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Cross-Cultural Communication Model in Community Development in the Indonesia-Papua New Guidea Border Market

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Abstract

The border market located in Skouw Village, Indonesia–Papua New Guinea (PNG), serves as a trade hub for both nations. The diversity of people from various ethnic backgrounds in this border market fosters interethnic communication between Indonesian and PNG citizens. In addition to language differences, variations in social and cultural backgrounds shape interactions between traders and buyers. This study aims to analyze cross-cultural communication interactions at the border market, examine the individual characteristics of the community, and explore interethnic communication models in the marketplace. The findings reveal the complexity of communication between different ethnic groups in the Skouw border market, encompassing both intercultural and cross-cultural interactions. The communication dynamics among individuals at the border market are influenced by their respective cultural norms when engaging in dialogue. Both positive and negative factors impact communication effectiveness, as illustrated in intercultural communication models. Positive influences include individual characteristics, cultural awareness, sensitivity in intercultural interactions, adherence to norms, intercultural intelligence, and negotiation skills. Enhancing communication skills is directly associated with improved communication effectiveness. On the other hand, communication barriers negatively affect interactions, as an increase in these obstacles leads to a decline in communication effectiveness. These findings underscore the importance of fostering intercultural competence and minimizing barriers to achieve more effective communication outcomes in cross-cultural interactions at the Indonesia–Papua New Guinea border market.

Keywords: inter-ethnic interaction; cross-cultural communication model; community development; Indonesian Papua-New Guinea border market

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Introduction

The complexity of interethnic communication in the Skouw border market, located at the Indonesia–Papua New Guinea (PNG) border, presents an intriguing subject for study. This is due to the highly diverse cultural backgrounds involved, encompassing not only intercultural but also cross-cultural interactions. The border market holds a strategic position as a meeting point for various ethnic groups engaging in cross-national interactions. However, this potential has not been fully optimized as a gateway for national economic activities, particularly in enhancing trade with neighboring Papua New Guinea (Boddu et al., 2023; Kambu et al., 2022).

The Skouw border market, situated in Skouw Village, Muara Tami District, Jayapura City, is home to the indigenous Papuan community residing along the Indonesia–Papua New Guinea border. This village is classified as an underdeveloped area, particularly in terms of socioeconomic infrastructure, where most residents, who work as subsistence farmers and seasonal fishermen, face difficulties in marketing their agricultural products. While the government has made efforts to improve border infrastructure, these initiatives have not yet resulted in significant improvements in local welfare (Mahmud et al., 2022). The individuals conducting transactions or selling goods at the Skouw border market are not limited to the indigenous Papuan community but also include people from various ethnic groups across Indonesia, such as Javanese, Sulawesi, Madurese, Padang, Batak, Ambonese, and others. This ethnic diversity within the border market highlights the need for further research on interethnic communication dynamics among indigenous Papuans, non-Papuan Indonesians, and Papua New Guinea citizens, particularly in relation to community development in the border region. Additionally, the role of the government in optimizing the border market as a means of fostering regional development remains an important aspect to be explored.

The underdevelopment of communities in border regions is influenced by several factors, including their remote geographical location, limited infrastructure, and inadequate facilities in various aspects of life such as education, healthcare, and the economy (Lar et al., 2022; Houghton et al., 2023). This situation presents a paradox in national development, making it unsurprising that some border residents feel a stronger sense of belonging to the neighboring country rather than identifying as Indonesian citizens. Therefore, community development in border areas requires serious attention from all relevant stakeholders to ensure that these regions serve as a positive reflection of the nation. Border areas should be leveraged as a source of strength and opportunity to enhance community welfare, rather than becoming vulnerabilities or potential threats from neighboring countries (Chan & Womack, 2016). The Indonesia–Papua New Guinea (PNG) border, particularly in Papua, demands focused attention and effective governance to address the challenges faced by border communities. Efforts to foster community development are essential to improve living conditions in these areas. In some instances, residents in this region experience a crisis of national identity, particularly among the indigenous population, due to persistent poverty and a lack of government support (Fleschenberg & Yousufzai, 2019; Bargain & Aminjonov, 2021). This study is particularly relevant as it provides new insights into border community development from the perspective of intercultural and cross-cultural communication, as well as community empowerment. By understanding these dynamics, the government, as the primary policymaker, can enhance the well-being of border residents through trade activities in the border market.

