


Intercultural Communication Strategy of Minang Migrants in Panyabungan, North Sumatera: Building Harmony in Diversity

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A B S T R A C T

This research employs a qualitative methodology with an ethnographic approach to analyze the intercultural communication strategies of Minangkabau migrants in Panyabungan, North Sumatra. Data were collected through in-depth interviews, participant observation, and document analysis to gain insights into migrants' adaptation processes, identity formation, and integration into the local community. The study examines migration through three stages: emigration (push and pull factors), physical migration (adaptation challenges and cultural resilience), and immigration (integration and identity negotiation). Findings reveal that Minangkabau migrants utilize various strategies, including social engagement, cultural adaptation, and the use of social networks, allowing them to maintain their cultural identity while fostering harmonious relationships in their new environment. This research highlights the significance of intercultural communication in ensuring successful migration and social integration.

Keywords: *Intercultural Communication, Minangkabau Migrants, Cultural Adaptation, Social Integration, Migration.*

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INTRODUCTION

Migration has long been an integral part of the Minangkabau cultural tradition, commonly known as *merantau*, which signifies the practice of seeking opportunities beyond one's homeland. The Minangkabau people of West Sumatra have a unique matrilineal system, in which property inheritance is passed down through the female line, while men are encouraged to travel and explore opportunities elsewhere (Navis, 1984). This tradition of migration is deeply ingrained in the Minangkabau social fabric and has historically contributed to their economic, intellectual, and political influence across Indonesia and beyond (Kato, 2005).

During the Dutch colonial period, Minangkabau migration was closely linked to educational pursuits. Many Minang youths traveled to Java and the Netherlands to gain higher education, significantly shaping the intellectual landscape of Indonesia (Ananta et al., 2015). Notably, Minangkabau intellectuals such as Mohammad Hatta, Sutan Sjahrir, and Tan Malaka played crucial roles in the struggle for Indonesia's independence (Feener, 2013). In addition to political figures, the Minangkabau people have also made remarkable contributions in literature, business, and religious scholarship (Nagel, 2015).

The migration of Minangkabau individuals is not limited to urban centers such as Jakarta or Yogyakarta but also extends to various regions in Sumatra, including Panyabungan in North Sumatra. Here, Minangkabau migrants coexist with diverse ethnic groups, requiring them to employ effective intercultural communication strategies to integrate into their new environment (Vacchelli, 2018). Intercultural communication refers

to the exchange of information between individuals with different cultural backgrounds, where factors such as language, social norms, and values influence interactions (Gudykunst & Kim, 2003).

One of the key challenges Minangkabau migrants face in Panyabungan is the process of adaptation and identity negotiation. While they strive to preserve their cultural identity, they must also integrate into the local community by adopting new social behaviors and norms (Berry, 1997). This dual process of cultural maintenance and adaptation highlights the significance of intercultural communication in fostering harmony and coexistence.

The study of Minangkabau migration can be divided into three main stages: emigration, physical migration, and immigration (Saukko, 2003). Emigration refers to the factors that push individuals to leave their homeland, including economic opportunities, educational aspirations, and social mobility (Arasaratnam, 2015). The physical migration stage encompasses the journey itself and the initial challenges faced in adjusting to a new environment. Finally, immigration involves the long-term adaptation and integration of migrants into their host communities, often facilitated by communication strategies that help bridge cultural differences (Samovar et al., 2017).

The ability of Minangkabau migrants to establish social connections is facilitated by their cultural adaptability and entrepreneurial spirit. Many migrants engage in business and trade, establishing networks that provide economic stability and social support. These networks often serve as informal mentorship systems, where established migrants assist newcomers in navigating their new environment (Hofstede, 2001). The concept of *dunsanak* (kinship) extends beyond biological relatives, fostering a sense of solidarity among Minangkabau migrants.

Despite their adaptability, Minangkabau migrants also encounter challenges such as cultural misunderstandings, stereotyping, and language barriers. Misinterpretations of cultural expressions and differences in communication styles can lead to conflicts or social exclusion (Hall, 1976). Thus, intercultural competence is essential in ensuring smooth interactions and preventing tensions between migrants and the local community.

Minangkabau migrants employ various intercultural communication strategies to navigate these challenges. These include social engagement, where migrants actively participate in community activities to foster mutual understanding; cultural adaptation, which involves adjusting their behavior to align with local customs; and leveraging social networks to create support systems (Kim, 2001). Through these strategies, they not only integrate into their new environment but also contribute to the local community's economic and social development.

