namun karena aku install aplikasi Traveloka dan di iklan pun sering banget ada tiket-tiket promo untuk pergi ke berbagai belahan dunia, maka hampir tiap hari pun aku iseng cari-cari tiket promo itu. Aku otak-atik aplikasi Traveloka.

Saat itu aku ingat bahwa aku terus berperang dengan passion-ku untuk traveling dan juga dengan segala bentuk ketakutan dan kekhawatiranku tadi. Sampai akhirnya aku berhasil nemu tiket promo ke dua negara, Singapore dan Malaysia. Entah kenapa saat itu aku merasa bahwa aku harus coba. Kalau di iklan-iklan itu banyak yang mencoba dan memang traveling itu menyenangkan, pasti aku juga bisa.

Yah, akhirnya aku bisa mewujudkan mimpiku untuk pergi ke luar negeri, sendiri!" (Respondent A) Respondent B, C, G, J, K, O, R, and S seems to have almost similar answers on the influence of the advertisements and online traveling applications that affect people to go traveling. Most of them agree that the influence of the advertisements and online traveling applications is quite big in insisting them to go traveling abroad whether traveling alone, with family, or even with friends and colleagues.

For instance, respondent C replied that at first she feels doubt and even do not have the courage to start traveling alone to abroad because of some bad stories about girls travel alone like it is not secure enough and the society seems to see the negative side of girls travel alone. But, it does not stop her to search for information related to her passion on traveling.

Almost everyday she looks at some traveling advertisements in the television as well as a bunch of online traveling applications which can be easily found everywhere in the social media and internet. And then she started to raise her passion and encourage herself to buy the airplane ticket. And last year was her first time to go traveling to Hong Kong, Macau, and Shenzhen alone and everything is just fine.

“Sering banget aku denger atau baca berita bahwa ada banyak kejadian buruk ketika seorang cewek pergi sendirian ke luar negeri. Memang, aku menyadari bahwa mungkin saja itu hanya pengalaman buruk dari sebagian orang saja dan bahkan aku pernah menyangka bahwa sebenarnya berita-berita buruk itu sengaja diciptakan oleh media yang notabene masih sangat patriarkal.

Hidup di negara dengan mayoritas muslim seringkali masyarakatnya masih berpandangan bahwa tidak baik seorang cewek pergi sendiri tanpa didampingi orang lain. Dan hal itu tidak hanya berlaku untuk mereka yang single, bahkan cewek yang udah menikah dan udah jadi ibu pun tak luput dari pandangan negatif masyarakat. Sebenarnya aku sangat tidak setuju dengan pandangan dan stereotip itu. Cewek juga berhak punya waktu dan kebebasan untuk menikmati hidupnya.

Sekalipun mereka sudah menikah bukan berarti seorang istri harus kemana-mana bareng sama suaminya kan? Bagaimanapun mereka punya kehidupan sendiri, dan mereka sangat berhak memiliki me time. Lambat laun aku pun mulai bertekad untuk membuktikan bahwa anggapan mereka itu salah. Semakin mudah dan cepatnya pesan berbagai tiket lewat berbagai aplikasi online pun harusnya udah aku manfaatkan dari jauh-jauh hari.

Ya, aku harus melawan stereotip itu dan aku pun meyakinkan orang tuaku dan suami bahwa aku akan baik-baik saja. Hong Kong adalah negara pertama yang aku kunjungi dan ketika pertama kali menginjakkan kaki di kota metropolitannya, saat itu juga aku merasa bahwa ini adalah keputusan terbaik yang pernah aku buat sepanjang hidupku dan aku gak pernah menyesalinya.

Selama perjalanan ke 3 negara, aku tidak menemukan kendala yang berarti dan ternyata apa yang orang ceritakan tentang suatu tempat belum tentu benar. Yakinlah bahwa selama kita berlaku baik dan menghargai budaya orang, kita akan baik-baik saja koq karena nyatanya aku banyak sekali bertemu dengan orang-orang baik yang sangat menolong”.

(Respondent C) For respondent J, O, and R; it is quite relevant that the influence of the advertisements and online traveling applications can be really great to affect people on traveling abroad. They look especially at the effect of online traveling applications which can magically increase people’s passion in pursuing their dreams to see the world.