Effective cross-cultural communication plays a crucial role in supporting community development in the Indonesia–Papua New Guinea border region, which is characterized by its multiethnic and multicultural composition. By fostering an understanding and appreciation of diverse cultural perspectives, communities can enhance cooperation, minimize misunderstandings, and promote social harmony. Ultimately, this leads to stronger and more integrated relationships among different ethnic groups (Walmsley et al., 2022). Previous studies have explored various aspects related to border community development, interethnic relations in Papua, trading practices in Indonesia's border regions, and development communication in border markets. However, these studies have not comprehensively examined the application of intercultural communication models in community development within the Skouw border market, specifically in relation to cross-cultural interactions between citizens of neighboring countries.

Literature Review

The success of intercultural communication largely depends on reaching a consensus regarding communication norms that respect the interests of representatives from different cultural backgrounds. Intercultural competence and cross-cultural sensitivity are crucial factors in facilitating effective communication between diverse cultures (I. Ковалинська et al., 2023). The ability to manage communication effectively is essential in maintaining social harmony, as language can serve both as a bridge and a barrier in intercultural interactions (Kartika et al., 2023). Active participation of local communities in the development process plays a key role in fostering meaningful cross-cultural communication. Ensuring local community involvement is essential in amplifying underrepresented voices and promoting a participatory approach to sustainable development (O'Hara et al., 2023).

This engagement is particularly relevant in low- and middle-income countries (LMICs), where collaboration with local researchers helps bridge cultural gaps and fosters a deeper understanding of indigenous beliefs, values, and norms (Adom, 2017). Furthermore, integrating local perspectives into the cultural policymaking process strengthens cross-cultural communication by ensuring inclusivity. Prioritizing local voices in policy formulation enables a more representative and culturally relevant approach, ultimately enhancing mutual understanding and cooperation across diverse cultural backgrounds (Gilmore et al., 2019).

Effective interethnic interactions require an understanding of local values and beliefs, which can enhance the effectiveness of interventions. This understanding indirectly supports intercultural communication by fostering mutual respect and appreciation among culturally diverse groups involved in program development (Gilmore et al., 2019). Language differences, however, pose a challenge in intercultural communication, as variations in linguistic meanings can create barriers to effective interaction (Latifovic & Händler-Schuster, 2023). Therefore, developing communication competence is crucial for fostering successful intercultural exchanges (Nikolai et al., 2023). Additionally, leveraging social media as an interactive platform for intercultural communication offers significant advantages in promoting meaningful cross-cultural engagement (Jin, 2023). Understanding both local and international cultures is particularly important, as emphasized by Tuyen, in facilitating effective communication—especially in the context of investment cooperation and intercultural relations (Tuyen, 2023).

The significance of intercultural communication in addressing social issues can be seen through collaborative educational projects. As explained by Schnell & Ervas, this approach is particularly applicable to development programs in border areas, where intercultural dialogue plays a crucial role in facilitating effective communication and driving social change. Ultimately, such efforts contribute to more inclusive and contextually relevant development initiatives (Schnell & Ervas, 2022). A lack of understanding regarding cultural and generational differences can negatively impact communication experiences (Adusei-Asante et al., 2024). Therefore, collaborative efforts are necessary to enhance community engagement and problem-solving. Empowering communities through participatory actions helps ensure the success of intercultural communication interactions. According to Wang, open-mindedness is strongly correlated with cultural competence in intercultural communication. An open-minded approach encourages individuals to embrace new challenges and navigate cultural differences effectively (Wang et al., 2022). Similarly, Kostyrya emphasizes that intercultural communication skills contribute to communicative competence, and teaching methodologies significantly influence the development of these skills (Kostyrya et al., 2022).

