

## Strategi komunikasi masyarakat urban dalam adaptasi di kota pontianak / Martina

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### Abstrak

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Language as a means of communication in community has an important role in life, both urban and local communities. Theories applied in this paper include intercultural communication (Liliweri, 2016), language studies (Yule, 2014), sociolinguistics (Sumarsono, 2013), and other related theories. This paper aims to describe urban community communication strategies in adapting in Pontianak City. The method applied is descriptive method with qualitative approach. The result of the analysis shows that communication strategy used by urban community to adapt in Pontianak city through culture, language, and society. The form of adaptation of urban society through culture in Pontianak City by showing the characteristic of its culture so as giving space and its own value for society in that city. In practice, these cultural activities use ethnic language (Dayak language, Chinese language, and Malay dialect of Pontianak) and Indonesian language.