Among all those myriad online traveling applications, Traveloka is considered to be the most popular one among travellers from Backpacker Dunia Facebook group. Traveloka has offered a lot of things that travellers needed including flights, hotels, trains, flight

plus hotel packages, international data plans as well as tickets for some attractions and activities. Principally, Traveloka has often offered some ongoing promos for airplane tickets.

And this feature seems to be the most favorite feature for those respondents as they will be able to travel for less. Moreover, some other respondents (respondent D, F, M, and N) said that they are more likely to consider that some online traveling applications make them feel really satisfied when it comes to enjoy their holiday abroad.

Respondent F and respondent M said that they choose Traveloka over any online traveling applications because of the point rewards. It is widely known that everytime someone does the reservation for flights or hotels or attractions, he or she will get some points and later on, they can use those points to be changed with discounted prices on flights or hotels.

And this kind of point reward can be said to be their most attraction in buying and reserving more and more flights or hotels in the future. "Menurut saya sih aplikasi yang paling mudah digunakan itu ya Traveloka. Disana kita bisa mengatur jadwal perjalanan kita mulai dari beli tiket pesawat, hotel, sampe beberapa tiket ke tempat-tempat hiburan.

Semua sudah lengkap disediakan dalam satu aplikasi dan menurut saya, itu sungguh sangat memudahkan dan juga membuat saya merasa nyaman karena hanya cukup dengan satu aplikasi saja, saya bisa membeli semua kebutuhan traveling saya. Selain itu, setiap kali kita pake aplikasi Traveloka untuk transaksi apa saja, kita akan langsung bisa mendapatkan poin.

Seterusnya poin demi poin yang berhasil dikumpulkan itu bisa ditukarkan dengan tiket promo maupun diskon harga untuk beberapa fasilitas yang ditawarkan di aplikasi. Tentu saja hal ini menjadi poin menarik lainnya dari aplikasi Traveloka. Sudah tak terhitung lagi berapa kali saya pake aplikasi ini untuk setiap kebutuhan perjalanan saya maupun keluarga dan teman-teman.

Mereka bahkan sering meminta saya untuk memesan tiket dan ini sangat menguntungkan karena itu berarti poin tetap masuk ke akun saya. Aplikasi Traveloka telah berhasil membuat rangkaian perjalanan saya menjadi begitu menyenangkan dan terus membuat saya kecanduan untuk menjelajah dunia". (Respondent F) Meanwhile, respondent M had once said that even though she had ever had such bad experience in using Traveloka application, she kept using this online traveling application for more. As she said here: "Guengunduh aplikasi Traveloka dan Trivago di hape.

Tapi jujur yang paling sering gue pake untuk beli tiket pesawat ya aplikasi Traveloka ini. Klo Trivago lebih untuk ngecek-ngecek harga hotel sih. Pernah suatu kali gue ngalamin kejadian yang agak mengecewakan karena waktu itu gue pesen hotel via Traveloka dan ketika hari H, kamar hotel gak sesuai dengan apa yang sudah gue pesen. Jelas gue dongkol donk.

Waktu itu gue jelas-jelas pesen kamar hotel yang twin bed, kok waktu nyampe di hotel kita malah dikasih kamar hotel yang tipe double bed. Kan waktu itu gue perginya bareng sama sahabat gue ya maksudnya pesen twin bed itu karena biar tidurnya lebih nyaman aja gak saling mengganggu kan. Tapi syukurlah, di hari kedua kita akhirnya dikasih kamar yang sesuai dengan pesenan ketika malemnya gue nelpon ke pihak customer service-nya Traveloka.

It was my bad luck but it doesn't mean that I'll never gonna use Traveloka anymore. Nope. I'm still using this application up 'til now. Untungnya gue cuman ngalamin hal gak enak itu cumin sekali itu aja, setelahnya, no problem at all. O ya, dan menurut gue nih, sering traveling tuh bikin kita jadi lebih sehat lho.

Logikanya kan orang yang suka jalan-jalan pasti akan ngerasa bahagia, pikirannya bebas dan gak stres. Pada akhirnya hal itu pasti akan membuat dampak yang bagus juga untuk kesehatan tubuh kita. Gue sih percaya banget bahwa pikiran yang stres akan berdampak buruk pada kesehatan organ tubuh.

