

**THE CULTURAL SHOCKS EXPERIENCED BY INTERNATIONAL
TOURISTS ARRIVED IN MEDAN CITY**

SKRIPSI

*Submitted In partial fulfillment of the requirements
for the degree of Sarjana Pendidikan (S.Pd)
English Education Program*

By

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**FACULTY OF TEACHERS' TRAINING AND EDUCATION
UNIVERSITY OF MUHAMMADIYAH SUMATERA UTARA
MEDAN
2018**



**MAJELIS PENDIDIKAN TINGGI
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
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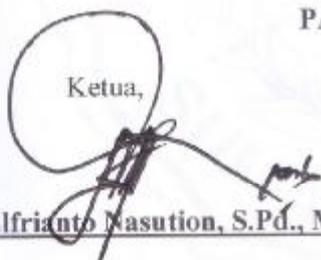


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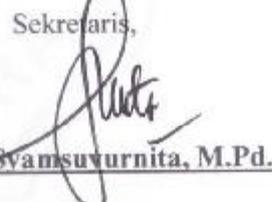
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LEMBAR PENGESAHAN SKRIPSI

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ABSTRACT

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This research deals with *The Cultural Shocks Experienced by Internasional Tourists Arrived in Medan City*, which aimed to find out the process of cultural shocks experienced by tourists in Medan city. This research used qualitative method and by using the U curve theory by Collen Ward. The data collections of this research are the researcher used interview sheet as instrument of the research in Medan city. The researcher found that there are four processes of cultural shocks experienced by tourists. Such as honeymoon phase is first stage because of hospitality, scenery of the host country. The second is crisis stage is the crisis phase because of cross culture differences in how people communicate. The third is recovery phases, where they began to accept, to resolve and to adjust their cultural differences. Finally is adjustment phase where they were enjoyed and accepted the cultural differences in new environment. The conclusion of the research described the phases of culture shock by using Ward's of culture shock theory that can give information to readers or to the next researchers who want to know and research more about it.

Keywords: *Cultural Shocks, tourists, process..*

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بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ
السلام عليكم ورحمة الله وبركاته

Firstly, the researcher would like to express her greatest gratefulness to Allaah Subhanahu Wata'ala, the most gracious and the most merciful who gave her the patience, the strength and the time to finish this study. Peace be upon to the prophet Muhammad Salallahu 'alaihi wasallam, the closing of the messengers who has brought human from the darkness into the brightness. The way of Allaah is in the heavens and the earth and ail affairs will be back to Allah Subhanahu Wata'ala.

This study by the title The Cultural Shocks Experienced by Internasional Tourists in Medan City to English Education Program of Faculty of Teachers Training and Education, University of Muhammadiyah Sumatera Utara as partial fulfillment of the requirements for the degree of Sarjana Pendidikan. There were so many troubles faced by rhe researcher and without mush help from the following people, it was impossible for her to complete this study.

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Ely Sudariyati

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CHAPTER I

INTRODUCTION

A. The Background of the Study

Cultural shocks is a condition that individuals as immigrant in some places that experienced displeasure or does not meet expectations on the applicable habits or traditions of a place. Littlejohn in (Suryandari, 2012:1) defined that “cultural shocks is a phenomenon that will be experienced by everyone who crossed from one culture to another as a reaction as they move and live with people of different clothes, tasted, value, even with a language that belongs to the people”.

Moreover, according to Indrianie (2012:150) Cultural shocks describes the psychological state of negative, passive reaction of individual dealing with different cultural environments. Furthermore, Alder in Bennett (1998:215-216) define cultural shocks is primarily a set of emotional reactions to the loss of perceptual reinforcements from one’s own culture, to new cultural stimuli which have little or no meaning, and to the misunderstanding of new and diverse experiences.

Oberg K. (1960: 142) defined that culture shock is precipitated by the anxiety that results from losing all our familiar signs and symbols of social intercourse. Nur (2014: 86) defined Culture Shock is the feelings of anxiety, confusion and uncertainty that people experience when they come into contact with a new culture that is different from their own. She has experienced a culture shock when she is in Japan, there are some foods that she can not eat because that food is not halal (permitted by Islamic religion), and also she is lack of knowledge of Japanese language has made the condition worse. Whereas

according to Ward (2001: 61) culture shock is characterized feeling by someone like nervous and anxiety with unfamiliar ways of custom and fear with some differences in new country.

The phenomenon of cultural shocks is an element in a live of people who attracts to study cultural shocks or feel unfamiliar with local culture, it is a problem that often happen to a person. Indeed, this problem is not directly threatening, but if not handled properly can lead to a serious matter in the future. Cultural shocks can be a bad condition when it involves things in between trouble sleeping, feeling uncomfortable, and or depression. Each area have a different culture, whether it is from a daily habit and style. The difference was not only apply to different states, in one country also must have a culture, customs and language which different. Culture also made person experience a misunderstanding of something good habits and languages that can cause culture shocks against the person for the first time he/she visits the region.

Based on the statement above phenomenon about cultural shocks experienced by a person who come from overseas or outside the region. Because international tourists are always interested in something new and unique, it makes them attracted to visit tourist places overseas. Especially seeing Indonesia which have diverse cultures and interesting sights. There are various reasons that make them feel at home during stay in Indonesia. Potential natural beauty of this country and his friendly natives are a few small things that the background for them at home (Mardinata, 2015:1).

