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## **CROSS-CULTURAL COMMUNICATION: AN ANALYSIS OF TRADITIONAL FOOD IN CROSS-CULTURAL COMMUNICATION**

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### **Abstract**

*Cross-cultural communication is a communication that binds the community to become an important part of the culture that brings the community into in it, because the cultural influences inherent from birth. The original culture that brings and becomes a strong part in society and fundamental in society. This study discusses cross-cultural communication in students at the University, which is taken in the private university and another state university at the Bandung. This research looks at food made in cross-cultural communication. The results of the study state that foreign people from Asia prefer typical foods such as fried rice and satay. However, students who are not Asian prefer food that is ate from anywhere they can eat. The Asia student wants to try the variants of food from the difference countries. than Asian prefer the food they eat, this is meaning that food that is more like food from their country is like students and then prefer to cook it themselves. So, that students from Asia prefer food from West Java, while*

*students from outside food from their country so they prefer to cook by themselves. This is not general, just looking at the informants studied in this research article.*

## **Keywords**

Communication, Across Cultures, Students, Countries, Food and Society

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## **1. Introduction**

Cross-cultural communication is a good that leads to an understanding of the cross-cultural culture that exists in a society and existing cross-cultural communication. Cross-cultural communication gives a nation an understanding of the importance of communication that views society as a unit that is important to understand in existing cross-cultural communication. The most important thing in understanding cross-cultural communication is an understanding of the importance of communication in society.

That is, if it is understood correctly that communication provides an understanding of the importance of communication that understands society as an important part of a culture that exists within the community, which if not properly understood will give an understanding of the culture that exists in the existing community in existing societies that provide understanding, it will be important for an important force in understanding the culture that exists and needs to be in understanding the culture and strength that the community has.

In various problems there is an important part in various problems that play an important role in the existing cultural and food conditions. Culture and food that play a sensitive role that can bring influence that exists in various forms of food and culture in food and culture that exist in various conditions that exist in problems that exist in various conditions that exist in influences that exist in various conditions that exist in various problems that exist. Culture in food has a variety of conditions that become a part of life in a variety of problems with various problems in which food and culture exist. Bringing the influence of quality from the existing culture leads to many cultures and foods and cultures.

## **2. Method**

The method used in this study is a qualitative method by conducting observations and conducting interviews by making direct observations and also conducting interviews with existing informants. In the method that is carried out is so that the data retrieval is done well and

also by doing various comfortable and good conditions. The most important thing is that a good relationship is established in getting the data in this study.

### **3. Results and Discussion**

This discussion will begin first from a study conducted by Edel, M., & Edel, A. (2017: 7), which emphasizes the importance of morality in existing cultural background communication from various nations that certainly provide understanding true morality in understanding the culture. Tsao, Rau & Ma (2015: 4710) provides an overview of the importance of behavior in a culture that gives strength to the understanding of culture in the local community. Xiong & Brownlee (2018:133) many foods come from delicious regions and villages and provide an overview of the food from the culture that exists in the community. Chien Y. Ng & Shahrim Ab. Karim. (2016: 104), and in culture-based food, this is a culture that is invaluable in price and leads to cultural preservation in society.

The results and discussion in this study are to provide the correct picture of the right thing about an understanding of a cultural force that exists in the community that exists in various things and which is the focus in this study about the food that is eaten and gives existing understanding and giving a true picture of food as a culture that exists and provides a fairly true picture of the culture that is owned. As for understanding the food that is eaten, which gives a complete picture of the food eaten and gives an idea of the importance of food, it is interpreted by the community concerned and leads to good understanding of the culture seen from the food and culture owned by the community. and giving pictures and bringing to the people who are there and bringing to the good of the society that exists and bringing to the community that there is an understanding of eating right.

To understand this context, a communication carried out by these students was that they preferred food originating from Indonesia compared to food originating from their own area and this was very different from the context in the existing community. This also leads to the understanding that food is a part of life that must be carried out well, there are students who like food from their region, but there are also those who like food that is from their region. This, of course, must be well understood why this can happen and is a phenomenon of the global culture that exists which leads to the problem of food having very deep slices within the existing cultural

context and must be understood correctly and in accordance with the rules owned by the community concerned.

