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CULTURAL INFLUENCES ON PEOPLE’S SOCIAL BEHAVIOR AND
COMMUNICATION PATTERS

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ABSTRACT

Cultural identity is an important factor that shapes individuals' social behavior and communication patterns. This research aims to understand how cultural identity influences social behavior and communication patterns in the Indonesian context. This research uses a qualitative approach with a case study method. Data were collected through participant observation, in-depth interviews, and document analysis. The results show that cultural identity has a significant influence on the social behavior and communication patterns of individuals in Indonesia. Dimensions of cultural identity that are relevant to social behavior and communication patterns in Indonesia include ethnicity, religion, social class, and gender. This study found several significant empirical findings, among others, Individuals from different ethnicities have different ways of addressing, dressing and behaving in social situations, Religion influences how individuals dress, speak and interact with others, Social class affects individuals' access to education, employment and healthcare, which in turn affects their social behavior and communication patterns, Gender affects how individuals express themselves, behave and interact with others. The results of this study have important implications for understanding social interaction and intercultural communication in Indonesia. An understanding of the influence of cultural identity can help improve intercultural communication and build more harmonious social relationships.

Keywords: Cultural identity, social behavior, communication patters.

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INTRODUCTION

This research is urgent because Indonesia is a country rich in cultural diversity. This diversity significantly affects behavior and communication patterns between individuals, especially between regions. Thus, these differences can be distinguished from one another. It is important for every individual to understand the culture around them in order to adjust when interacting with different cultures. From this cultural influence, a person's behavior and communication style are formed. The purpose of this research is to deeply understand how cultural identity influences social behavior and communication patterns. By understanding the meaning of cultural identity and the resulting influence on individual behavior and communication patterns, this research seeks to provide readers with a deeper understanding of the relationship between culture and social interaction. The phenomenon observed is how individuals form their cultural identities and how these identities influence their social behavior and communication patterns in the context of a culturally diverse Indonesian society. By understanding the cultural factors that influence social behavior and communication patterns, it is hoped that this research can provide greater insight into the dynamics of social interaction in Indonesia.

METHOD

This research used a qualitative approach with a literature study method. Data was collected through participant observation and document analysis. The main purpose of the literature study method is to gain an in-depth understanding of the research topic by examining and analyzing relevant literature. In this context, the research did not involve in-depth interviews or direct observation, but rather focused on analyzing existing documents. The data collection process began with the identification of relevant literature on the influence of cultural identity on social behavior and communication patterns. The documents used included journal articles, books, research reports, and other theoretical sources related to the research topic. Furthermore, the data from the collected literature was analyzed in depth to identify patterns, themes and important findings relating to the influence of culture on social behavior and communication. Document analysis was conducted by identifying, analyzing and interpreting the content of relevant documents. This method of document analysis helps in understanding the tone and interpretation of the collected literature, as well as building theories and explanations that illustrate the influence of culture on social behavior and communication patterns. Thus, this study aims to provide a deeper understanding of how cultural identity affects social behavior and communication patterns, using a qualitative approach through literature analysis.

RESULT AND DISCUSSION

Husni (2013) explains that identity is a sharp awareness of oneself that is used by a person to explain himself. So it can be concluded that this identity is an identity owned by an individual or group

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about who he is so that it has its own uniqueness with other people in interactions in the environment. On the other hand, culture can be taken from the Sanskrit language, namely buddhayah which is the plural form of the word buddhi which can be interpreted as something related to human mind and reason. According to the large Indonesian dictionary, culture can be defined as mind, intellect, customs, something that has developed, and something that has become a habit that is difficult to change. The concept of identity can be closely related to culture. This is because the identity of an individual or group can be formed through the culture that is part of it. The cultural identity formed in people's lives will be able to influence how each member of society perceives or views himself.

Cultural influence on social behavior

Cultural Identity is a basic awareness of the characteristics or characteristics possessed by both individuals and groups, so that they can be distinguished from one another. Everyone must know the culture around them in order to adjust when they are in a different culture. One of the factors that form cultural identity is behavior patterns, behavior patterns that exist in society will reflect the cultural identity that we embrace. Humans have a universal need to form meaningful bonds with others, have good relationships, and be part of social groups (Baumeister & Leary, 1995). Humans are social beings who need each other. All individuals need others to live, work, play, and function in our society and culture. Without others, humans cannot function effectively or optimally. When this social interaction takes place, there will be a mutual influence event between one individual and another. The result of this event is called social behavior.