Medan is a beautiful city and one the unique cities with culture. As town has a wide range of tourists place attract the attention of foreigners to visit the city. Perhaps, some of them had chosen to stay in the city of Medan. Tourists

visit began shown a positive trend. In 2016, the total foreign tourists had reached 48.557 people. This condition is increased when compared to visit in 2015 amounted to 1, 02 percent (Ahmad, 2016:1). If in their country, have been accustomed with people who behave or the same habits with them, but it would be different from the native people they met in Medan city. They would face lot of different things such as how to talk, weather, food, language and values are different. The incident is called cultural shocks.

Based on this problem, the researcher is interested in describing the cultural shocks experienced by internasional tourists during their arrived in Medan city. Furthermore, the researcher want to find out how exactly the phenomenon of cultural shocks.

B. The Identification of the Problem

The identification of problems are as the following :

1. There is a difference of cultural background between the tourists and the indigenous people in Medan city.
2. The phenomenon of cultural shocks cause psychic problems that interfere with the tourists in Medan city.

C. The Scope and Limitation of the problems

This study focuses on analyzing cultural shocks especially experienced by tourists who have arrived in Medan city two until seven days. In this study, the researcher was analyze process cultural shocks by using Ward's theory.

D. The Formulation of the Problem

According to the background explained above, the problems of this study were formulated as follows:

- How is the cultural shocks experienced by international tourists during their stay in Medan city?

E. The Objectives of The Study

The Objectives of the study :

- To find out kinds of cultural shocks experienced by international tourists during their stay in Medan city.

F. The Significance of The Study

The finding of the research are expected to be relevant theoretically and practically.

1. Theoretically

This study is expected to enrich study about Culture Shock and increase knowledge especially to overcome Cultural Shocks.

2. Practically

a. For readers, this research may give information who want to increase their knowledge about culture shock phenomenon.

b. For English literature department, as reading material for the students, especially in the department of English, other types and solution of culture shock and how to cope. Especially in the course of cross cultural understanding.

- c. For the other researcher, hopefully for students who want to analyze Cultural Shocks or field, this thesis can be used as their references

CHAPTER II

THE REVIEW OF LITERATURE

A. Theoretical Framework

In this chapter, the researcher reviews some related and relevant theories, about the cultural shocks experienced by international tourists arrived in Medan city.

1. Psychology

Psychology is the science of behavior and mind, including conscious and unconscious phenomena, as well as thought. In this field, a professional practitioner or researcher is called a psychologist and can be classified as a social, behavioral, or cognitive scientist. Psychologists attempt to understand the role of mental functions in individual and social behavior, while also exploring the physiological and biological processes that underlie cognitive functions and behaviors. Psychologists explore behavior and mental processes, including perception, cognition, attention, emotion (affect), intelligence, phenomenology, motivation (conation), brain functioning, and personality. In 1890, William James defined *psychology* as "the science of mental life, both of its phenomena and their conditions".

2. The Definition of Cultural Shocks

The term culture originated from the Latin word "cultura" that stems from the verb "colere" meaning to cultivate. In the eighteenth century the meaning of culture was linked to agriculture. In the nineteenth century the term became used in association with an individual and his or her education and in twentieth century

it became a center of the concept of anthropology (Crhanova, 2010:1). Moreover Mahadi and Jafari (2012:231) defines culture is the total of the inherited and innate ideas, attitudes, beliefs, values, and knowledge, comprising or forming the shared foundations of social action. Culture is a vague concept, which includes extensive content such as sight, smell, sound, value, tradition, custom behavior and the way of thinking (Xia, 2009:97). Beside that Rocher (Mahadi and Jafari, 2012:231) explains culture is connection of ideas and feelings accepted by the majority of people in a society.

Based on the explanation above, the researcher conclude that culture is total of the inherited which includes extensive content such as sight, smell, sound, value, tradition, custom behavior and the way of thinking that accepted by the majority of people in a society. A cultural shocks can be caused by an accumulation of culture bumps and there are stages for it. The degree that people feel the stress and the period people overcome cultural shocks are so different, but everyone who feels a cultural shocks goes through these process. There are so many definitions that explain cultural shocks. We will look at some of them in the next section.

Literature Anthropologist Kalvero Oberg was the first to use this term in 1960s cross-cultural, although it was devised by Cora Dubois in 1951. According to Oberg “it is an anxiety occurring to people transported abroad that results from losing all familiar signs and symbols of social intercourse”(Shioshvili, 2012:5). People, especially those who do not have family or friends from their home country as a social support network, might avoid social events, show little to no interest in anything but what is from their home culture, isolate themselves from others, complain about being tired, and sleep extensively, which are ultimately

signs of depression (Oberg, 1960; Winkelman, 1994). Cultural shocks is the term used describe the reactions to the psychological disorientation that is experienced by most individual when they move for an extend period of time a culture that is differ from their own (Kohls 2001: 91).

Alder (Yue, Le, 2012:133) explained cultural shocks is primarily a set of emotional reactions to the loss of perceptual reinforcements from one's own culture, to new cultural stimuli which have little or no meaning, and to the misunderstanding of new and diverse experiences. It appears that all people may experience cultural shocks when they encounter other circumstances which are dissimilar to their former cultural contexts (Moreover Xia 2009: 98). People can be confused in their new and different surroundings without their familiar things around them. Moreover, cultural shocks can cause communication problems as well. When we are anxious, lonely, and disoriented, our communication skills degenerate (Bennett, 1998: 217). It makes us more isolated from the new circumstance more and more, and the symptoms get promoted. It would be a vicious circle of cultural shocks.