Culture plays a significant role in building research based on cultural research that leads to a good understanding and a very important understanding of society in the existing cross-cultural culture that must be done properly and correctly. A very significant role to get a good understanding and in accordance with existing expectations and desires of a good culture. Good in a variety of things that become a very important part of various things that exist in the development of culture that exists in cross-cultural communication that exists.

Existing culture plays a role that brings into part what must be used as a benchmark in bringing important culture in the culture that is in a good relationship between existing cultures. What is a part that is not released is to make this part a culture that deserves to be taken into account by giving a part that is in the community and understanding the behavior and patterns of the existing community. Which leads to cross-cultural culture that leads to a strong understanding of the culture. Food is a very important thing to understand a strong culture that is a culture that makes a definite strength in the culture that exists. What makes a definite condition in the existing culture leads to a strong understanding of this problem which becomes a condition that is definitely very good for the culture in a dimension that exists and leads to existing forces and becomes an existing cultural force.

Food is indeed an important thing in understanding the culture in eating patterns that brings goodness in an important force in the realm of culture from different cultures and becomes a power to determine a relay in understanding existing unity in existing communities. This is important to understand to see the good condition of a cultural unity that exists and is solid in the existing context and conditions. Food is an answer from various kinds of fields in question and becomes a condition that must be understood correctly and in accordance with the conditions that are owned and understood together towards a good understanding of the things that exist. Of course also in understanding the role of food that exists in a long context in understanding these dimensions. So that the message offered and achieved becomes very important to bring about this condition. In accordance with what is desired by culture that brings these conditions that are achieved by a culture that exists.

Existing conditions bring to food a culture that is contained in culture as part of food in the existing national culture. In terms of the strengths that exist in the realm of culture, it

becomes a force in the nation's culture that brings the strength that is in the existing food culture. Existing culture has become a part that is not released from an influence that occurs in a cultural community that is strong in a cultural domain within it. A culture of food from a strong nation that becomes a force that is contained in a cultural domain that exists in food and culture.

Food and culture become an external force in an interesting realm in a culture of communication that is important enough to see the existing conditions of an existing cross-cultural communication. Cross-cultural communication that brings goodness to many parties to get good potential in the existing domains and bundles. Of course this is very interesting to be taken together in a frame that brings changes that are aspired together. A culture that will certainly be a great strength.

Great cultural strength brings many things to various conditions which of course become various obstacles that occur due to various kinds of things that certainly need to be addressed with a variety of conditions that are in accordance with the expectations that exist according to the provisions that apply in everyday life. Culture in existing dimensions is a necessity for the power to do various parties. These various conditions are important to be well understood in accordance with the conditions expected by the various parties that exist and have a strong influence which leads to a large influence in the cross-cultural dimension that exists in the existing social dimension.

Dimensions that produce an extraordinary power to achieve stability and great cultural strength that bring significant changes in the cultural dimension. Food is a perception that will bring great strength and become big in the social dimension that is in the existing cultural arena. Culture has a very important influence on the dimensions of existing cultural forces which lead to major changes in the dimensions of civilization and national culture and become a very important force in the social and cultural domain, moreover culture plays a key and central role in existing civilizations and lives. Culture plays a very significant role in a concept and conditions that exist and are absolutely necessary in the realm and existing cultural conditions.

Food is a part that occurs in food in culture and food problems and culture as an important part in a variety of important things in the problems that exist in important problems in culture that will bring an important influence on the problems of various conditions that are important in various conditions that exist in important cultural things that exist. Existing culture

and food play an important role. Existing culture plays an important role in the culture that will bring to the community the problems that exist.

