

Adaptasi dan mindfulness dalam komunikasi antar budaya studi proses komunikasi bisnis internasional perwakilan perdagangan Republik Indonesia di luar negeri = Adaptation and mindfulness in intercultural communication a study of Indonesian trade representatives international business communication process / Suci Romadhona

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Abstrak

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Konteks bisnis selalu merupakan konteks yang penting dalam komunikasi antar budaya karena pada konteks inilah sebagian besar kontak antar budaya terjadi. Penelitian kualitatif dengan pendekatan Interpretative Phenomenological Analysis ini bertujuan untuk memahami pengalaman adaptasi budaya yang dilakukan oleh perwakilan perdagangan dalam konteks diplomasi bisnis internasional dan bagaimana mindfulness berperan dalam proses adaptasi tersebut. Dalam studi ini ditemukan bahwa prinsip-prinsip mindfulness dalam komunikasi antar budaya berperan penting dalam proses adaptasi perwakilan perdagangan di luar negeri; dan dengannya pula perwakilan perdagangan berhasil melakukan tugas sebagai diplomat dan negosiator bisnis yang mewakili kepentingan negara.

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**ABSTRACT**

Business context has always been a prominent context in intercultural communication as it places people from different cultures in one common situation that is to trade. This qualitative research uses Interpretative Phenomenological Analysis and attempts to comprehend the cultural adaptation experienced by trade representatives in their attempt to comply with their negotiation counterparts and to win business negotiations. It also tries to show how mindfulness plays its vital part in the adaptation process. The study shows the significance of mindfulness in the adaptation process of Indonesian trade representatives in other countries; mindfulness also proves to be an important characteristic with which trade representatives are able to achieve successes at both international diplomacy and business negotiation.