Based on the explanation above, the researcher conclude that cultural shocks is a set of emotional reactions to people who visit to another place faced of culture or other situation which are dissimilar to their former cultural contexts. For example, people who find a new useful product that they do not have in their culture feel envious of it and would tell about it to local people as good information. When people are in cultural shocks, they are becoming more involved in a host culture and getting a motivation for trying to understand the cultural differences. They can know both the strong and weak points of each culture.

3. The Stages of Cultural Shocks by Coleen Ward

The process experience can be different from person to person. However, people do not know it happens to anybody naturally. To see the general stages is useful to understand how cultural shocks happens and how we can prepare to overcome it. Ward (2001:81) describes stage of cultural shocks consist of four stages: Honeymoon, Crisis, Recovery, and adjustment. The four stages are illustrated U-curve theory, where many theories depict how persons adapt to new cultural environment.

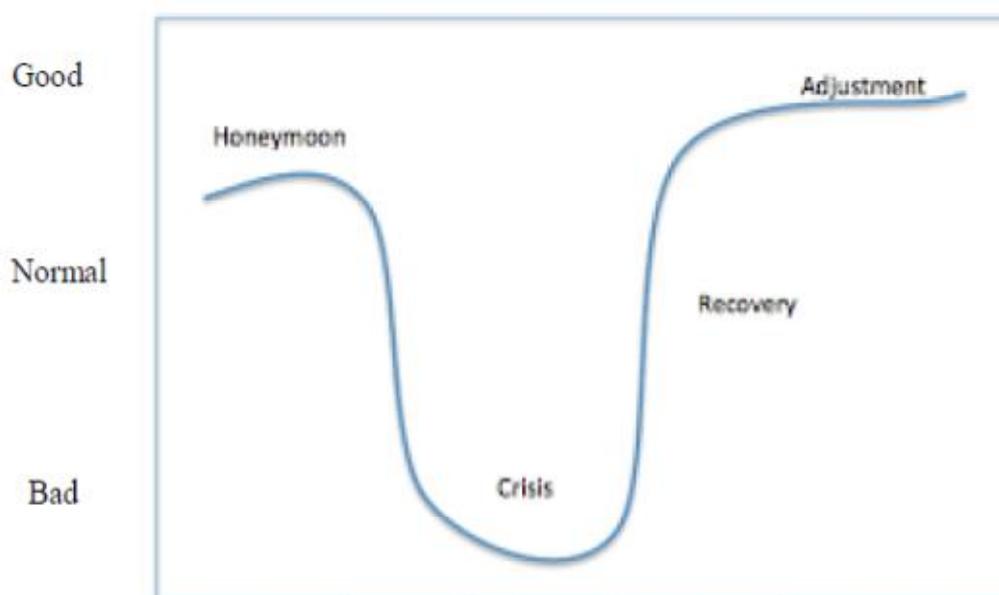


Figure 2.1

U-CURVE MODEL ADAPTION OF CULTURE SHOCK

Researcher takes the U curve model adaptation above based on adaptations process by Ward's theory (2001). From curve above, it can be seen representation of feelings by someone who are experience culture shock. For the first time exactly someone will be in good situations or good feeling such in honeymoon

phase. Secondly, from good situation or good feeling will be down into bad situation or bad feeling it can be said crisis phase. Then someone will try to learn and adapt the situation in new environment someone would be in a normal situation like in recovery phase. After that someone feelings will back up into good situation or good feeling as adjustment phase.

3.1 Honeymoon Stage

This first stage, where the people still enjoying the situation in new place that they visited. It emphasis on the first reaction of euphoria, enchantment, fascination, and enthusiasm (Ward, 2001:81). This honeymoon stage may last from a few days or weeks to six months depending on circumstances (Oberg, 1960:143). This stage is where a person still enjoys his adventures. Someone still energetic and enthusiastic in this stage because it has not met the difficulties.

The person will experience this stage from beginning of first moving to the new environment. During honeymoon period, the differences between the old and new culture are seen in a romantic side. They will feel happy, beautiful and excited with everything around their new experiences, when the first time person arrive to a new country, they might love the facilities, beautiful sceneries and good infrastructures. During the first day, most people are fascinated by the new culture. This period is full of observations and new discoveries. This stage eventually ends, like most honeymoon periods.

3.2 Crisis stage

This stage, someone would begin to feelings of inadequacy, frustration, anxiety and anger (Ward, 2001:81). In this stage, someone will experience the cultural differences of their country as it slowly been identified customs or traditions of his new residence that may not meet with expectations. Begin to feel something is not right with the new environment, it is easy to complain, hesitate and judgment. It is called Crisis. Martin and Nakayama (2010: 328) explains this stage is relatively feeling of disorientation to the unfamiliarity of environment. To excitement may eventually give way to unpleasant feeling as one continues to experience unfavorable that may be perceived as strange. Furthermore, everything that is found in this new place to be horrible because they are not still used to the new environment and meet people with whom they are not familiar every day. This phase is shows the negative effect of culture shock. Ward (2001:81) asserts that crisis is characterized by feelings of nervous with unfamiliar ways custom and fear with same differences might be come from the some aspects of interaction with the host of country that include cross cultural differences in how people communicate.