In interethnic communication interactions, negative polarization toward other groups—such as ethnocentrism—can hinder intercultural competence. Conversely, having a positive attitude toward other cultures enhances intercultural communication abilities. Establishing effective intercultural relationships is particularly crucial in multicultural societies, as it fosters social harmony (Dalib et al., 2023). While cultural similarities and differences influence message interpretation in communication, convergence strategies help nurture warm and meaningful connections. Intercultural communication studies identify barriers and strategies that focus on cultural differences affecting communication effectiveness (Diner et al., 2022).

In intercultural interactions, traditional media coexists with modern technology to facilitate effective communication. Therefore, utilizing various communication channels allows for harmonious intercultural exchanges despite cultural differences. Indigenous Communication Systems (ICS) play a vital role in rural development, as highlighted by Wang (2022). The hybridization of traditional and Western media enhances information accessibility, while an open-minded perspective significantly contributes to the development of intercultural communication competencies. The enhancement of cultural skills is linked to the quality of cultural experiences shaped by an open mindset. Active intercultural engagement fosters cultural awareness and contributes to the overall development of community cultural competencies (Wang et al., 2022). Additionally, intercultural interactions promote mutual understanding and respect, strengthening appreciation for local cultural identities and heritage (Mamani-Flores et al., 2024).

Methodology

This study employs a mixed-method approach, integrating both qualitative and quantitative data collection techniques. Qualitative data were gathered through interviews with key informants, while quantitative data were obtained via surveys conducted among selected respondents (Creswell, 2013). By combining qualitative and quantitative approaches, this study aims to provide a more comprehensive understanding of intercultural communication models in the border market. The qualitative approach is utilized to gain an in-depth understanding of cultural phenomena, human behavior, beliefs, and environmental values being analyzed. Qualitative research design focuses on exploring phenomena through in-depth interviews, focus groups, or observations to

collect non-numerical data. In contrast, the quantitative research design emphasizes the measurement and analysis of variables using statistical methods, often employing surveys or experiments to gather numerical data (Blessed Mwansa et al., 2022). Random selection of participants helps minimize bias and ensures the validity of inferential statistics (Ballance, 2023). The study sample consists of 150 traders from Indonesia and 150 buyers from Papua New Guinea (PNG) who engage in trade transactions at the border market. Their characteristics are outlined in Table 1. Data collection is conducted in alignment with real-world conditions, aiming to describe and interpret intercultural relations in trade transactions at the border market. Furthermore, this study analyzes the effectiveness of intercultural communication, designs intercultural communication strategies, and develops an intercultural communication model for border market communities.

The qualitative research approach facilitates an in-depth interpretation of the issues under investigation by capturing reality as it is. This method identifies emerging intercultural interactions between traders from Indonesia and buyers from Papua New Guinea within the context of community development in the border region. It enables the interpretation of subjective perceptions and meanings attributed by traders and buyers in the border market regarding their experiences and attitudes. Data collection is conducted through direct observation of community development at the border, as well as individual interviews and semi-structured questionnaires. The triangulation of research instruments serves as a strategic measure to address fundamental limitations often encountered in quasi-experimental designs (Swanson & Leader, 2023). The research structure is centered on identifying and understanding subjective experiences shaped by the individual perceptions of traders and buyers, facilitating a detailed phenomenological interpretation of intercultural interactions between sellers and buyers. This design ensures systematic organization and structuring of the study, emphasizing the recognition and analysis of intercultural relationships from a qualitative perspective. A detailed and contextually grounded understanding of the examined phenomenon is essential. The qualitative research informants consist of four individuals who are deemed capable of addressing the research questions (Table 2).