Banyak orang yang sakit itu awalnya bukan karena makanan or hal lainnya, kebanyakan karena mereka sedih, tertekan, stres, dan segala macamnya. Coba deh sering-sering jalan-jalan, pasti pikiran bakalan lebih rileks dan nyaman, juga bikin kita jadi jauh lebih produktif". (Respondent M) It is very clear that actually someone might be very good at handling something such as facing bad experience like what respondent M had once experienced.

Traveling does not always mean that it goes strictly on its way. Sometimes, there are so many things outside our control that may happen and all travelers need to be prepared for something worst. Thus, the easiness in ordering tickets online has still become the most interesting thing for people to go traveling the world.

From the statement which is made by respondent M above, it is suitable with the study from The American Psychological Association which is found the fact that men at high risk of heart disease who decided to skip their vacations were thirty percent more likely to suffer from heart attacks than those who took at least a week off per year. It can also



be clearly said that traveling can also help to improve productivity for the workers.

However, some other respondents like respondent E, L, I, and T prefer to go with the official airline applications when it comes to reserve their flights. All of them said that dealing with the official airline applications will make them feel pretty easier in collecting points for getting the ticket promo. Air Asia is on the top rank of the respondents' favorite airline applications which is followed by Tiger Air, Scoot, Jet Star, Wizz Air, EasyJet, and Ryan Air.

Usually, they will buy the airplane ticket first before they are dealing with other facilities during their trip to abroad. "Kebiasaanku ketika ingin bepergian ke luar negeri khususnya adalah selalu beli tiket pesawat at least 6 bulan sampe setahun sebelumnya. Tentunya ini supaya bisa dapet harga tiket terbaik dan aku masih punya waktu yang cukup banyak untuk otak-atik harga tiket dari tanggal ke tanggal.

Salah satu triknya adalah jangan pernah beli tiket pesawat untuk berangkat atau pulang saat weekend karena pasti akan ada perbedaan dan selisih harga yang lumayan terutama untuk yang suka bepergian ala backpacker kayak aku gini. Untuk tujuan di kawasan Asia, favoritku adalah Air Asia tapi klo untuk tujuan ke wilayah Eropa biasanya aku pilih maskapai semacam Ryan Air dan EasyJet.

Air Asia adalah yang terbaik sih menurut aku. Untuk ukuran maskapai low budget, pelayanan mereka sungguh sangat memuaskan, jam terbangnya juga selalu tepat waktu dan gak pernah delay. Dan satu lagi, aku kan install aplikasi Air Asia tuh, aplikasi ini berguna banget.

Sering ada informasi tiket-tiket promo termasuk ketika ada promo kursi gratis yang paling banyak diburu orang-orang. Klo menurut aku sih, jauh lebih nyaman pake aplikasi langsung dari maskapainya daripada aplikasi semacam Traveloka dsb itu karena biasanya klo dari maskapainya langsung akan ada banyak poin dan juga banyak promo yang gak kita dapet di aplikasi lainnya".

(Respondent L) For about 65 percent of the total respondents decided to buy the airplane ticket six months to a year before the due date of their trip abroad, whereas 20 percent of others prefer to buy the ticket for about three to six months before the due date, and 15 percent respondent tends to buy the ticket a week to three months before their trip abroad.

Thus, it can be concluded from the respondents that the airline ticket promo or discounted prices are likely to be the highest rank which affecting the respondents to go

on holiday or traveling abroad whether to travel alone or with family, friends, and colleagues. This finding practically shows that most respondents are traveling around the world by the principal of paying less, traveling more as most backpackers will do.

Most of them will not care too much about the accomodation and the food as long as they can see new places, new cultures, new traditions, and meeting new people. Also, there is one interesting fact that most of those respondents stated about the difference on their habits in buying the airline ticket when it comes to the business trip and the holiday trip.

It is revealed that when it comes to go for business trip, they prefer to buy the airplane ticket on the last call or at least just a few weeks before the due date no matter how much money they have to pay. Their main reason is because they do not use their own money to buy the ticket so that they do not mind about the price of the ticket.

