

ABSTRACT

**TITLE : IDENTITY NEGOTIATION KERIS LOVER COMMUNITY
IN MODERN CIVILIZATION ERA**
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Intercultural communication is a communication between in different culture as identity negotiation phenomenon keris lover community and society. Keris lover community is a co-cultural group who is judged by society as a group to worship another God. These different make problem in communication to reach goal keris community. Their goal is to eternal keris. This research use Identity Negotiation Theory which is completed by Co-cultural Communication and intercultural communication competence to tell this phenomena. Research method use qualitative descriptive type with phenomenology approach.

The goal research is to know deeply experience member of keris lover community to do identity negotiation their cultural with society and to know obstacles in negotiation identity process.

This result research show that identity negotiation between keris lover community and society are based sense of belonging, value content ,knowledge, skill, and mindfulness. Keris lover community aware that there is different culture and try to plait together good relationship with society. Communication between keris lover community and society go on good when there is mindfulness and tolerance. In that phenomena, they interact with society who have negative stereotype with communication effort. There are meeting routine, dialog in local TV, keris exhibition, and door to door activity. Communication effort that is did keris lover community like activities above create intercultural communication competence such as context, exact and effective, and motivation. Beside that, negative stereotype can be lost by mindfulness communication.

Keywords: keris lover community, identity negotiation, intercultural communication, effort communication, mindfulness.