As ward (2001:53) explained that three are consistent and systematic cultural differences in the way in which people send and receive information. When person from two different culture meet, the will have difficulty in communicating with one another to the extent that their respective “codes” differ. As Novinger (2001:52) stated the process of verbal communication through language, communication also takes place through the process of nonverbal social behavior. We need to take a close look at the potential obstacles to

intercultural communication process. Ward (2001:57) divided into three elements of nonverbal communication includes:

a. Mutual Gaze

Cultures have explicit rules about eye behavior such as staring and lowering the eyes (Ward 2001:57). Besides that, Novinger (2001:65) called mutual Gaze as eye contact. The some behavior can have different meaning in different cultures, and make misinterpretation. For example, in some cultures tend to avert eye contact during conversation but in others, direct eye contact means showing respect and paying attention. In addition, direct eye contact indicates honesty and attentiveness. While the in others it show arrogance and boldness.

b. Bodily Contacts

Argyle in Ward (2001:57) stated that cultures also vary in the extent which allow bodily contact. In non-contact societies, touching is only allowed under very restricted conditions, such as within the family, in brief handshake with strangers, or in specialized relationship role.

c. Gestures

Gesture is a sign that represent a specific meaning in a culture. Some gestures are used in one culture and not in others. Furthermore, the same gestures are used in one culture and not in others. Furthermore, the same gestures have quite diverse, indeed opposite meanings in different cultures. Ward (2001:58) gived example about the gesture as follows:

“The ring sign, performed by bringing the tips of the thumb and finger together so that they are from a circle. For most English-speaking people it means “okay” and is widely known the “Ok gesture”

3.3 Recovery Stage

The stages are including crisis resolution, and culture learning (Ward, 2001:81). Someone has to learn a new culture around them and understand that the conditions experienced not too bad. In this stage a person feels that they are a part of the new environment by initiating positive action to correct the problem. Culture learning occurs when person who previously experienced cultural shocks begin to get calm living in daily life. They begin to interact to the host country because of adaptability process. Adaptability is the capability to adapt the attributes of the physic system to meet the demands of the environment, and to manage culture differences (Novinger, 2001:161). Recovery stage is important because it can develop problem-solving skill for facing with the culture. If person begins to accept the culture’s ways with positive attitude, negative reaction and responses to the culture will be reduced.

3.4 Adjustment Stage

The last stage is Adjustment when someone begins to reflect enjoyment and functional competence in the new environment (Ward, 2001:1). During this stage, people return home or they get the understanding and adjust to the host culture. The adjustment involves acquiring greater knowledge of language or culture of host country, and understanding the local situation. Besides, people have the great sense to expect things and well control for themselves. Someone now accepts the custom of the country as just another way of living (Oberg,

1960:143). In this stage, someone already managed to get through difficult moment is to begin to appreciate a new culture and accept the conditions of their environment. Someone will learn the new culture and then apply it in daily life.

The person will begin to adjust and to accept the new culture in a new environment as a new lifestyle (Kevinsky,2011:8) . Things become more normal, however, it does not really become normal when person face honeymoon stage previously, for instance the Sojourners may have the capability to manage themselves and self-confidence.

4. Stage of culture shock by Oberg In (Baier, 2005:23)

Number of stages of cultural shocks that people usually go through at different paces and experience to various degrees. Most of the stages defined in the literature generally only differ in their terminology from Oberg's (1960) initial four stages of cultural shock:

4.1 The Honeymoon Stage

This first stage, according to Oberg, can be compared to a honeymoon-like experience, which is usually characterized by fascination of and excitement about the novelty of and the pleasantness of the experience. At this stage the newcomers are positively surprised as a result of their limited exposure to the local culture of the newly entered country and not having to deal with institutions and formal situations directly. People from a foreign country are fascinated by the new and surprised by some pleasant encounters with people who welcome them, an experience comparable to entering a vacation resort. The people entering a new country see things positively as they are usually the ones who voluntarily came to the new country (Oberg, 1960).

4.2. The Crisis Stage

Oberg (1960) described people in this stage as revealing a hostile and aggressive attitude towards the host country and developing stereotypes. After the positive effect of the novelty starts to fade away and everyday situations are to be dealt with, people begin to encounter ambivalent situations they do not know how to handle and are overwhelmed with. A crisis may occur, which could be the result of increasing problems and negative experiences. Immigrants, sojourners, international students, and other newcomers to a new culture may develop feelings of helplessness and confusion to go along with the lack of control and the wish to go home (Oberg, 1960).

4.3. The Stage of Development of a Positive Attitude

At this stage people have usually been abroad for some time and have realized that as a kind of survival mode they have to accept differences and deal with them with humor. Experiences that used to be bothersome and depressing to the individual person are seen differently. What once created hostility towards the new culture is still seen critically but taken with more humor about how the host culture is doing. Certain things often accompanied by saying, "I can't believe" and "That's so funny" People can laugh about their miscommunications and differences and realize that they cannot expect that the natives of the country they moved to change their ways of thinking/operating in their own culture. The initial problems with the new environment still exist, but people from foreign countries start adjusting and are positively meeting the challenges of how to function in the new culture (Oberg, 1960).

4.4. The Stage of Adjustment

During this stage the newcomer generally becomes accepting of the new culture as another way of living. After some time, newcomers to a new culture realize that they cannot change their host culture and that different countries have different customs. They start understanding and accepting the host culture in its context and realize that they live in a new environment that is not going to change and that they have to adjust to the new situation. Oftentimes they are still adhering to their own values and convictions as a result of their upbringing in a different setting. Since full assimilation is almost impossible, people respond constructively to cultural shocks and develop a bicultural identity, which allows them to operate successfully in the new culture as well as in the cultural setting of their home culture (Oberg, 1960; Winkelman, 1994).

