**Discourse Analysis in c**

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**Abstract:** In the aspect of discourse analysis, communication between different cultures is considered as a form of intercultural communication. Through language interaction, speakers express their culture by utilizing the use of language as a tool in their utterances. This indicates that in the speaking activity there has been a communication process using language. The exchange in intercultural communication through utterances can be categorized as discourse. Through the discourse, speakers can express ideas, feelings, and experiences in their culture. This means it indicates that discourse in intercultural communication is very related to the cultural rules, norms, and values

**Keywords:** Discourse Analysis, Intercultural Communication, Cultural Discourse

**Introduction**

As a discourse in culture, intercultural communication can be categorized in two perspectives, namely from the use of language and the characteristics of the culture spoken. The two categories are theoretically differentiated, but technically the two categories are a unified set that mutually determine each other. If consider the aspect of language use, the cultural expression conveyed in the utterance will be in the form of language expressions consisting of words and speaking styles that expose the meaning and cultural behavior of the community. Furthermore, if examine the category of cultural signature, the cultural expression that will be appear in the utterance will be in the form of language exposure which can be analyze through the use of vocabulary and language style.

Discourse analysis in intercultural communication was carried out with the intention in acquiring an understanding and the role of culture expressed in the utterance of the discourse language. Discourse in this case is as a function which used in communication. The language used in communication will not be the same as the language learned for language learning purposes. Because the language used for language learning purposes will following the language rules precisely and accurately, while the language used in communication will mostly breach the rules in its language structure. In communication, the use of language that does not stick to the fixed language structure is not really a concern. Therefore, in discourse analysis, what is emphasized is not the structure of the language but rather focuses on efforts to find the coherence of the discourse (Cook, 1989).

In discourse analysis, Stubb (1983) states that the use of language in a social context, which is in the use of intercultural communication. Discourse analysis is a study that examines or analyzes language that is used naturally, both in written or spoken form. Naturally, this implies that the use of language is in daily social communication. In analyzing the discourse of intercultural communication, the approach used is a combined approach, which uses a functional structural approach. In this case, discourse is not only as the use of language, but discourse is considered as an utterance. Utterance is considered as a verbal record like an act of communication, Brown & Yule (1985).

The use of a functional structural approach in analyzing intercultural discourse will be able to provide an understanding of the culture of the community contained in a discourse language expression. Language expression contained in cultural discourse is considered as a verbal form of the cultural behavior of the speakers' community. Therefore, a cultural discourse analysis can be considered as a source of cultural understanding.

**Methodology**

This research uses qualitative methodology. Qualitative research aims to understanding the phenomena experienced by research subjects, such as behavior, speech acts, perceptions, motivations, and etc., Moleong (2017). The method used for the qualitative content analysis of the research is Norman Fairclough's critical discourse analysis and cultural studies research. In qualitative research, analysis emphasizes how researchers observe the content of communication qualitatively; the methods used by researchers is to read symbols, understand the content of symbolic interactions that occur in communication, and how the content of communication is interpreted, Bungin (2007).

Qualitative research is applied based on the consideration that it is intended to examine and analyze in depth about cultural identity using the theory of critical discourse analysis and cultural studies. This theory is used because it can reflect critically to reveal the interests of the analyzer. Qualitative data analysis can be seen as a process of applying the steps which ranging from the specific to the common with different levels of analysis, Creswell (2015).

**Result and Discussion**

The discussion above illustrates that understanding the cultural nuances embedded in intercultural communication can be effectively approached through discourse analysis. This method reveals how utterances in intercultural interactions employ speech codes rooted in societal conventions. To comprehend the significance of words and their interplay within these utterances, it is essential to recognize the objects they signify within the specific cultural context.

Language expression transcends its formal structural aspects; it is deeply intertwined with its communicative function, conveying messages that inherently reflect the culture of the speakers' community. This reflection is not merely a surface-level phenomenon but is indicative of deeper cultural values, beliefs, and practices.

By employing discourse analysis, researchers and practitioners can uncover the implicit cultural codes and norms that shape communication. This understanding is crucial for facilitating more effective and empathetic intercultural interactions, reducing the potential for misunderstandings and fostering mutual respect.

Furthermore, this approach highlights the dynamic nature of language as a living entity that evolves alongside cultural shifts. It underscores the importance of continuous learning and adaptation in the field of intercultural communication, as societies and their communicative practices are in a constant state of flux.

In conclusion, discourse analysis offers a powerful tool for decoding the intricate web of cultural meanings in intercultural communication. By embracing this method, we not only enhance our comprehension of language and culture but also contribute to the broader goal of achieving global understanding and harmony. Future research should continue to explore the intersections of language, culture, and communication, expanding our knowledge and providing practical insights for navigating an increasingly interconnected world.

**Conclusion**

Discourse analysis is a valuable tool for decoding the complex cultural meanings in intercultural communication. By utilizing this method, we not only deepen our understanding of language and culture but also advance the broader objective of global understanding and harmony. Future research should continue to explore the intersections of language, culture, and communication to enhance our knowledge and provide actionable insights for navigating an increasingly interconnected world.

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