It is important to look at the conditions that exist in various conditions that lead to many conditions to bring about the problem of existing cultural diversity and lead to existing cultural problems. And this is very important in understanding the culture in existing food factors and bringing the strength that exists in various conditions that exist and brings many problems that exist in society that lead to goodness that brings to the culture desired by him. Culture in the context of existing diversity leads to influences that exist in existing communities. The culture in the existing culture leads to a strong enough influence to make many things that exist in society that exist and lead to changes that are quite significant, of course this is absolutely indispensable in many conditions. Culture greatly influences one's way of life and how to act, which of course becomes a problem that is quite fundamental to the lives of people who have something that is very important and becomes the basis and way of thinking in accordance with the expectations desired by society that bring about quite fundamental changes. The basic condition in the existing development is the condition to become a culture as a very important foundation in the existing social life in accordance with the expectations expected by the community in the existing socio-cultural context.

The important foundation in the existing relationship is an important part to bring the conditions of the times in the existing socio-cultural changes and in accordance with the conditions that occur in accordance with the expectations expected together in the present context. Today's culture has become a very important condition in the development of existing conditions in accordance with expected expectations. The expected conditions of the existing study that bring important conditions in accordance with the expectations that exist in bringing enough fundamental changes of life in accordance with the hopes that are dreamed and bring enough fundamental changes in accordance with the desired expectations in conditions that occur in accordance with the function desired by the conditions that exist and bring about a fairly basic change from an existing condition in accordance with the desired expectations together. Culture is a human perspective in looking at existing life in accordance with expectations that bring great strength in human life that exists and becomes a condition that is very important to understand the community that is the basis of an existing condition.

What is the basis of an important condition being to understand the conditions that exist in the existing cultural context in accordance with the expectations that will become an important benchmark in the level of conditions that lead to fundamental changes of a culture that indeed must develop in accordance with existing expectations and according with the conditions expected of an order that has developed quite well culturally? Cultural conditions must be used as an important reference source in understanding the existing community and bringing fairly basic clues in the realm that lead to a correct understanding of the expectations to be achieved correctly in accordance with expectations and in conditions that are important to be able to do an understanding that important and global in dimensions that have existed for a long time and bring to desired changes as long as they are in accordance with existing cultural conditions. What is certain in the eyes of the existing culture leads to many things which certainly have the potential for damage done by the community in accordance with the desired expectations and leads to strong conditions in various things in facing the desired conditions in the deepest perspective in the environmental dimension and also the conditions the existing culture is in accordance with the desired impact. Conditions that have an influence on strength in culture and conditions that mature and bring about a fairly good condition of a culturally designed mechanism that continues to flow in a cultural realm that continues to flow well and in accordance with long-standing planning in the corridors of a continuing cultural order rolling with conditions that have led to many changes that exist in a thick cultural dimension, of course, in bringing about quite fundamental changes in the frame of existing conditions. The basic culture that you want to change is to become an important force in the realm of good and strong cultural dimensions according to the basic conditions from a long perspective from a culture that is sufficient to play a good role in the dimensions of change achieved with the expected conditions of the existing culture. In the realm of culture, of course this is very important to achieve the expectations of the existing culture in accordance with the cultural conditions faced by them. Cultural conditions that have moved in the social dimension that lead to existing changes.

Culture plays a significant role in dealing with conditions that certainly lead to many fundamental changes in the cultural context that have led to important changes. Which brings about important things in changes that occur in conditions that are long enough in existing trips

and in conditions that are important in progress and various things that exist in accordance with the mechanism that is running.

#### **4. Conclusion**

In the journey in the existing health is needed in accordance with the expectations that exist in the community to understand the intercultural culture that exists. And what needs to be done is an important process in understanding the conditions that occur in a condition that brings changes in understanding and carrying out mechanisms that bring power to something that exists in the existing culture. Of course it is very important in understanding the existing culture that affects the conditions that occur among many things that exist. Which has become a condition that greatly brings changes that occur in various things that exist. What happens is a condition that requires conditions to be things that are definitely valuable in a way and conducive to society. A condition that brings many things there.

The conclusion obtained from this is that communication can work well if it is done in various ways that lead to communication that brings goodness to a community. This means that this will apply if a correct understanding of the communication is carried out. Understanding of the communication that is carried out is an understanding that must be used as a complete understanding in understanding a development of culture in understanding the various problems that occur due to a difference in the different backgrounds.

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