Actually both of theory above are same talking about four stages of culture shock such as in Ward's theory stages of cultural shocks are honeymoon, crisis, recovery, adjustment. In Oberg's theory, there are four stages of cultural shocks also such as honeymoon, crisis, development of a positive attitude and adjustment. The researcher choose Ward's theory because the explanation more complete and clear so make the researcher easy to understand then Oberg theory. Because the researcher found this theory in Baier research so theory just explained as brevity.

B. Relevance of Study

Rahmaniar (2015) in her Thesis , “*Culture Shock Experienced by Thailand Students at Alauddin State Islamic University of Makassar*”. The aimed of this research is to describe and find out the process and effects of culture shock experienced by Thailand students. She used descriptive qualitative and Collen Ward Theory. In her research found that there are four processes of culture shock experienced by Thailand students. There are honeymoon, crisis, recovery and adjustment. She also found two effects of culture shock experienced by Thailand Students. They are positive and negative effect.

Baier (2005) conducted a research on; “*Culture Shock and Adaptation to the U.S Culture*” the aim of this research is to find out the impact of culture and language, personality, and social network on the adaptation of International student to the US culture. It includes degree cultural background, gender differences, language proficiency, self-confidence/self-efficacy, and social support networks impact the adjustment process of international students to the US culture. She used qualitative method and Oberg’s Theory. The results of the research is Forty-five international students attending a Michigan community college were surveyed and interviewed to assess the relationship among self-confidence/self-efficacy, cultural background, gender and social support networks. Western students reported more positive cultural adjustment ($M=29.0$) than non-western students ($M=26.0$). Males adjusted better ($M=29.4$) than their female peers ($M=25.4$). A significant positive correlation was found between cultural adjustment and the experience of culture shock symptoms. English usage

Of English as a primary language in the students home countries accounted for a stronger social support network

Makino (2012) conducted a research on; “*The Relationship between Personality and Culture Shock*” The aim of the research is to show the degree of culture shock depends on each individual. Of all the causes, *individual differences*, especially personality, may make a great difference for each person. Through this thesis show how cultural shocks is influenced by personality, what the influential factors are and how people react to the shocks. He used quantitative method and Gullahorn’s theory. The result of this research is Cultural shocks can lead to deep mental depression and or panic. In the questionnaire, detectable that there was not much of a relationship between personality and culture shock.

After comparing the previous, there is similar to the title which the researcher analyzed. The similarity of this research with three previous findings above are talking about culture shock and the difference of this research are the first previous findings used the same theory is Ward’s theory and qualitative method but, focus on the process and effects of culture shock experienced by Thailand students. The second focus on culture shock and adaptation to the US culture used the different theory is Oberg’s theory but the method of research was same is qualitative method. The last focus on the relationship between personality and cultural shocks with Gullahorn’s theory and quantitative. While the researcher focus on the process culture shock experienced by foreigner in Makassar city.

Ella Asfira (2017) conducted a research on,” *Culture Shock Experienced by Foreigners in Makassar City*”. which aimed to find out the process of culture

shock experienced by Foreigners in Makassar city. This research used qualitative method and focused on Collen Ward's theory. The researcher used interview sheet as instrument of the research to four respondents who are have been stay in Makassar city. The researcher found that there are four processes of culture shock experienced by foreigners. Such as honeymoon phase is first stage because of hospitality, scenery and custom of the host country. The second is crisis stage is the crisis phase because of cross culture differences in how people communicate. The third is recovery phases, where they began to accept, to resolve and to adjust their cultural differences. Finally is adjustment phase where they were enjoyed and accepted the cultural differences in new environment. The implication of this of this research is to give understanding about cultural shocks.

C. Conceptual Framework

Cultural shocks is an experience a person may have when one moves to a cultural environment which is different from one's own; it is also the personal disorientation a person may feel when experiencing an unfamiliar way of life due to immigration or a visit to a new country, a move between social environments, or simply transition to another type of life. One of the most common causes of culture shock involves individuals in a foreign environment.

Common problems include: information overload, language barrier, generation gap, technology gap, skill interdependence, formulation dependency, homesickness (cultural), infinite regress (homesickness), boredom (job dependency), response ability (cultural skill set). There is no true way to entirely prevent cultural shocks, as individuals in any society are personally affected by cultural contrasts differently.

Basically, this reaserch almost similar with some previous researches above in which analyzing the Culture Shock. But this study will be more focus on the culture shock experienced by international tourist arrived in Medan city.

CHAPTER III

METHOD OF RESEARCH

A. Research Design

In this research, the researcher used descriptive qualitative method. Qualitative research is a type of scientific research. Research are produces descriptive data in the form of words or spoken of people and behaviors that was observe. In this research, the researcher used qualitative descriptive method. This method aimed to describe processes of cultural shocks experienced by internasional tourists arrived in Medan city. Thus, this researcher was used focus interview

B. Source of the Data

The source of data in this study the Cultural Shocks experienced by international tourists arrived in Medan city. The researcher was derive the data from an interview to collect the data while recording the interview used tape recorder. Interview has function to find out descriptions that include some statements related to cultural shocks to know the cultural shocks experienced by internasional tourists arrived in Medan city.

C. The Technique Of Collecting Data

The Technigues for collecting data are:

1. Prepare questions for the tourists was interview
2. Making an appointment for the tourists was interview.
3. After making an appointment, the researcher interviewed and recording the conversation between the researcher and tourists.

4. After interviewing the tourists, the researcher note taking.
5. The researcher analyzes the result of interviewed related matters cultural shocks experienced.

D. The Technique For Analyzing Data

1. The researcher analyzed the data of interview based on the four phases in Ward's theory (2001).
2. The next steps were described the results by using descriptive qualitative method.
3. Finally, the finding are concluded.