But on the contrary, they will choose to buy the airline ticket months before the due date for their holiday trip in order to get the cheapest and the most economic prices for the ticket. In other words, people will tend to save a lot of money when they have to pay the ticket by using their own money. "Biasanya klo pas perjalanan bisnis atau dalam rangka tugas kantor, aku lebih sering pake maskapai full service seperti Garuda Indonesia, Singapore Airlines, Malaysian Airlines, KLM, dsb. Kan klo tugas kantor, aku gak ikut bayar tiket tuh, jadinya ya mending pilih maskapai yang full service donk ya.

Selebihnya klo untuk perjalanan pribadi seperti liburan ya tetep bakalan balik ke kebiasaan sebelumnya, naik maskapai low budget untuk menghemat pengeluaran karena dalam perjalanan itu bisa dibilang klo pengeluaran terbesar adalah tiket perjalanan. Ini merupakan hal yang sangat wajar sih dan pasti hampir setiap orang juga melakukan hal ini.

Dengan menghemat biaya tiket perjalanan, setidaknya kita bisa lho menghemat sampe 40 persen dari total biaya yang sudah kita siapkan. Lumayan kan, sisa dana segitu bisa banget buat beli oleh-oleh atau sekali-kali menikmati makanan enak disana karena pikirku, belum tentu kita bisa kembali lagi kesana suatu saat nanti.

Dan klo menurutku traveling itu adalah kesempatan terbaik untuk mencoba berbagai hal baru yang belum pernah kita lakukan sebelumnya misalnya aja nyobain camilan khas negara setempat ato nyobain pengalaman yang memacu adrenalin seperti bungee jumping di tebing Yellowstone National Park dan nyobain kuliner ekstrim di Filipina. Jadi penghematan biaya dari tiket pesawat bisa dialokasikan untuk memuaskan hasrat dan pengalaman baru itu". (Respondent I) 4.2.

In What Ways Do Traveling Influences People's Perspective in Seeing the World?

Traveling means that we will be able to see the whole world during the trip or the journey. Of course there will be a lot of things happen during the trip which might influence people's perspective in seeing the world and its complexity. In order to analyze more about this kind of opinion, let's start with respondent A and H who are known as best friend traveling together a year ago.

Ever since they decided to go on their first journey to go around some Asian countries including Malaysia, Singapore, Thailand, and Phillipines; they realize that traveling abroad for girls is not as tricky as everyone said. She even started to feel the needs of going around and exploring each city she has visited. "Dulunya aku pernah punya impian untuk jalan-jalan ke luar negeri ketika lihat sepupuku pergi ke Singapore.

Tapi mamaku gak ngijinin dengan alasan jalan-jalan sendiri apalagi ke luar negeri itu bakalan banyak banget halangannya. Mama pernah bilang gimana klo nanti kesasar, gimana klo nanti kamu kehabisan uang, gimana klo nanti kamu kesusahan ngerti apa yang diomongin orang, gimana nanti klo ditipu or dirampok orang di tengah jalan, dan sebagainya. Bahkan pergi sama teman pun juga mama masih ragu untuk ngelepas aku.

Tapi akhirnya ketika temanku dan orang tuanya ketemu sama mama, mama pun sedikit demi sedikit luluh dan ijin itupun akhirnya keluar! Gak terbayang senengnya aku saat itu. Tapi tetep aja namanya mama, sebelum pergi mama udah bawaan segudang makanan untuk jaga-jaga jangan sampe nanti aku kelaparan di jalan. Dan ketika berada di bandara KL waktu itu, aku pun merasa benar-benar bebas dan siap dengan segala tantangan karena gimanapun ini bukan negara kita dan kita lah sebagai pendatang yang harus bisa menyesuaikan diri. Dua hari berhasil kami lalui tanpa ada masalah yang berarti.

Dari situlah, akhirnya keyakinan dan kepercayaan diriku pun menjadi semakin berlipat ganda. Perjalanan antar negara itu benar-benar membuka mataku bahwa pergi berlibur ke luar negeri tidaklah seseram dan semenegangkan yang diceritakan orang-orang. Kami bahkan mencoba untuk menjelajah ke beberapa tempat yang bukan tujuan utama turis ketika berwisata seperti ke museum dan nongkrong di beberapa hawker street place.

