

## The strategic adaptation of Chinese-Manadonese in the reform era

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### Abstrak

This article is a further discussion of previous research which is a pilot project to observe patterns of cultural interaction within the Chinese community in Indonesia as a part of a project to understand the phenomenon of the multicultural society during the New Order Era. The specific target of this research is to study the socio cultural interactions within the Chinese community in Manado during the Reform Era (2000 to 2014). This research aims to study the strategic adaptation of the Chinese in Manado, by analyzing the obstacles and opportunities in their socio cultural interaction with the locals. Using data from field research and literature studies, this qualitative research applies an ethnographic approach by observing various actions in their socio cultural interactions.