CHAPTER IV

DATA AND DATA ANALYSIS

A. DATA

This part consist of the finding to answer the research questions which show cultural shocks experienced by tourists arrived in Medan city. Honeymoon, crisis, recovery, and adjustment, through U-curve theory. Furthermore, the U-curve theory contains positive and negatives effects of culture shock. Through this model, two effects of culture shock are appeared.

1. Honeymoon

The person experienced this phase from beginning of first moving to the new environment. In this phase, tourists still feel happy and enjoyed the condition. Tourists had not problems with the new environment yet.

a. Hospitality

Some foreigners experienced honeymoon phases because of the hospitality most of them says Medan's people very friendly. It was showed by the bold data below. It is represented by tourists 2,3,4 and 6.

“I love it so much....long day I'm very nice to meet with people here, male Medan and women...so I think very different” (Data 1 : tourists 2)

“Medan people are really friendly.” (Data 2 : tourists 3)

kind and really friendly..(Data 3 : tourists 4)

everybody friendly and smiling (Data 4 : tourists 6)

The data above showed that it is in positive effect of culture shock.

b. Scenery

The bold data showed that tourists experienced honeymoon phase because of the scenery. It represented by tourists 1, 2, 3, 4 and 5. She and He said that:

“ mmm... **my frist day here, I love it so far because I love places**, and we have...mmm I wish the call for breakfast...mmm lontong Medan for breakfast” (Data 5 : tourists 1).

“**I love it so much....**long day I’m very nice to meet with people, male medan and women...so I think very different” (Data 6: tourist 2)

“**It’s okay.... Medan is beautiful city** beautiful of building...and a lot of trafficjump, many traffic..hahahaha” (Data 7 : tourists 3).

Medan is beautiful (Data 8 : tourists 4)

“**I like the view.. I think Indonesia is a beautiful country.**”(Data 9: tourists 5)

The data above showed that it is the amazement. It is in positive effect of culture shock.

2. Crisis

This phase is negative case that was faced by the tourists when their own country was different from the new country. In this phase, the tourists faced some problems that make them not available in the new environment.

a. Language

The bold data below showed that tourists experienced the crisis phase because different language of the host culture. It was experienced by tourists 1, 2,3,4,5 and 6 . He said that:

“I can’t...**I can’t understand, so I talking english**” (Data 10: tourists 1).

“... **If you talk me in Indonesia...I can’t understand**, I’m only English” (Data 11 : tourists 2)

“ mmm the language ...**I think is very difficult** but still I’m trying to learning. And now I can understand little bit, I can talk with people like pedas, makan, mandi, enak, tusuk gigi. (Data 12 : tourist 3)

“**I can’t... I can’t understand the language it’s difficult for me**. But I can understand little bit...hahaha (Data 13 : tourists 4)

I try but hard to speak, just speak English.(Data 14 : tourists 5)

mmm about language..most people speak English I just smile..hahahahaha.(Data 15 : tourists 6)

The data above showed that he was confusion. Even the tourists 3 still trying to learn the Indonesian language. It is in negative effect of culture shock.

b. Weather

The bold data below showed that tourists experienced the crisis phases because the weather people in the host culture. It is represented by tourists 1,3,4, 5 and 6 . She and he said that:

“ **The weather is hot...very hot then Jerman...**but this is not problem for me...” (Data 16 : tourist 1)

“... in Belanda is sometime really cold, and here always hot...so this is different” (Data 17 : tourist 3)

in my country always cold when I came here is very goodtime hot weather (Data 18 : tourist 4)

very hot.(Data 19 : tourists 5)

for me very hot..(Data 20 : tourists 6)

The data above showed that it is the confusion and feeling confusion. It is in negative effect of culture shock.

c. Food

The bold data below showed that tourists experienced the crisis phases because the food in the host culture. It is represented by tourist 1 and 6:

“mmm about food is different. You have spicy food, but now I’ve been enjoy the food the spicy food and it was as usual for me” (Data 21 : tourist 1)

I love food...very nice sometime spicy for me...(Data 22 : tourists 6)

d. Traffic

The bold data below showed that tourists experienced the crisis phases because the traffic in the host culture. It is represented by tourist 1 dan 3:

“sometime, like traffic...(Data 23 : tourist 1)

Beautiful of building...and a lot of trafficjump, many traffic...hahahaha”(Data 24 : tourists 3)

The data above showed that it is the confusion and feeling confusion. It is in negative effect of culture shock.

3. Recovery

In this phase, the person began to resolve and learned about the differences culture in the host culture.

a. Language

The bold data below showed that tourists experienced the recovery phase. Tourists began to learn and understood about the language of the host culture. It represent by the tourists 3. He said that:

“ mmm the language ...I think is very difficult but **still I’m trying to learning the Indonesia language**. And now I can understand little bit, I can talk with people like pedas, makan, mandi, enak, tusuk gigi. (Data 25 : Tourist 3)

The data above showed that it is the life change. It is in positive effect of culture shock. The tourist 3 still trying to learn the Indonesia language.

b. Weather

The bold data below showed that tourists experienced the recovery phase. Tourists began to solve their problem about the weather. It represent by tourists 1. She and he said that:

“ The weather is hot...very hot then Jerman...**but this is not problem for me...**” (Data 26 : tourist 1)

The data above showed that it is the life change. It is in positive effect of culture shock.

c. Food

The bold data below showed that tourists experienced the recovery phase. Tourists began enjoy the food in the host culture it represented by tourists 1. She said that:

mmm..about food is different. You have spicy food, **but now I enjoyed the food the spicy food** and it was as usual for me”(Data 27 : tourists 1)

d. Traffic

The bold data below showed that tourists experienced the recovery phase. Tourists began enjoy the traffic in the hosts culture it represented by tourists 3. He said that:

beautiful of building...and a lot of trafficjump, many traffic..hahahaha so **pollution really bad and to hendle it stay live during trafficjump so kotor**”(Data 28: tourists 3)

The data above showed that it is the life change. It is in positive effect of culture shock.