This study aims to explore how Minangkabau migrants in Panyabungan utilize intercultural communication strategies to build harmonious relationships while maintaining their cultural identity. It seeks to provide a comprehensive analysis of their migration process, examining the stages of emigration, physical migration, and immigration in relation to intercultural communication dynamics. By understanding these strategies, this research contributes to broader discussions on migration, cultural adaptation, and social integration.

The structure of this paper follows a systematic analysis of the migration process in three stages. The first section discusses the emigration phase, focusing on the push and pull factors that drive Minangkabau individuals to migrate. The second section delves into the physical migration stage, highlighting the adaptation challenges they face. The third section examines the immigration stage, emphasizing the strategies migrants employ to integrate into their new environment. Finally, the paper concludes by evaluating the effectiveness of these intercultural communication strategies in fostering social harmony.

METHOD

This research employs a qualitative methodology with an ethnographic approach to examine the intercultural communication strategies used by Minangkabau migrants in

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 Panyabungan, North Sumatra. The ethnographic approach enables an in-depth understanding of how migrants interact with the local community, adapt to new cultural settings, and negotiate their identities in a diverse social environment.

Data collection was conducted through in-depth interviews, participant observations, and document analysis. In-depth interviews were held with Minangkabau migrants of various ages and backgrounds to gain insights into their migration experiences, communication strategies, and adaptation processes. Participant observation was carried out in social, economic, and cultural settings to observe firsthand how migrants engage with the local community and apply intercultural communication strategies in daily interactions. Additionally, document analysis was performed on relevant migration records, cultural texts, and historical documents to contextualize the migration phenomenon.

Data were analyzed using thematic analysis to identify recurring patterns, strategies, and challenges faced by migrants in their adaptation process. The study focuses on three key stages: emigration (push and pull factors influencing migration), physical migration (challenges and cultural resilience), and immigration (integration and identity formation). By systematically analyzing these stages, the research aims to provide a holistic understanding of how Minangkabau migrants build harmonious relationships while maintaining their cultural identity.

FINDING AND DISCUSSION

Emigration: Push and Pull Factors

Emigration from Minangkabau communities is often driven by a combination of push and pull factors. Push factors are those aspects of the home environment that compel individuals to seek opportunities elsewhere, while pull factors attract individuals to new destinations. Economic factors play a significant role as push factors, with limited employment opportunities and economic instability prompting individuals to seek better prospects elsewhere (Benda-Beckmann & Benda-Beckmann, 2004). Additionally, social and cultural factors such as societal expectations or constraints may push individuals to migrate, seeking greater freedom or autonomy in decision-making (Dahri, 2019). On the other hand, pull factors often include the promise of better economic prospects, educational opportunities, or the presence of established social networks in migration destinations (Fitriyani & Rachman, 2020). For instance, the historical tradition of pursuing education outside of the Minangkabau region, as observed during the Dutch colonial period, continues to influence migration patterns, with individuals seeking educational opportunities in urban centers (Iis et al., 2018). Moreover, the allure of urban centers like Jakarta or Yogyakarta, which serve as hubs for economic and cultural activities, attracts migrants in search of diverse opportunities (Nasution & Fauzi, 2020).

Physical Migration: Adaptation and Resilience

The physical migration stage involves the journey from the home region to the migration destination. This phase is characterized by various challenges and adaptations as migrants navigate unfamiliar territories and cultures. During this stage, migrants often rely on their resilience and adaptability to cope with the transition. Intercultural communication becomes essential as migrants interact with diverse communities along their journey (Effendy, 2012). Migrants may face logistical challenges such as transportation issues or language barriers during this stage, necessitating effective communication strategies to overcome these obstacles (Kato & Yabiku, 2018). Furthermore, the experience of physical migration can be emotionally taxing, as individuals leave behind familiar surroundings and social support networks. As such, emotional resilience plays a crucial role in facilitating successful adaptation (Iman & Mani, 2013).

Despite the challenges, the physical migration stage also presents opportunities for personal growth and development. Exposure to new environments and cultures broadens

Intercultural Communication Strategy of Minang Migrants in Panyabungan, North Sumatera: Building Harmony in Diversity individuals' perspectives and enhances their intercultural competence (Nasution et al., 2023). Migrants may develop resilience, resourcefulness, and adaptability as they navigate unfamiliar terrain and social dynamics (Siregar & Kusumawati, 2020).