Table 1. Characteristics of Respondent Samples

Characteristic	Number (N)	Percentage (%)
Indonesia Traders	223	74.3%
PNG Buyers	77	25.7%
Age Group		
17-25	25	8.3%
26-30	113	37.7%
31-40	62	20.7
>40	100	33.3%
Education Level		
Very Low (1-6 years)	55	18.3%
Low (7-9 years)	117	39.0%
Medium (10-12 years)	110	36.7%
High (>12 years)	18	6.0%

Table 2. Characteristics of Research Informant Samples

Name	Age	Gender	Status
Informant 1	56	Male	Trader
Informant 2	37	Fermale	Buyer
Informant 3	42	Fermale	Border Management/PLBN Administrator
Informant 4	55	Male	Border Market Manager

Results and Discussion

The border market serves as a meeting point for citizens of two nations, where individuals from both Indonesia and Papua New Guinea frequently interact. These interactions contribute to diversity in trade regulations, citizenship rights, and other legal aspects. From an ethnic perspective, border communities often comprise various ethnic groups and tribes, each reflecting distinct cultural identities, languages, and trading practices. Income Levels of Traders; Traders in the border market have varying income levels, depending on the types of goods they sell and the effectiveness of their business strategies. Expenditure Levels of Buyers Similarly, buyers at the border market exhibit different spending patterns based on their needs and economic capacity. According to Batyk et al. (2023), border markets play a crucial role in stimulating economic activity in border regions by facilitating cross-border trade, fostering competition, reducing prices, and ultimately enhancing community welfare and economic integration.

Buyers from Papua New Guinea typically purchase goods in large quantities, as they prefer to shop for consumer products from Indonesia, which are more affordable compared to those available in PNG. Social status; an individual's social status in border communities is influenced by various factors, including occupation, asset ownership, and their role within the community. Border markets serve as dynamic spaces where cultural, economic, and social exchanges take place, reflecting the diversity of populations on both sides of the border. These characteristics may vary across different border markets, and shifts in economic, political, or social conditions can significantly impact the nature of interactions and community dynamics within these markets.

Dynamics of Indonesia-Papua New Guinea Border Problems.

The Skouw Border Crossing Post (PLBN) serves as Indonesia's eastern gateway, not only facilitating the flow of goods and services but also enabling cross-border migration between neighboring communities. Cross-cultural communication among individuals from diverse cultural backgrounds tends to foster varied social bonds within new communities, acting as a social bridge. This suggests that in border markets—where cultural diversity is prevalent—individuals with experience in multicultural environments can facilitate connections across different groups, potentially enhancing cultural exchange and collaboration within the marketplace (Wood et al., 2022). Beyond trade, the tourism sector also plays a crucial role as an economic driver in border areas, contributing to local economic growth and improving the well-being of border communities. However, cultural differences between Indonesian traders and buyers from Papua New Guinea can create challenges in communication when both parties lack mutual cultural understanding. Recognizing cultural characteristics within an economic context, particularly in border markets, is essential. Cultural exchanges influence individual preferences and behaviors, shaping their responses to institutional frameworks. The interaction between culture and institutions is a critical factor in analyzing governance norms and economic development (Batyk et al., 2023).

Community culture in Papuan border markets

Border markets function as hubs for cultural exchange, fostering social bonds between cross-border communities. These interactions can lead to improved understanding and cooperation among diverse cultural groups (Batyk et al., 2023). Positive cultural awareness moderates the relationship between emotional states and mutual trust while also influencing the way emotions are expressed and trust is developed. Additionally, collective memory within society highlights the importance of cooperation in nurturing a harmonious socio-cultural environment (Triatmodjo et al., 2023). Communication interactions that evoke emotions can positively influence cultural exchanges, fostering an environment of open communication and confidence that partners will fulfill their agreed-upon obligations (Challis & Sinclair-Thomson, 2022; Musarra et al., 2022).

The cultural dynamics of border market communities are closely linked to geography, ethnicity, and social systems. In the Skouw border area of Jayapura, cultural exchange traditions hold both economic and traditional value, reflected through food, language, clothing, and art. A variety of languages and dialects are used in the Indonesia–Papua New Guinea border market, creating a multilingual setting where transactions occur between sellers and buyers communicating in different languages. Local communities near the border market heavily rely on the economic trade that takes place there.