Komunikasi pun berjalan dengan lancar karena kami punya keyakinan bahwa selama kami menghargai budaya mereka, maka mereka pun pasti juga akan menjadi orang yang menyenangkan dan sangat membantu". (Respondent A) Through traveling, she found something valuable as her new experiences and life lessons. She also said that

during her journey with her best friend to Singapore, she knows herself better than before as she often feels **that it is** okay to throw **a bottle of** mineral water away when she don't need it anymore, but she is now knowing that what she's done before is not okay.

She had realized it when **a bottle of** mineral water can cost you **a bunch of** money in Singapore. Ever since that, **she had never** threw a bottle away when she didn't drink it, she prefer bringing it home to be drunk later. This is quite **a valuable life lesson** for her which she takes back home.

Based on what **John Bowlby and Mary Ainsworth** said before, **the relationship between** respondent A and respondent H when they decided to travel together is categorized as ethics in personal relation where it is more about **giving and receiving** in a relationship. Or **in other words**, **it can also become** such mutual responsibility between those two best friends.

When someone travels together with their friend or mate, there must be something **they need to** cooperate and communicate **in order to** create such joyful trip. Moreover, it is **found that most** of those respondents have agreed and considered that communication is always become the central and the most important basic thing which has existed when people meet **with each other whenever and wherever they** are.

They are also agreed on Marcel Danesi's statement that communication is truly influenced by cultures. Thus, it is definitely substantial to understand about cultural aspects in communication where someone needs to have knowledge of some different cultures **in order to be able to communicate** and interact well with **people from other** different backgrounds.

For instance, respondent B has ever had a useful experience when he was on Osaka, Japan. He said that he faced some difficulties **when it comes to** ask about destination since some people in Japan did not understand English **in such a good** way. He was realized about **this kind of** language barrier long before he visited Japan so that he's already learned so many things about Japanese cultures like hand over something **with both hands** to other people and always say something in polite Japanese manner by bowing your head.

Thus, even though he has faced difficulties in interacting through language, but **Japanese people are very** helpful as he did what he has learned before related to its culture. "Ketika gue pertama kali ke Jepang, gue saat itu benar-benar menyadari bahwa memang ternyata cara seseorang berkomunikasi itu sangat berkaitan dengan budaya

mereka.

Orang Jepang senantiasa tak pernah lupa untuk menundukkan kepala sebagai tanda ucapan terima kasih atas apapun yang dilakukan oleh orang lain untuk mereka, sekecil apapun pertolongan yang diberikan. Gue pernah lihat anak-anak SD di Jepang pas nyebrang jalan, mereka tak lupa untuk sekedar berhenti sejenak di pinggir jalan hanya untuk mengucapkan terima kasih kepada pengendara mobil dengan menundukkan kepala mereka.

Ajaran kesopanan semacam ini masih sangat melekat kuat dalam budaya masyarakat Jepang di tengah teknologi canggih yang melingkupi kehidupan mereka. Wah, gue beneran kagum berat sama masyarakat Jepang ini. Meskipun sebelumnya gue udah tau bahwa memang budaya mereka sangat kental dengan ajaran tradisional, tetep aja saat ada di sana, gue masih ngerasa amazed dengan apa yang terjadi di depan mata gue". (Respondent B) "Wah, aku inget bener waktu di Singapore itu elevatornya jalannya cepet banget sampe kewalahan aku.

Baru aja naik eh tiba-tiba udah nyampe aja di atas. Udah elevator secepat itu, orang-orang sana masih aja suka jalan dan bahkan lari di atas elevator! Busyet dah. Gak habis pikir begitu berharganya setiap detik waktu bagi mereka. Klo bagi kita sih ketinggalan kereta ke arah Raffles misalnya bukan masalah besar karena toh kereta selanjutnya akan datang dalam waktu tak lebih dari 15 menit.