Immigration: Integration and Identity

The immigration stage marks the settlement of migrants in their new destination and encompasses processes of integration, identity formation, and belonging. Intercultural communication continues to play a vital role as migrants interact with local communities and negotiate their identities within the new cultural context (Hadi & Setiawan, 2020). Integration into the host community involves not only economic and social adaptation but also the negotiation of cultural identities (Nasution et al., 2023). Migrants may engage in processes of acculturation, adopting aspects of the host culture while also maintaining elements of their cultural heritage (Juliana & Susanti, 2020). Intercultural communication skills facilitate these processes by fostering mutual understanding and respect between migrants and host communities (Nasution & Fauzi, 2020). Identity formation among migrants is dynamic and influenced by a myriad of factors, including cultural background, social networks, and experiences in the migration destination (Utami & Akbar, 2020). Migrants may navigate complex identity landscapes, balancing multiple cultural affiliations and identities (Syufri et al., 2023). Intercultural communication provides a framework for exploring and articulating these identities, fostering a sense of belonging and community among migrants (Pratiwi & Rahman, 2020).

Overall, the migration process for Minangkabau individuals is multifaceted, encompassing various stages of emigration, physical migration, and immigration. Intercultural communication serves as a critical tool throughout these stages, facilitating adaptation, resilience, and identity formation among migrants. By understanding and harnessing the dynamics of intercultural communication, Minangkabau migrants can navigate the challenges and opportunities of migration while preserving their cultural heritage and forging connections with diverse communities.

Emigration Process (Reasons for Migration)

The decision to leave one's hometown and migrate or relocate elsewhere is influenced by various factors. Sociologically and demographically speaking, there are two primary reasons why individuals choose to migrate. The first set of factors pertains to circumstances within their hometown, often referred to as push factors, while the other set involves external factors that attract individuals to leave their hometowns, known as pull factors. Given the matrilineal nature of Minangkabau society, women play a crucial role in societal life, overshadowing men in various social, cultural, and economic aspects (Abdullah, 2010). Numerous push factors motivate Minang residents to migrate. These factors encompass cultural, economic, and wartime influences (Benda-Beckmann & Benda-Beckmann, 2004). Pull factors include the allure of longstanding migrants, tales of different lifestyles outside the region, the pull of returning home with newfound success, and exposure through media and social platforms (Binti Haji Mohd Yusof et al., 2017). Many Minang people depart their hometowns due to socio-cultural and economic constraints within their native regions (Dahri, 2019). The matrilineal tradition necessitates that men often leave their areas of origin. A famous Minang pantun reads, "Karatau madang diulu, babuah babungo balun, marantau bujang dahulu, dirumah paguno balun," illustrating the traditional obligation for men to migrate, urging them to do so (Effendy, 2012). This is spurred by an influx of newcomers and limited natural resources. Historic events such as the Padri War and the PRRI conflict in the 20th century led to many Minang youths being displaced (Kato & Yabiku, 2018). Others sought educational opportunities both domestically and internationally, driven by a growing desire for learning (Said et al., 2016). These push and pull factors are diverse, including aspirations for urban glamour and the presence of educational institutions in major cities such as Jakarta, Yogyakarta, Bandung, and Medan, among others (Abdullah, 2010). Additionally, familial ties or acquaintances

sharing urban life experiences often influence migration decisions. In migration studies, the allure of urban life with its various physical aspects and diverse population remains a classic draw (Benda-Beckmann & Benda-Beckmann, 2004). Cities, with their myriad facilities, hold a special appeal for migrants. The bright lights of the city at night possess an inherent allure, and rural residents appreciate urban amenities such as paved roads, buildings, shops, recreational areas, and the like (Binti Haji Mohd Yusof et al., 2017). Moreover, with advancements in information technology, social media platforms have made it easier for rural Minang residents to acquaint themselves with urban lifestyles and local communities (Dahri, 2019). Social media platforms and internet applications such as websites, Facebook, and Twitter, among others, provide rural Mining communities with insights into urban life (Effendy, 2012). Through these platforms, family members residing elsewhere frequently share information with their relatives in other cities. Social media is immensely popular across all age groups, particularly among primary, secondary, and tertiary education students (Kato & Yabiku, 2018). It facilitates the exploration of both national and international environments.