Interethnic interactions in border markets foster greater tolerance for ethnic and cultural differences due to the frequent engagement among diverse groups. This involves creating a communicative environment where people from different cultural backgrounds actively listen, exchange ideas, share information, and provide context-sensitive care—ultimately fostering mutual trust among culturally diverse individuals (Merry et al., 2023). The tolerance between ethnic groups in Papua and Papua New Guinea allows for greater freedom in selecting trade goods. However, market regulations ensure security for transactions within the border market. Socially, these interactions are oriented toward values that emphasize social structure, such as communal engagement. This dimension plays a crucial role in shaping visitor experiences, as they observe and engage in discussions at the center of community activities (Anglani et al., 2023). Social relationships and interactions contribute to enriched learning experiences, aligning with the idea that critical and insightful narratives provide psychological support and promote intercultural competence (Ismail et al., 2022).

Border market cultures are highly dynamic and continue to evolve alongside social, economic, and political changes. The overlapping cultural influences among different communities, combined with increasing cross-border migration, strengthen multiculturalism. These shifts are often shaped by communication patterns within society, which, in turn, structure human behavioral interactions (Moussa et al., 2023). As a result, each border market develops unique characteristics. Shoppers from Papua New Guinea visiting the border may carry up to IDR 10 million in Indonesian currency or its equivalent in PNG kina. The border market is particularly bustling on market days, which fall on Saturdays when the border is open. During this time, a significant number of visitors from Papua New Guinea come to shop. Goods at the Skouw Market are more affordable than in Papua New Guinea, with consumers purchasing essential food items and household products, including groceries, clothing, household appliances, and more.

Interethnic Communication Interactions

Cross-border interactions play a crucial role in fostering and strengthening citizens' commitment to participating in public life and sharing cultural experiences. While the motivations behind human mobility vary, the primary focus of research has been on its transformative impact on society (Gruzina et al., 2022). However, there has been insufficient reflection on how these processes help individuals associate their decisions and demands with a stronger sense of national identity and a more positive attitude toward their country (Anglani et al., 2023; Fong et al., 2021).

Interethnic communication within border markets encompasses cultural aspects, as reflected in daily interactions between ethnic groups, including indigenous Papuans, non-Papuans, and visitors from Papua New Guinea. Cultural knowledge is shaped by stories, greetings, clothing styles, objects used, and traditions that create a welcoming and enjoyable atmosphere for visitors. Communication interactions in border markets facilitate cultural exchange, despite the presence of similarities, diversities, and distinctive cultural habits. Additionally, shared ethnic backgrounds, historical colonial experiences, and traditional practices such as hunting, customary ceremonies, and farming contribute to the cultural overlap. These factors are further reinforced by kinship ties and intermarriages that unite communities across borders. As highlighted by Fong et al. (2021), values and cultural differences influence how individuals conceptualize their quality of life. In this context, economic trade fosters an environment where cultural intersections naturally occur. Furthermore, security considerations encourage both nations to cooperate in maintaining order, which, in turn, strengthens social bonds due to their shared objective of survival and mutual protection.

Communication interactions at the Skouw border market, as part of the traditional buying and selling practices, provide insight into community actions that contribute to knowledge and skill development. Several locally crafted products are produced, including *noken* (traditional Papuan woven bags), bark souvenirs, *koteka* (traditional male coverings), Papuan batik, crocodile leather crafts, Papua-themed T-shirts, and wooden handicrafts. Additionally, various culinary creations are offered, such as *papeda* (a traditional Papuan dish made from sago flour), *udang selingkuh* (a unique freshwater prawn dish), grilled fish, *norohombi*, sago cakes, *Aunu sanebre*, *sinole*, *aunuve habre*, *eurimoo*, and *dabu-dabu* (a traditional spicy condiment). These products are also supported by the exchange of information across different social groups. This exchange occurs through interaction and kinship relationships, with the government playing a role in facilitating cultural knowledge exchange in interethnic trade by establishing border markets.

Communication interactions by Papua New Guinea residents take place not only within the border market but also at local residences, checkpoint posts, immigration offices, and business accommodations that provide rest areas for PNG visitors. Communication is primarily conducted through face-to-face interactions in a two-way exchange with immediate feedback. Additionally, interactions also occur with the aid of translators and through both verbal and non-verbal communication for those who do not share a common language. Kartika et al. (2023) highlight the importance of verbal and non-verbal communication in fostering social relationships, particularly in trade and daily interactions, emphasizing that language barriers and cultural stereotypes can hinder effective communication. Research findings indicate that language barriers and stereotypes often emerge in positive forms without leading to conflicts. Instead, communication interactions are driven by a sense of kinship, ensuring that every visitor's needs at the market are met.