Namun bagi warga Singapore sendiri, ketinggalan kereta saat itu dan harus menunggu kereta berikutnya merupakan hal yang sia-sia karena udah membuang-buang waktu mereka. Di dalam kereta pun mereka banyak yang memanfaatkannya sambil baca. Kayaknya Indonesia perlu tuh dibudayakan seperti ini untuk menumbuhkan minat baca di kalangan masyarakatnya".

(Respondent I) It is good to know that cultural aspects in communication means there are cultural differences to influence communication across borders. These cultural aspects of communication are quite relevant in today's world (Danesi, 2009). Respondent I had once said that Singaporean people walk really fast (including in the elevator) so that you need to step away from their path way if you do not want to be crashed by them.

It is really essential to understand and learn about this culture just before you are arrived in Singapore in order to minimize sort of culture shocking. In other words, it can also be said that some situations and conditions in certain countries are perfectly designed to make its own people feel comfortable (Clifton Fadiman).

The elevator in Singapore is designed to move really fast **in order to** suit its people's mobility, whereas the elevator in Indonesia moves slow because it suits with its people's habit **which tend to** walk slowly. It is sometimes also related to **how people in** certain countries appreciate time. From the elevator example, it can be seen that Singaporean people (consist of Chinese people, Malayan people, and Tamil-Indian people) tend to be more discipline and appreciate time better **than Indonesian people.**

From the statements of those respondents, it **can be clearly** said **that it is almost impossible to be able to** survive in other countries without knowing, understanding, and learning about their culture aside from their language. This is why cross **cultural communication is considered to be the** vital key **when it comes to** travel abroad. Of course, as said before by Trenholm and Jensen, cross **cultural communication has** involved the interpersonal communication where **it is widely known as the** communication **between one person to another** or others. So, **it is not** only about verbal communication and **the power of** words, but **it is also** about non-verbal communication.

Verbal **and non-verbal communication** are both needed such face-to-face interaction so that each person can instantly analyze another person's reaction. Respondent M had onced an experience in offering the accessories in Mumbai, India. She has ever faced with such angry face and the seller was pointing at her like she is a guilty person just because she asked for cheaper prices for buying more than ten accessories.

Even though she did not know a single word that the seller said, she knows for sure that the seller felt really angry for offering at cheaper prices from his gesture and face expression. **This kind of non-verbal communication can also** affect others just like verbal communication did. Also, no matter what your nationality is, non-verbal communication such as pointing, glaring, and expressing angry are **considered to be** understood and accepted in all cultures.

All those non-verbal signals will **allow the most basic form of communication** and it is used **when verbal communication is not effective** enough **because of the** language barriers. Or another story has told by respondent D when he visited The Grand Palace in Thailand. When he **was standing in front of** the place, someone had suddenly hold and grabbed his left hand and **said that the** place had already closed.

That person then offered him another alternative **to spend his** trip to another place near the temple and he said okay. He was invited to tuk-tuk that has already waited for him outside the area and ten minutes later when the driver had only strolled around and stopped at such accessories store and factory, he was realized that he was spammed.

And it was true when the driver assisted him to buy some accessories and fabrics in that store.

Actually, the temple is not close, the foreigner tourists need to enter to special entry which is different from the entry for local tourists because Indian do not need to pay for their entry while the foreigners need to pay for 400 bath. "Beneran deh pengalaman gue di Thailand tuh sempet bikin jutek dan kapok banget. Bayangin aja, gue sama temen-temen lagi cari angle foto yang terbaik di depan Grand Palace, eh tiba-tiba aja ada bapak setengah baya gitu yang bilang kalo hari itu tempat itu ditutup untuk umum karena ada kegiatan kerajaan. Waktu itu ya kita langsung percaya aja soalnya yang ngasih tau kan ya orang situ.

Yang bikin ngeselin adalah kok si bapak itu tiba-tiba juga langsung pegang-pegang tangan saya dan menawarkan untuk naik tuk-tuk ke tempat wisata lain yang ada di sekitar Grand Palace yang tak kalah menarik untuk dikunjungi. Akhirnya, pasrahlah kami digiring naik tuk-tuk yang telah ditunjuk. Ketika tuk-tuk berjalan 5 menit, perasaan gue mulai gak enak karena tuk-tuk melaju dan berbelok ke gang-gang kecil gitu.