Observing others' success stories or witnessing groups returning home (*pulang Balsamo*) during festive seasons, such as Eid, also entices Minang residents to migrate. These individuals return flaunting their overseas business success, often accompanied by personal vehicles, exclusive items, and more (Said et al., 2016). The decision to depart from ancestral roots and migrate or relocate is influenced by both push and pull factors. During the initial stages before leaving their hometown (emigration), prospective migrants engage in intercultural communication. They anticipate that relocating to a migrant area will immerse them in a vastly different culture and environment compared to what they experienced in their hometown.

Cultural and Societal Dynamics

The decision-making process for Minangkabau individuals regarding migration is deeply intertwined with cultural and societal dynamics. Within Minangkabau society, traditional norms and customs, such as the matrilineal system, influence migration patterns and aspirations (Arasaratnam, 2015). The matrilineal tradition, where property and inheritance are passed down through the female line, often necessitates that men seek opportunities outside their native villages, contributing to the high rate of male migration (Ghenong et al., 2021). This cultural aspect shapes individuals' perceptions of their roles and obligations within their communities and influences their decisions to migrate. Moreover, societal expectations and norms play a significant role in shaping migration aspirations among Minangkabau youths. There may be pressure from family members or peers to seek better opportunities outside the hometown, driven by the belief that migration leads to personal and familial advancement (Iis et al., 2018). As such, migration becomes not only an individual decision but also a reflection of broader societal values and aspirations for upward mobility. Economic factors also intersect with cultural and societal dynamics, influencing migration decisions. Minangkabau communities may face economic challenges, such as limited job opportunities or low wages, prompting individuals to seek employment opportunities elsewhere (Mardhiyah & Zainuddin, 2020). The pursuit of economic prosperity is often intertwined with cultural ideals of success and achievement, further motivating individuals to migrate in search of better livelihoods (Iman & Mani, 2013).

Furthermore, historical events and collective memory shape perceptions of migration within Minangkabau communities. Events such as the Padri War or the PRRI conflict have left lasting impacts on communities, influencing migration patterns and attitudes towards seeking opportunities outside the homeland (Kreager & Schröder-Butterfill, 2015). Collective memory of past hardships or conflicts may drive individuals to seek safer or more stable environments elsewhere, contributing to migration flows.

Urbanization and Modernization

The allure of urban life and the opportunities it presents play a central role in motivating Minangkabau individuals to migrate to urban centers. Urbanization and modernization have transformed the socio-economic landscape of Indonesia, with cities offering a wide range of employment opportunities, educational institutions, and amenities (Fitriyani & Rachman, 2020). The rapid pace of urban development has created a magnetic pull for rural residents seeking a better quality of life and access to modern facilities (Siregar & Kusumawati, 2020).

Additionally, the presence of established migrant communities in urban centers serves as a pull factor for prospective migrants. These communities provide social support networks and opportunities for networking and economic advancement, easing the transition for newcomers (Nasution & Fauzi, 2020). The prospect of joining existing social networks and communities contributes to the attractiveness of urban destinations for Minangkabau migrants.

Moreover, advancements in technology and communication have facilitated the dissemination of information about urban life and opportunities. Social media platforms and internet connectivity allow rural residents to access information about urban amenities, job opportunities, and educational institutions (Syufri et al., 2023). This increased accessibility to information empowers individuals to make informed decisions about migration and encourages aspirations for urban living. However, alongside the allure of urban life, challenges such as housing affordability, congestion, and competition for employment opportunities also exist (Wibowo & Santoso, 2020). Migrants must navigate these challenges as they adapt to urban environments, highlighting the complex interplay between push and pull factors in migration decision-making.

Family and Social Networks

Family ties and social networks play a crucial role in shaping migration decisions and facilitating the migration process for Minangkabau individuals. Family members who have previously migrated may act as role models or sources of support, encouraging others to follow suit (Nasution et al., 2023). Additionally, familial networks provide practical assistance, such as accommodation or employment opportunities, easing the transition for migrants (Nasution & Fauzi, 2020). Social networks extend beyond familial ties to include acquaintances and community connections. Individuals may be influenced by the experiences and success stories of peers or acquaintances who have migrated, inspiring them to pursue similar opportunities (Pratiwi & Rahman, 2020). Furthermore, community organizations or religious institutions may play a role in facilitating migration processes and providing support to newcomers (Utami & Akbar, 2020). These social networks serve as sources of information, emotional support, and practical assistance throughout the migration journey, contributing to the resilience and adaptability of migrants (Nasution et al., 2023). By leveraging existing social networks, Minangkabau individuals are able to navigate the challenges of migration and integrate into new environments more effectively.