Impact of Intercultural Communication Through Trade at National Borders

        The presence of markets along the Indonesia-Papua New Guinea border not only facilitates trade transactions but also enables cultural knowledge exchange between the two nations. The impact on Papua New Guinea's society is evident in the adoption of fashion trends that have developed in Indonesia, influencing both products and personal appearances among PNG residents. Cross-cultural dialogue plays a crucial role in redefining educational frameworks, particularly in contexts involving intercultural relations. This dialogue helps in understanding and integrating diverse cultural narratives, which can reduce hostility and promote social citizenship (Arvanitis, 2021). Cultural communication interactions at the border market continue to adhere to cultural norms as guidelines for trade transactions, ensuring economic, social, and cultural development while remaining under border security supervision as part of standardized procedures. However, awareness of cultural differences does not always equate to proficiency in communication. Interactions based on lived experiences provide deeper knowledge and understanding of meaningful cultural nuances (Baugh et al., 2020).

        One of the traders at the border market acknowledged that the cultural values of the community support intercultural interactions among ethnic groups, fostering a sense of safety and tranquility in market transactions. The local knowledge of the Skouw market community has existed long before the establishment of the formal border market. Previously, residents used agreed-upon locations as meeting points for exchanging goods and services between the two nations. This practice is part of long-standing traditions and community empowerment programs, contributing to economic and social impacts through cultural interactions among ethnic groups in the border market.

        In line with Mamzer's perspective, cultural knowledge is essential for effective interactions with people from different cultural backgrounds. It enhances awareness of cultural differences, fosters empathy, and promotes intercultural sensitivity (Mamzer, 2018). The cultural knowledge possessed by Papuans in their interactions with individuals from foreign cultural backgrounds allows them to interpret messages more easily. Typically, encounters with outsiders are handled by tribal chiefs, known as *ondoafi*. The community manages the pressures of adapting to a new culture with the approval of the *ondoafi*. Verbal behavior or spoken communication plays a crucial role in intercultural interactions, aligning with the community's activities during trade transactions. Papuans prefer direct conversations and open interactions, particularly when accompanied by the exchange of small gifts that fulfill their expectations, fostering further engagement. As Memon states, cultural knowledge is critical when interacting with individuals from diverse backgrounds, as it cultivates understanding and respect (Memon et al., 2021).

        According to research sources, indigenous Papuans use a variety of local languages, reflecting the diversity of 337 regional languages spoken across Papua. In the Skouw border village, residents primarily speak Sentani, Nafri, Tobati Enggros, Kayu Pulo, and Skouw languages. These languages possess distinct characteristics and are preserved by tribal chiefs, who serve as guardians of Papuan language and traditions. Papuans take great pride in others learning their native language rather than feeling compelled to master foreign languages. However, younger generations in Papua have begun learning languages beyond their native tongues, using Indonesian and English as key communication tools, particularly in the Skouw border region.

Community Development Through Cultural Interactions at the Border

Community development in border areas requires the active involvement of both central and regional governments, empowerment facilitators, traditional leaders, religious figures, and community representatives to enhance the economic well-being of residents (Sulistiani & Syarifuddin, 2024). Border areas are strategic regions that play a crucial role in a nation's growth and development. Research findings indicate that border regions significantly influence people's livelihoods in social, economic, political, as well as defense and security aspects. Proper management of border areas can increase community income, reduce poverty, and improve overall well-being. Border area development includes economic relations, business types, mobility, regional development disparities, competitive potential, government roles, and prospects for regional growth. These factors serve as the foundation for formulating development programs in border regions. Essential programs to address the needs of border communities should focus on agriculture, education, healthcare, market infrastructure, and public facilities.