4. Adjustment

In the last phase, individuals enjoyed all the differences and difficulties of the new culture in new environment.

a. Language

The bold data below showed that tourists experienced the adjustment phase. The way have known and understood little bit Indonesian and Medan language it represent by tourists 3.

“ mmm the language ...I think is very difficult but still I'm trying to learning the Indonesia language. **And now I can understand little bit, I can talk with people like pedas, makan, mandi, enak, tusuk gigi.** (Data 29 : Tourist 3).

The data above showed that it is life change. It is in positive effect of culture shock.

b. Weather

The bold data below showed that tourists experienced the adjustment phase. Tourists have been habitually with the weather. It represent by tourists 1 and 2. He said that:

“ The weather is hot...very hot then Jerman...but this is not problem for me and **it was as usual for me**” (Data 30 : tourist 1)

c. Food

The bold data below showed that tourists experienced the adjustment phase. They were accustomed and enjoy the tested of food of the host culture. It represented by tourists 1, 2 and 3. She and he said that:

“mmm about food is different. You have spicy food, but now I’ve been enjoy the food the spicy food and **it was as usual for me**” (Data 31 : tourist 1).

“**don’t remember the name....it is good**” (Data 32: tourists 2)

“ **The food is good and enak...hahahaha**” (Data 33 : tourist 3).

d. Traffic

The bold data below showed that tourists experienced the adjustment phase. Tourists have been habitually with the traffic. It represent by tourists 3 . He said that:

beautiful of building...and a lot of trafficjump, many traffic..hahahaha so **polution really bad and to hendle it stay live during trafficjump so kotor**”(Data 34: tourists 3)

The data above showed that it is the life change. It is in positive effect of culture shock.

B. DATA ANALYSIS

Tabel 4.1
The process of cultural shocks

The process of cultural shocks	Effects of cultural shocks	
	Positive	Negative
<p>1. Honeymoon Phase</p> <p>Based on the finding above, the researcher found that two kinds of honeymoon phase. Such as hospitality and scenery as follows:</p> <p>a. Hospitality</p> <p>In data 1 showed that all of tourists as informants experienced the honeymoon phase because of the hospitality. The hospitality of Medan people was made the tourists amazement and happy for the first time they came in Medan city. For example in data 1,2,3 and 4 by tourists 2,3,4 and 6, showed that they met with some friendly and kind people in Medan.</p> <p>b. Scenery</p>	<p>Amazement</p>	
	<p>Feel wondered</p>	

<p>Based on the result, the researcher inferred that scenery were included in honeymoon phase. They feel wondered to see the beautiful sight in Medan city. It was showed in data 5,6, 7, 8 and 9 by tourists 1,2 ,3, 4and 5. They said that scenery of Medan city is beautiful.</p>		
<p>2. Crisis Phase</p>		
<p>Based on the finding, the researcher found that there were four elements of cultural shocks. Such as language, weather, food and traffic as follows:</p>		
<p>a. Language</p>		<p>Faced the</p>
<p>Language barriers are the major problem for the tourists when they are in the new culture. The tourists faced the difficulty to communicate with the host of country it was experienced by tourists 1 until 6 and in data 10 until 15. They said I don't understand about the Indonesia language.</p>		<p>difficult</p>
<p>b. Weather</p>		
<p>Most of tourists confused with</p>		<p>Confused</p>

<p>the weather in Medan city, because the weather in Medan so hot different with their weather that so cold. It showed in data 16 until 20 by tourists 1, 3, 4, 5, 6. They said the weather in Medan city is very hot.</p>		Confused
<p>c. Food</p> <p>Tourists as sojourners will eat the different food in host country. It represented by tourists 1 and 6 data 21 and 22. She felt the foods in Medan is so spicy it's so difficult for her for the first time she stay in Medan city.</p>		Confused
<p>d. Traffic</p> <p>Most of tourists confused with the traffic in Medan city, because in Medan city so trafficjump different with their country. It showed in data 23 and 24 by tourist 1 and 3. He said the traffic in Medan city is many trafficjump.</p>		
<p>3. Recovery Phase</p> <p>The researcher found that there were four crisis resolution and culture learning</p>		