Economic Considerations

Economic considerations form a significant component of migration decision-making for Minangkabau individuals, with prospects for employment and economic advancement influencing migration aspirations (Maksum et al., 2019). Economic opportunities vary across regions, with urban centers often offering higher wages and a wider range of job opportunities compared to rural areas (Said et al., 2016). As such, individuals may choose to migrate in search of better-paying jobs and improved livelihoods.

Additionally, remittances from family members who have migrated may serve as a source of income for households left behind, further incentivizing migration (Iis et al., 2018). The financial support provided by migrants can alleviate economic pressures on families and communities and contribute to local development initiatives (Mukhtar, 2017).

Consequently, migration is often perceived as a means of economic empowerment and poverty alleviation within Minangkabau communities.

However, economic considerations must be balanced against the costs and risks associated with migration, including relocation expenses, employment uncertainty, and potential exploitation (Binti Haji Mohd Yusof et al., 2017). Individuals must weigh these factors carefully when making migration decisions, considering both short-term economic gains and long-term prospects for financial stability and security.

Environmental and Infrastructural Factors

Environmental and infrastructural factors also play a role in shaping migration patterns among Minangkabau individuals. Rural areas may face challenges such as inadequate access to basic services, limited infrastructure, and vulnerability to environmental hazards (Pratiwi & Rahman, 2020). These conditions can push individuals to seek opportunities in more developed urban centers with better amenities and infrastructure.

Moreover, environmental factors such as climate change and natural disasters may disrupt livelihoods and force individuals to migrate in search of safer and more sustainable living conditions (Wibowo & Santoso, 2020). Vulnerable communities may be disproportionately affected by environmental degradation, prompting migration as a coping strategy (Fitriyani & Rachman, 2020). As such, environmental considerations intersect with economic and social factors in influencing migration decisions. Infrastructure development and government policies also play a role in shaping migration patterns. Investments in transportation networks, education, and healthcare facilities in urban centers may attract migrants seeking improved access to services and opportunities (Mardhiyah & Zainuddin, 2020). Conversely, government policies regulating land use, housing, and employment may impact the feasibility and desirability of migration to certain destinations (Feener, 2013). By considering these environmental and infrastructural factors, Minangkabau individuals can make more informed migration decisions and enhance their prospects for success in new environments.

Cultural Resilience and Adaptation

The physical migration process for Minangkabau individuals is not merely a journey from one geographical location to another but also a transformative experience that involves cultural resilience and adaptation. As migrants embark on their migration journey, they carry with them a deep-rooted sense of cultural identity and heritage, which serves as a guiding force in navigating the challenges of relocation (Fitriyani & Rachman, 2020). Despite the physical distance from their hometowns, Minang migrants remain connected to their cultural roots, drawing strength from their traditions and customs (Siregar & Kusumawati, 2020).

Throughout their migration journey, Minang migrants demonstrate remarkable resilience in the face of adversity. Whether overcoming logistical challenges, linguistic barriers, or cultural differences, migrants exhibit a willingness to adapt and learn, guided by their commitment to preserving their cultural identity (Azis & Thohari, 2020). This resilience enables migrants to navigate unfamiliar environments and forge new connections with fellow travelers and local communities (Pratiwi & Rahman, 2020).

Furthermore, the migration process serves as a catalyst for cultural exchange and adaptation. As migrants interact with diverse communities along their journey, they exchange ideas, customs, and traditions, enriching both their own cultural heritage and that of their destination areas (Juliana & Susanti, 2020). Through these interactions, Minang migrants contribute to the cultural diversity and vibrancy of their new environments, fostering greater understanding and appreciation among diverse communities (Mardhiyah & Zainuddin, 2020).

Community and Social Support

During the physical migration process, Minang migrants rely heavily on community and social support networks to navigate the challenges of relocation. Traveling companionship often characterizes the migration journey, with migrants forming bonds and connections with fellow travelers (Nasution & Fauzi, 2020). These social ties provide emotional support and companionship, easing the transition to new environments (Wibowo & Santoso, 2020).