Social behavior, as a result of interactions between individuals in society, is also influenced by cultural identity. Humans have a basic need to form meaningful bonds with others, be part of a social group, and interact in society. In this context, cultural identity plays a central role in shaping individuals' social behavior patterns. Culture imparts norms and values that individuals internalize from the moment they are born. These norms determine what is considered appropriate and inappropriate. Cultural values, on the other hand, represent fundamental principles and beliefs that the group considers important. Culture can equip a person with a sense of identity and acceptable behavior in society, especially can be known from attitudes and behaviors that are influenced by culture. Such as: clothing, appearance, communication, language, food and eating habits. relationships, beliefs, and so on which often include all the things that consumers do without consciously choosing because their cultural values, customs and rituals have become integrated into their daily habits. For example, the cultural component in American society has a number of values, namely: achievement & success, activity, efficiency & practicality, progress, material comfort, individualism. freedom, humanitarianism, youthfulness, fitness and health and external conformity. The role of culture in human social life is very important. Everything in our lives reflects a culture, from language, ways of communicating, views, clothing to the tools we use daily. Culture can also influence a person in the way they think, speak and act. We often do things according to the culture that we have adopted, both hereditary and adopted from outside. Outside cultures that enter and blend with existing

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cultures will create a new culture, either in the form of assimilation or acculturation. However, cultural differences can often lead to misunderstandings, disputes, and stereotypes of a person or group if not understood and studied more deeply. Some factors that cause cultural differences are as follows.

1. The customs factor

The value of customs is not universal, each tribe has different customs, for example Sundanese customs are different from Javanese.

2. Religious factors

Religion is the factor that most influences the norms and values adopted by a person, because there are different commands and prohibitions in each religion. For example, Islam forbids people to drink alcohol and eat pork, while Islam forbids people to eat pork.

3. Environmental factors

The environment where a person lives and grows up is also a factor that greatly influences a person's culture. People who live in the countryside have a different culture from people who live in the city.

4. Habit factor

Habit is a factor of cultural differences that occurs because of the intensity of a person doing something. For example, during the month of Ramadan we are used to waking up to do sahur, this often still happens when the month of Ramadan is over, we wake up at that hour.

Cultural influences on communication patterns

Communication is the process of exchanging messages between people who interact verbally and nonverbally. Cultural identity in social life influences each member's self-perception, which affects how they perceive themselves and how they act and behave. Intercultural communication refers to communication between people who have different cultural backgrounds. When we examine intercultural communication in detail, we find almost the same process as intracultural communication. But in intercultural communication, the people interacting do not always have the same ground rules so it becomes more difficult to focus on the content of the messages being exchanged because someone may encode and decode the message using different cultural codes. If communication does not go smoothly and misunderstandings occur, we may tend to make implicit judgments that the other person does not know how to act properly, is disrespectful, or is not a good person. There are several types of communication including verbal communication which is a type of communication using words both spoken and written, non-verbal types of communication are all behaviors that occur during communication and do not include verbal language. This includes eye gaze, visual attention, gestures, posture, interpersonal distance, touch,

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facial expressions, nonverbal vocal cues (tone of voice, pitch, intonation, pauses, silence), and the like. In short, all nonverbal behaviors can be an important part of communication. Therefore, it is important to pay more attention to the nonverbal cues that appear in communication.

1. Culture and gestures

Gestures are basically hand movements used to illustrate speech and convey verbal meaning. Cultures vary in terms of the number and types of these illustrative gestures. Some cultures, such as Latin and Middle Eastern cultures are very expressive in their gestures. Other cultures, such as East Asian cultures, discourage the use of such gestures especially when in public. They are relatively less expressive in their gestures. Another purpose of gestures is to convey verbal meaning without words. This is known as symbolic or emblematic gestures.

2. Culture and Gaze

Gaze is often used as a nonverbal sign of respect. However, different cultures produce different rules regarding eye gaze such as respect is conveyed differently with eye gaze. In the United States, everyone is taught to “look the other person in the eye” or “look at me when you speak”. In the US, looking directly at your interlocutor is a sign of respect. However, in many other cultures, that behavior is a sign of disrespect, and looking away or even looking down is a sign of respect.