Border area development must consider two key aspects. First, identifying economic factors to ensure the region's growth and achieve prosperity through economic activities. Second, accelerating economic potential development in border areas by expediting infrastructure projects. The National Border Management Agency (BNPP), as an extension of the government, plays a central role in these development activities. The success of these initiatives depends on synchronized policies between central and regional governments (Bellinger, 2007). One critical step the government can take is to implement strategic policies for advancing local development, particularly through the development of Skouw border infrastructure in Indonesia, by enhancing communication and development strategies in alignment with Indonesia's national management system (Yuniar & Setra, 2022). The strategy involves optimizing development communication through soft power approaches to improve communication effectiveness among stakeholders, preventing miscommunication and disinformation. Stakeholders must engage in synergy and coordination to establish collaborative programs that can be effectively implemented by all levels of society in border areas, in line with local wisdom and customs.

Additionally, local governments, together with community leaders, religious figures, and non-governmental organizations (NGOs), should manage stakeholder collaboration effectively to prevent gaps by promoting and implementing activities that foster synergistic communication and interaction. Local governments can also enhance human resource development by organizing various training programs to improve residents' skills. Improving accessibility to border markets requires collaboration with multiple parties, such as the Ministry of Public Works and Housing (PUPR) for road construction and maintenance, while the private sector can contribute by providing transportation services to facilitate movement to and from the border. Attractions in border areas can draw visitors for shopping or tourism purposes. Local indigenous communities, as landowners, can offer cultural performances, particularly at historical and cultural heritage sites. The involvement of religious, cultural, and traditional leaders, along with the local community, plays a vital role in promoting the region to visitors while ensuring a sense of security and confidence to encourage economic growth in the border area.

Intercultural Communication Model in Community Development

The cultural aspects reflected in the interactions between traders and buyers at the border market serve as a meeting point for various ethnic groups, creating an environment rich in cultural knowledge exchange. This exchange is evident in the development of local culinary specialties and handcrafted artworks that are created and sold, as well as in the agricultural products traded by the local community at the Skouw border market. Interethnic communication within the border market fosters the exchange of cultural knowledge, particularly regarding the use of raw materials in producing diverse local products. Through these interactions, different ethnic groups share trade techniques and business practices unique to their respective cultures, influencing transaction methods in the market. As highlighted by a buyer from Papua New Guinea, these exchanges contribute to the dynamic nature of cross-cultural trade at the border.

> "It is important to understand different cultures when conducting transactions at the border market, as it makes it easier for me to buy or order goods. I can wait for the ordered items, and the seller will provide updates, or I will check and ask the seller myself." (PNG Buyer, 14/11/2024).

Trade transactions at the border market between Indonesia and Papua New Guinea are influenced by the exchange of cultural knowledge. However, both parties recognize that prejudice, ethnocentrism, and racism should have no place. This awareness stems from a shared understanding that such negative attitudes can be highly destructive to relationships and the sustainability of the market itself. The model of interethnic communication interaction at the Indonesia-Papua New Guinea border market is illustrated in Figure 1.
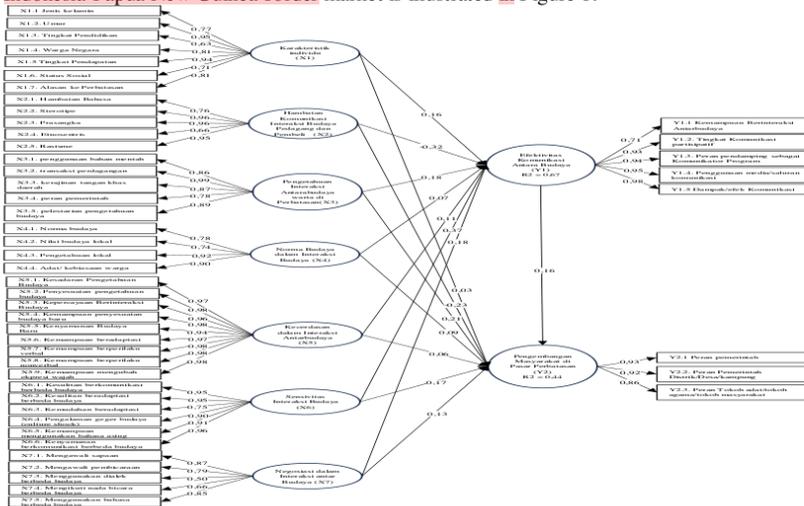