Moreover, established migrant communities in destination areas play a crucial role in providing practical assistance and guidance to newcomers. Family members, relatives, or acquaintances who have previously migrated may offer accommodation, employment opportunities, or advice on local customs and practices, facilitating the integration process for migrants (Utami & Akbar, 2020). Additionally, community organizations or religious institutions may organize welcome initiatives or provide resources to support newcomers during their initial settlement (Hadi & Setiawan, 2020). Social media platforms also play a significant role in facilitating communication and information-sharing among Minang migrants. Online communities and forums provide a space for migrants to connect, share experiences, and seek advice from peers (Syufri et al., 2023). Through these virtual networks, migrants can access valuable resources and support, fostering a sense of belonging and solidarity even in the absence of physical proximity (Maksum et al., 2019).

Linguistic and Cultural Bridges

Language serves as a critical tool for Minang migrants to navigate new cultural landscapes and engage with diverse communities. As migrants settle in their destination areas, learning the local language becomes essential for effective communication and integration (Azis & Thohari, 2020). Language proficiency enables migrants to access educational and employment opportunities, participate in social activities, and build meaningful relationships with locals (Hadi & Setiawan, 2020).

Moreover, language serves as a bridge for cultural exchange and understanding between Minang migrants and their host communities. Through language acquisition, migrants gain insights into local customs, traditions, and values, fostering mutual respect and appreciation (Fitriyani & Rachman, 2020). Language acts as a vehicle for cultural exchange, facilitating the sharing of stories, experiences, and perspectives between migrants and locals (Nasution & Fauzi, 2020). Cultural heritage also serves as a bridge for Minang migrants to connect with their new environments. Whether through food, music, or rituals, migrants share aspects of their cultural identity with local communities, fostering cross-cultural understanding and appreciation (Pratiwi & Rahman, 2020). Padang cuisine, for example, serves as a cultural ambassador, introducing locals to the rich culinary traditions of the Minangkabau people and creating opportunities for cultural exchange and dialogue (Siregar & Kusumawati, 2020).

XIV. Economic Opportunities and Entrepreneurship

The physical migration process opens up new economic opportunities for Minang migrants, enabling them to pursue entrepreneurial ventures and economic empowerment. As migrants settle in their destination areas, they may establish businesses or engage in entrepreneurial activities, leveraging their skills, resources, and networks to create employment opportunities and generate income (Juliana & Susanti, 2020). Entrepreneurship serves as a pathway for migrants to achieve financial independence and contribute to the socio-economic development of their new communities (Mardhiyah & Zainuddin, 2020).

Moreover, the migration process fosters a spirit of innovation and resourcefulness among Minang migrants, enabling them to adapt to new economic landscapes and seize opportunities for growth (Nasution & Fauzi, 2020). Whether through traditional trades, modern industries, or creative endeavors, migrants demonstrate resilience and ingenuity in pursuing economic success (Wibowo & Santoso, 2020). Their entrepreneurial endeavors

not only benefit individual migrants but also contribute to the overall prosperity and vitality of their destination areas (Hadi & Setiawan, 2020).

Continued Economic Opportunities and Entrepreneurship

collaboration among Minang migrants and with local communities. Through business partnerships, joint ventures, and collaborative projects, migrants leverage their collective resources and expertise to create synergies and mutual benefits (Fitriyani & Rachman, 2020). These economic collaborations foster social cohesion and economic resilience, contributing to the overall prosperity and sustainability of migrant communities (Siregar & Kusumawati, 2020).

Preservation of Cultural Identity

Despite the challenges and opportunities of migration, Minang migrants remain committed to preserving their cultural identity and heritage. Throughout the migration process, migrants actively engage in practices that reinforce their cultural traditions and values, ensuring the continuity and vitality of their cultural heritage (Utami & Akbar, 2020). From celebrating traditional festivals to observing customary rituals, migrants uphold their cultural identity as a source of pride and belonging (Wibowo & Santoso, 2020).

Moreover, Minang migrants play a crucial role in transmitting cultural knowledge and traditions to future generations. Through storytelling, music, dance, and other forms of cultural expression, migrants pass down ancestral wisdom and values to their children and grandchildren, ensuring the preservation of their cultural legacy (Nasution & Fauzi, 2020). This intergenerational transmission of cultural knowledge strengthens familial bonds and fosters a sense of cultural continuity and resilience (Pratiwi & Rahman, 2020).

XVI. Impact on Sending Communities

The physical migration process not only transforms the lives of Minang migrants but also has a profound impact on their sending communities. As migrants relocate to urban centers or other regions, they contribute to demographic shifts and socio-economic changes in their hometowns (Azis & Thohari, 2020). The outflow of migrants may lead to labor shortages, particularly in sectors such as agriculture and services, affecting local economies and livelihoods (Hadi & Setiawan, 2020).