<p>new that the tourists began to solve and learned about the differences in culture in the host culture such as language, weather, food and traffic. As follows:</p> <p>a. Language</p> <p>The researcher found that resolution and culture learning was experienced by tourists to solve their problem. The first problem is language but can be solved by learning the language in the host country. It was experienced by tourist 3. It was shown by data 25. He is still trying to learn the Indonesian language. He said I think it is very difficult but still I'm trying to learn.</p> <p>b. Weather</p> <p>Most of the tourists were shocked by the hot weather the first time they came to Medan, but this is not a problem for her. It was experienced by tourist 1. It was shown by data 26. She said that the weather is hot...very hot then German...but this is no problem for me and it was</p>	<p>Began to solve and learn</p> <p>Began to learn</p>	
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<p>as usual for me.</p> <p>c. Food</p> <p>In food problem some tourists begin to adapt with difficulties facing the different food in the host country. It represent by tourists 1. It was showed in data 27. She said that about food is different, you have spicy food, but now I've been enjoy the food the spicy food and it was as usual for me.</p>	<p>Begin to adapt wit difficulties</p>	
<p>d. Traffic</p> <p>In traffic problem some tourists begin to adapt with difficulties facing the different traffic in the host country. It represent by tourists 3. It showed in data 28. He said that beautiful of building...and a lot of trafficjump, many traffic so pollution really bad and to hendle it stay live during traffic so kotor.</p> <p>4. Adjustment</p> <p>The researcher found that there were four elements. Such as language, weather, food and traffic as follows:</p>	<p>Begin to adapt with difficulties</p> <p>Tourists can</p>	

<p>a. Language</p> <p>Adjusting to new environment would be easy when tourists know the language in the host country. Tourists can interact and enjoy communicating with the others in the host country because they have known little bit Indonesia language. It was showed in data 29. It was represented by tourist 3. They were comfortable because they can interact with host contry. He said that the language...I think is very difficult but still I'm trying to learning the Indonesia language, and now I can understand little bit, I can talk with people like pedas, makan, mandi, enak, tusuk gigi.</p>	<p>interact and enjoy communicating</p> <p>Habitually</p>	
<p>b. Weather</p> <p>Tourist have been habitually with the weather in host country. It was represented by data 30, it represented by tourists 1. She was not too much difficult with the weather because it was as usual for them and feel comfortable. She said that the</p>		

<p>weather is hot..very hot then Jerman..but this is no problem for me and it was as usual for me.</p>		
<p>c. Food</p> <p>The tourists was accustomed and enjoyed with the tested of food especially spicy food even they begin like and enjoyed the food in host country. It was showed in data 31, 32 and 33 by tourists 1,2 and 3. They have been enjoyed the food in host country. They said that about food is different, you have spicy food, but now I've been enjoy the food the spicy food and it was as usual for me and he said that the food is good and enak...hahaha.</p>	<p>Accustomed and enjoyed</p>	
<p>d. Traffic</p> <p>Tourists have been habitually with the traffic in host country. It was represented by data 34, it represented by tourists 3. He said that many traffic so pollution really bad and to hendle it stay live during trafficjump so kotor”.</p>	<p>Habitually</p>	

C. Research Findings

This part consist of the finding to answer the research questions which show cultural shocks experienced by internasional tourists in Medan city.

1. Honeymoon phase is the first stage that contains the positive aspect. Such as hospitality and scenery.
2. Crisis phase is the second stage that contains the negative aspect event. Such as, language, weather, food and traffic.
3. Recovery and Adjustment phase contains the same with crisis phase Such as, language, weather, food and traffic.

Based on the finding, the researcher found there are two kinds of honeymoon phase they are hospitality, and scenery. In second phase the researcher found there are three kinds of crisis phase. They are language, weather, food and traffic. In recovery and adjustment phase the researcher found there are three kinds also, they are language, weather, food and traffic.

This is similarity between this research and the previous finding namely Ella Asfira (2017) where she also found four phase of culture shock based on Ward's theory namely honeymoon phase, this research found two kinds also of honeymoon phase such as hospitality, scenery. In Ella Asfira's findings, she found two kinds of honeymoon phase hospitality, scenery. In crisis phase, this research found four kinds of crisis phase they are language, weather, food and traffic. But in Ella Asfira's findings, she found six kinds of adjustment phase. They are language, the way in wearing dress, weather, food, vocalic, and physical appearance . Same with crisis phase, this research found four kinds of recovery and adjustment phase. They are language, weather and food and traffic. But in

Ella Asfira's findings, she found six kinds of recovery and adjustment phase. They are language, the way wearing dress, weather, food, vocalic and physical appearance. In objective of study, this research just found the processes of cultural shocks.

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

This chapter delivers conclusion and suggestion. Having read the findings of Culture shock experienced by internasional tourists in Medan city by using Ward's theory, the researcher provided the conclusions and suggestions for the next researcher who has the same interest in culture shock.

A. Conclusions

The conclusion is the answer of the research question. The researcher found some conclusions, they are as follows:

- a. Honeymoon phase is the first stage that contains excitement and amazement from hospitality, scenery, and custom in discoveries in culture of Medan city as the new environment.
- b. Crisis phase is the second stage that contains the negative aspect event. Tourists experienced culture shock as a crisis phase because of the differences between cultures. Such as, language, weather, food and traffic.
- c. Recovery phase the third phase that contains the capability to learn the new environment and learning like the tourists experienced. Such as, language, weather, food and traffic.
- d. Adjustment phase is the last phase that contains enjoyment of the person participate fully in new environment like the tourists experienced. Such as, language, weather, food and traffic.

B. Suggestions

Having finished of this thesis, the researcher would like suggests the following:

- a. The researcher suggests to the readers who are interested in this field of study to do further research, such as the cultural shocks experienced by internasional tourists in Medan city. they can take the message that are indicated in the research and know more about culture shock. Because it can be beneficial information to understand the culture differences.
- b. The researcher hopes this thesis could be a reference for those who want to do research about cultural shocks.
- c. The researcher suggests to give more pay attention about culture shock, because it can be beneficial information to understand if one day, they want to go abroad they can anticipate what they will experience when they are first visit the country.
- d. The researcher hopes that they can learn about cross culture understand very well.

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CURRICULUM VITAE

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DOCUMENTATION





