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ABSTRACT

Culture becomes part of communication, and on its turn communication also determine, guard, develop, or bequeathing the culture. The communication happened between people with different cultural background or we call intercultural communication, could be one of the way to learn new culture and so introduce our culture to our communication partner. Behavior as well as communication, also one of the most noticed by someone or a group of people from different cultural background in viewing our culture. Through the communication style and behavior, we depict the image of our people in front of someone or a group of people from other countries. Not exception for the Indonesian students who were experiencing students exchange program at University Sains Malaysia.

This study is intended to describe how is the roles of Indonesian students in representing the image of Indonesian people that using intercultural communication theory, and by using in-depth interview with some of International students from different countries to collect information about the image of Indonesian people through the way of Indonesian students communicate and behave.

The result of this research indicate that Indonesian exchange students have a big impact in representing Indonesian people by create new image of Indonesian people to the International student, especially for them who had never been to Indonesia and never met Indonesian people before.

Keyword: Intercultural Communication, role, image, exchange program