Furthermore, remittances sent by Minang migrants to their sending communities play a significant role in supporting local households and sustaining livelihoods (Maksum et al., 2019). These financial contributions contribute to poverty alleviation, improve access to education and healthcare, and stimulate economic development in rural areas (Syufri et al., 2023). Remittances also serve as a form of social protection, providing a safety net for families left behind by migrants (Nasution et al., 2023).

However, the outmigration of Minang youths may also lead to social and cultural changes in sending communities. The departure of young people may disrupt traditional social structures and dynamics, affecting family cohesion and community resilience (Mardhiyah & Zainuddin, 2020). Additionally, the loss of skilled labor and human capital may hinder local development efforts and limit opportunities for growth and innovation (Saukko, 2003).

Health and Well-Being

The physical migration process can have implications for the health and well-being of Minang migrants, impacting both their physical and mental health. Relocation to new environments may expose migrants to unfamiliar health risks and challenges, including infectious diseases, environmental hazards, and inadequate healthcare services (Wibowo & Santoso, 2020). Access to healthcare may be limited, particularly in rural or remote areas, posing barriers to health-seeking behaviors and preventive care (Juliana & Susanti, 2020).

Moreover, the stress and uncertainty associated with migration can take a toll on migrants' mental health and emotional well-being. Adaptation to new social and cultural norms, separation from family and support networks, and experiences of discrimination or

Intercultural Communication Strategy of Minang Migrants in Panyabungan, North Sumatera: Building Harmony in Diversity marginalization may contribute to feelings of isolation, anxiety, and depression among migrants (Vacchelli, 2018). Addressing the mental health needs of Minang migrants requires comprehensive support systems and culturally sensitive interventions (Nasution et al., 2023).

Education and Human Capital Development

The physical migration process presents opportunities for educational advancement and human capital development among Minang migrants. Access to educational institutions in destination areas enables migrants to pursue higher education and acquire new skills and qualifications (Binti Haji Mohd Yusof et al., 2017). Education serves as a pathway for social mobility and economic empowerment, enabling migrants to enhance their employment prospects and contribute to the development of their communities (Fitriyani & Rachman, 2020).

Furthermore, Minang migrants play a vital role in knowledge transfer and capacity building, leveraging their expertise and experiences to support educational initiatives and community development projects in their hometowns (Iis et al., 2018). Whether through mentorship programs, vocational training, or scholarship opportunities, migrants contribute to the human capital development of their sending communities, empowering future generations and fostering sustainable development (Mukhtar, 2017).

Legal and Political Participation

The physical migration process involves navigating legal and political systems in destination areas, presenting both opportunities and challenges for Minang migrants. As migrants settle in new environments, they must familiarize themselves with local laws, regulations, and governance structures (Nasution et al., 2023). Access to legal rights and protections is essential for ensuring migrants' safety, security, and well-being (Saukko, 2003).

Moreover, Minang migrants may engage in political participation and advocacy efforts to address issues affecting their communities and advocate for their rights and interests (Maksum et al., 2019). Whether through community organizing, grassroots mobilization, or electoral participation, migrants contribute to shaping local policies and decision-making processes (Iis et al., 2018). Political empowerment enables migrants to advocate for social justice, equity, and inclusion, advancing the rights and welfare of migrant communities (Nasution et al., 2023).

Environmental Sustainability

The physical migration process can have implications for environmental sustainability and resource management in both sending and destination areas. The outmigration of Minang youths may alleviate pressure on natural resources and land in rural communities, reducing environmental degradation and promoting ecosystem resilience (Pratiwi & Rahman, 2020). However, rapid urbanization and population growth in destination areas may strain local infrastructure and exacerbate environmental challenges, including pollution, deforestation, and habitat loss (Saukko, 2003).

Furthermore, Minang migrants may contribute to sustainable development initiatives and environmental conservation efforts in their destination areas (Siregar & Kusumawati, 2020). Whether through eco-friendly business practices, community-based conservation projects, or advocacy for environmental policies, migrants play a crucial role in promoting environmental stewardship and resilience (Fitriyani & Rachman, 2020). Collaboration between migrants, local communities, and government agencies is essential for addressing environmental challenges and promoting sustainable development in migrant-receiving areas (Azis & Thohari, 2020).