Dan benarlah, kami pun diturunkan di sebuah tempat jahit dan jual kain-kain gitu terus dipaksa suruh beli lagi. Ya kami gak mau donk, kami gak butuh dan gak tertarik juga. Akhirnya kami pun cepat-cepat kabur dari tempat itu dan langsung naik taksi untuk menyelamatkan diri. Ternyata kami pun baru sadar kalo Grand Palace tampaknya ditutup karena memang pintu masuk untuk turis dan warga local dibedakan.

Jadi turis yang gak tau pintu masuk yang benar akan menjadi sasaran empuk bagi para penipu itu". (Respondent D) Interpersonal communication will include content message and relational message (Trenholm&Jensen, 2013). Content message will include discussing certain topics or themes.

Respondent E has stated that he has ever had an experience in sharing topics about politics and situations in Indonesia after the case of Jakarta governor: Basuki Tjahaja Purnama or popularly known as Ahok with a Singaporean person. That Singaporean person stated that Ahok is considered to be a good person and Ahok is also quite popular in Singapore as one of the best governors in Indonesia because of his success in minimizing the chance of corruption. That person was also said the good things about Tri Risma Harini (the Mayor of Surabaya).

"Waktu lagi duduk di bis dalam perjalanan darat dari Johor Bahru ke Bugis Street Singapore, aku ketemu dengan seorang bapak tua. Ia adalah warga negara Singapore yang memilih tinggal di Malaysia karena biaya hidup lebih murah, jadi bolak-balik

Singapore-Malaysia merupakan sebuah rutinitas baginya. Di tengah ceritanya, saat ia tahu bahwa aku berasal dari Jakarta, ia pun berbicara panjang lebar tentang Ahok yang sedang tersangkut kasus.

Ia menyatakan dukungannya terhadap Ahok karena ia menganggap bahwa Ahok adalah sosok gubernur **terbaik yang pernah dimiliki oleh** Jakarta dan Indonesia. Ahok berani memotong anggaran, ia berani melawan koruptor, ia berani melawan preman, dan sebagainya. Selain itu, ia juga cerita bahwa ia pernah ke Surabaya dan ia melihat bahwa Surabaya era sekarang sudah jauh **lebih baik dibandingkan dengan** Surabaya beberapa puluh tahun lalu. Surabaya era Risma menurutnya sudah **menjelma menjadi kota yang** bersih, tertib, dan indah karena banyaknya taman kota yang terawat.

Diam-diam aku ngerasa sangat bangga dengan kedua tokoh tersebut. Mereka adalah **contoh baik bagi** sosok pemimpin masa depan Indonesia. Sosok-sosok yang pemberani, tegas, dan sangat bersih. Dan ternyata kiprah **mereka jauh lebih** dihargai oleh warga negara asing". (Respondent E) Meanwhile, respondent **O said that** when she traveled with her son to French Village, Malaysia; she meant to sit next to the driver along the trip while putting her son in her lap.

Soon after that, the driver asked her to move **in the back seat** of the car because **it is not** allowed to have two passengers sit **in the front seat**. She had to choose whether she sat **in the front seat** or her son who sat **in the front seat**. In this situation, it can be analyzed **that there is** interpersonal communication happened between the passenger and the driver.

This kind **of interpersonal communication can be categorized** into relational message **based on the** theory from Trenholm&Jensen. It is said that relational message includes the relationship in using language such as demonstrates person's feelings and thoughts **whether positive or** negative. A negative reaction from someone which is only interpreted by someone else might be ended with a positive reaction **due to the** misunderstanding.

Just like what's been said **in the example above** that at first, respondent O feels a bit intimidating by the driver's rude words but in the end she feels really helped by the driver and she realizes that what can be seen outside **is not always** right to judge someone else on the inside. This is actually **the value of life** which traveling taught to her.

For about 100 **percent of those** respondents are all agreed that traveling does influence people's perspectives in **seeing the world**. As a statement that is popularized by Marcel



Proust: "The real voyage of discovery consists not in seeking new landscapes, but in having new eyes". Also, most respondents tend to agree that traveling can help someone to be able to express their ideas and seeing the world can broaden up people's mind.