3. Culture and Voice

Sound is another important point in nonverbal behavior as it can convey many different messages. Indeed, words are communicated through speech and sound, but sound also contains many characteristics in conveying messages. These characteristics are called paralinguistic cues and include intonation, tone, use of silence, speed, and voice.

4. Culture, Interpersonal Space and Touch

The use of space in interpersonal interactions is another important nonverbal behavior. Interpersonal distance helps regulate intimacy by controlling sensory exposure as the likelihood of sensory stimulation (smell, sight, touch) increases at closer distances. Therefore, it makes sense that cultures regulate the use of space, yet they differ in how they associate that space. Arab men, for example, tend to sit closer to each other than American men, with a more direct and confrontational type of body orientation. They also make more eye contact and speak in louder voices.

The influence of culture on Communication is inseparable. There is a close relationship and mutual influence between communication and culture. Culture will be preserved by communication, and vice versa, communication will also construct culture, or follow the provisions of the culture itself. So there is a reciprocal and inseparable relationship between culture and communication. Culture will affect perception,

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meaning, and the way a person communicates. There are several socio-cultural elements that can affect the perception and meaning of communication, so that it also affects communication behavior, including the following.

- 1) Belief systems, values, and attitudes. Beliefs, values that are adopted in relation to an object will affect our attitude towards that object.
- 2) Worldview. The second socio-cultural element that affects our perception of an object or reality and ultimately affects communication behavior is worldview. For example, when a mass media constructs news, the public will react because they are influenced by the media. After the 9/11 WTC tragedy, the American people were antipathetic towards Muslims because of the one-sided news coverage by the media at that time. In everyday life, we often judge someone or something from other people's stories.
- 3) Social organization. Social organization is the place, community or environment where we are. The organizations that most influence a person's culture in thinking (perception and meaning), speaking (how to convey ideas and dialect) and behaving are family and school. Because it is from families and schools that values, habits, culture, and various things are instilled since childhood.

The relationship between culture and communication is as follows.

- a. Influence each other. Culture affects communication, and vice versa, communication affects culture. An example of culture affecting communication is when talking to someone, we can often guess the person's tribe from their accent. Meanwhile, examples of communication affecting culture include cultural assimilation or acculturation due to communication interaction between two different cultures. It can be exemplified when we like to watch Korean dramas, then we will unconsciously adopt Korean culture.
- b. Communication as a means to introduce culture to a wider realm. Communication as a process of interaction and message exchange can of course convey various things, including introducing culture to the wider community or globally. For example, Korean culture is currently known in various parts of the world, attracting tourists, and successfully selling its products because it is well managed and packaged through movies and k-pop. This has even become popular among teenagers, which is termed the korean wave.
- c. Communication will help preserve a culture. A culture will be lost if it is not conveyed and taught to the next generation, it will also disappear if it is not introduced to the wider community. For example, the noble values of Pancasila, we must always learn and convey both internally in our nation, and to external parties. So that it can be preserved and become our national identity. Other examples such as cultural wealth in the form of dance or other works of art, must be taught in order to continue to be sustainable.
- d. Culture is a means for people to learn to communicate. Indonesia is a multicultural country that has various ethnicities, races, and languages, so it is not uncommon for us to have to interact with

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people who have different cultures from us. The cultural differences we have encourage us to learn to communicate, so that we can understand each other and the interaction can go well.

- e. Culture determines the ways and patterns of communication. Cultural differences lead to different ways and patterns of communication. This makes it easy for us to guess the culture of our interlocutors from their language and accent.
- f. Communication as a means to adapt to other cultures. Communicating with other people allows us to know and understand other cultures, so that we can adjust. We can know and understand how to greet, say, and behave politely from the perspective of other cultures.

CONCLUSION

The results of this study reveal that cultural identity plays a crucial role in shaping the social behavior and communication patterns of individuals. Culture can equip a person with a sense of identity and acceptable behavior in society, the role of culture in human social life is so important. Everything in our lives reflects a culture, from language, ways of communicating, views, clothing to the tools we use daily. The influence of culture on communication is inseparable. There is a close relationship and mutual influence between communication and culture. Culture will be preserved with communication, and vice versa, communication will also construct culture, or follow the provisions of the culture itself. So there is a reciprocal and inseparable relationship between culture and communication. Culture will affect perception, meaning, and the way a person communicates.

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