In conclusion, the physical migration process of the Minangkabau people is a multifaceted journey that encompasses social, economic, cultural, and environmental dimensions. From the decision to migrate to the settlement in new environments, Minang

Intercultural Communication Strategy of Minang Migrants in Panyabungan, North Sumatera: Building Harmony in Diversity migrants demonstrate resilience, adaptability, and resourcefulness in navigating the challenges and opportunities of migration. By preserving their cultural identity, fostering community cohesion, and contributing to the socio-economic development of their destination areas, Minang migrants enrich both their own lives and the communities they become a part of. Through collaborative efforts and partnerships, migrants and local stakeholders can work together to build inclusive, sustainable, and resilient societies that benefit all.

Immigration Process (Self-Adjustment in Abroad Areas)

Migration is a multifaceted phenomenon that encompasses not only physical movement but also the intricate process of adapting to new social and cultural environments. In their study on the migration and socio-cultural adaptation of Bugis ethnic migrants in Palu City, Syufri et al. (2023) delve into the challenges and experiences faced by Bugis migrants as they navigate the transition to a new city. By exploring the socio-cultural dynamics of migration, the authors shed light on the complex interplay between individual experiences and broader social structures in shaping migrant adaptation.

Expanding the discourse on migration, Köngeter and Smith (year) delve into the concept of transnational agency and migration, emphasizing the agency of migrants in navigating transnational spaces and negotiating their identities in diverse cultural settings. Through their exploration of migrant agency, the authors highlight the dynamic nature of migration as migrants actively engage with and shape their socio-cultural environments.

Motivations for migration are a central aspect explored by Iman and Mani (2013) in their study on Minangkabau women in Indonesia. By examining the underlying reasons driving migration decisions among Minangkabau women, the authors provide valuable insights into the socio-economic factors influencing migration patterns within the community. Similarly, Ghenong, Nirwana, and Kiram (2021) analyze the career aspirations of high school students from Minangkabau and Chinese cultural backgrounds, shedding light on the socio-cultural influences on educational and career choices among young migrants.

The cultural significance of migration within the Minangkabau community is further explored by Nasution et al. (2023) through an examination of the Minangkabau tradition of out-migration. Drawing from literary works, the authors elucidate the cultural narratives and symbols associated with migration, emphasizing its importance in shaping collective identity and heritage among Minangkabau migrants. Mukhtar (2017) contributes to the discourse on migration by analyzing the transmission of embedded skills among Minangkabau migrants. By examining how skills and knowledge are passed down through migrant communities, the author sheds light on the socio-economic dynamics of migration and the role of human capital in shaping migrant experiences. In addition to empirical studies, theoretical frameworks offer valuable insights into the underlying processes and mechanisms driving migration. Ismira and Warlan Sukandar (2022) investigate the similarities in life concepts between Minangkabau migration culture and the life course theory, providing a theoretical framework for understanding success and adaptation among migrants. Similarly, Iis, Muslich, and Hanani Nuhfil (2018) discuss the factors driving remittances by Minangkabau migrants to rural households, highlighting the economic motivations and implications of migration.

The socio-cultural dimensions of migration are further explored by Maksum, Fauzan, and Ahmadi (2019) in their study on the role of Indonesian Muslim community identity in strengthening Indonesia-Malaysia relations. Through an analysis of identity dynamics and intercultural interactions, the authors highlight how migration shapes and influences socio-cultural relations between countries. Finally, Kreager and Schröder-Butterfill (2015) provide a comparative analysis of the impacts of migration on the family networks of older people in Indonesia. By examining intergenerational dynamics within migrant families, the authors shed light on the complexities of family relationships and support networks in the context of migration. In summary, scholarly research on migration

Intercultural Communication Strategy of Minang Migrants in Panyabungan, North Sumatera: Building Harmony in Diversity offers a nuanced understanding of the diverse experiences and challenges faced by migrant communities. By exploring the socio-cultural, economic, and psychological dimensions of migration, researchers contribute to a deeper understanding of the complex processes underlying human mobility and adaptation.

CONCLUSIONS

Minangkabau migrants in Panyabungan demonstrate effective intercultural communication strategies that enable them to integrate into the local community while maintaining their cultural identity. Through social engagement, linguistic adaptation, business networks, cultural negotiation, and conflict resolution, they build harmonious relationships and contribute to social cohesion. Their experience highlights the importance of intercultural competence in fostering understanding and coexistence in multicultural settings. This study provides valuable insights into migration dynamics and cultural adaptation, emphasizing the role of communication in shaping social integration processes.

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