This statement is considered to be applicable with the Indonesian term of "kurang piknik" to refer to someone who is easily to feel bad about other people's lives. It can be read from some statements from these two respondents: "Iya sering banget lihat orang-orang yang suka sirik aja klo lihat orang jalan-jalan. Aku sering diolok-olok ngapain jalan-jalan terus, nabung kek beli rumah, beli mobil, dsb".

(Respondent G) "Beberapa kali temenku bilang ngapain jalan-jalan ke luar negeri segala. Di Indonesia masih banyak koq tempat-tempat wisata yang bagus dan gak kalah menarik dengan di luar negeri. Rasanya pengen banget bilang sama mereka, kenapa sih gak doain aja yang baik-baik.

Dan asal kamu tau ya klo justru dengan sering ngeliat negara lain itu kita bisa jadi lebih mencintai negara kita. Kita jadi bisa tau bahwa negara kita dalam beberapa hal masih jauh lebih nyaman dibandingkan dengan beberapa negara lain, dan tentunya itu memperluas wawasan kita donk. So, don't comment if you know nothing".

(Respondent N) It can be clearly stated that those respondents always believe that everyone has their own dreams and hopes. They do love traveling and they just want to go on more adventurous, be around good energy, connect with people, learn new things and grow. And then, in the end they realized that traveling is always the best way to learn about everything.

Therefore, all respondents also agree that when you are in need of traveling, all the ways will be opened for you just like what's been said by Paulo Coelho's booktitled 'The Alchemist' that 'when you want something, all the universe conspires in helping you to achieve it'. And in relation to communication especially in cross cultural communication skills, Charles Ogden and I.A.

Richards have developed what is called as Triangle of Meaning model refers to language which can be characterized as symbolic. There will always be the symbol (relationship between words), the referent (something or the thing it describes), and the meaning (the thought which is related to the word and the thing).

For instance, when you are communicating with someone else with different backgrounds, you will need to learn and understand not only about their language, but

also about their culture and identity. Once you did it, you will easily be able to translate it into new perspective or horizon, to describe the meaning, as well as to see the positive sides of each communication.

CHAPTER V CONCLUSION The term cross cultural communication may have significant influence to people's desire to go traveling the world. Traveling across the country means that someone will not only need to learn and understand about the language, but also about the culture and the identity. When someone decides to go traveling across the country, understanding well about cross cultural communication will be such a good start in order to be able to communicate and interact with some people from other different cultural backgrounds.

Practically, the aim of this study is to examine more about how big the influence of the advertisements and online traveling applications will affect people to go traveling the world as well as to examine about the ways traveling influences people's perspective in seeing the world. Of course, with the fast development of the advanced modern technology today, there are countless advertisements and online traveling applications out there which tend to be one of the greatest influences in persisting people to go traveling across the country.

People are waking up with a bunch of information from the television and the internet as well as other mass media. There is no way for people to decline the great waves of the advanced technology, and the same thing also happens when it comes to decide to go traveling. With the help of the technology, modern people are guaranteed to be able to go anywhere they want in the easiest, fastest, and most efficient way they have ever imagined.

Furthermore, by using ethnomethodology approach which is especially focused in the processes and techniques where people use to interpret the world and to interact with that world, this study is conducted. Ethnomethodology helps the writer to do the research on how people interact and communicate with each other, how they solve some common problems, how they maintain social contacts, how they perform some routine activities, as well as to know and show what is going on around them and being able to communicate that knowledge to others.

From all those social contacts, interactions, and communication; it can be clearly said that traveling across the country does influence most people's perspective in seeing the world. Traveling proves that they are ready to see the world with different perspective and broaden up their horizon. Some good and bad experiences while they are traveling the world have succeeded in making them become a better person with more positive

expectations in life.

From the Triangle of Meaning model which is introduced by Ogden and Richards, there will always be the symbol (relationship between words), the referent (something or the thing it describes), and the meaning (the thought which is related to the word and the thing). For instance, when you are communicating with someone else with different backgrounds, you will need to learn and understand not only about their language, but also about their culture and identity.

Once you did it, you will easily be able to translate it into new perspective or horizon, to describe the meaning, as well as to see the positive sides of each communication.

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