Figure 1. Model of Cultural Communication Interaction in the Border Area

The hypothesis test results in Figure 1 indicate that individual characteristics, intercultural interaction knowledge, norms, intercultural interaction intelligence, intercultural interaction sensitivity, and negotiation in intercultural interactions positively influence communication effectiveness, with values of 0.16, 0.18, 0.07, 0.11, 0.37, and 0.18, respectively. Conversely, communication barriers negatively impact communication effectiveness, with a value of -0.32. This condition explains that an increase in positive variables enhances communication effectiveness, whereas an increase in communication barriers reduces it. In other words, the higher the communication barriers, the lower the communication effectiveness in the community development program at the Skouw border market.

Communication effectiveness is influenced by various factors, both positively and negatively. Factors with a positive influence—such as individual characteristics, knowledge and sensitivity in intercultural interactions, norms, intercultural interaction intelligence, and negotiation skills—demonstrate that the higher these competencies or attributes, the better the achieved communication effectiveness. Conversely, communication barriers have a negative impact, indicating that the greater the communication barriers, the lower the communication effectiveness. Overall, these findings highlight the importance of developing intercultural competencies and minimizing communication barriers to achieve more effective communication outcomes.

Interviews with respondents reveal that cultural norms among the Papuan community are understood as a set of agreed-upon rules within their environment and communication counterparts. Cultural communication interactions among residents at the border market continue to adhere to cultural norms as guidelines for transactions, aiming to enhance economic, social, and cultural development. These norms are closely monitored by border security authorities as part of standard procedures. At the Skouw Border Post (PLBN Skouw), entry permits are enforced, and baggage checks are conducted using X-ray machines to inspect the belongings of travelers from both Indonesia and Papua New Guinea. The cultural values of the local community support interethnic cultural interactions at the border market, fostering a sense of security and comfort in social exchanges. The local knowledge of the Skouw market community has long existed, even before the establishment of the border. People traditionally utilize open land and mutually agreed-upon locations as meeting points for exchanging goods and services. This practice, deeply rooted in local customs, plays a significant role in empowerment programs, contributing to both economic and social impacts on interethnic cultural interactions at the border market. The cultures of Papua New Guinea and Papua share similarities, particularly in religion and indigenous beliefs, which provide a unique sense of cultural wisdom. The communication model design for cross-cultural interactions in community development at the Skouw border market in Indonesia can be illustrated in the following diagram.

Conclusion

Interethnic communication interactions at the Skouw border market between Indonesia and Papua New Guinea serve as a central point where diverse ethnic groups come together in a shared space. Trade transactions range from basic necessities to clothing, food, and housing materials, all of which are available at Skouw Market. Goods purchased by individuals from Papua New Guinea are not only for personal consumption but are also resold in their home country at higher prices to generate greater profits. Interethnic communication at the border market fosters cultural knowledge exchange among different ethnic groups, particularly regarding the use of raw materials in producing local goods. This long-standing interaction has built mutual trust between tribes, with tribal leaders serving as representatives who establish agreements within these exchanges. According to R. Boul, intercultural communication plays a crucial role in deconstructing power structures and promoting the inclusion of marginalized knowledge. This is essential in encouraging a more equitable exchange of cultural knowledge at border markets (R'boul, 2022).

Cross-cultural communication is directly linked to cultural exchange processes. Cultural dialogue is a prerequisite for developing communication that enables negotiable interests to be effectively addressed (Orekhovskaya et al., 2019). Conflicts that frequently arise among ethnic groups in Papua are often due to a lack of understanding of traditions and belief systems, leading to misunderstandings. The significance of cross-cultural communication is also evident in the globalized context, where nearly all nations strive to secure a unique and rightful place in the global community while engaging in cross-cultural exchanges. This issue has gained particular attention, as many pressing challenges cannot be effectively addressed without the involvement of multiple stakeholders, including representatives from different countries, cultures, and traditions.

The government's role in facilitating cultural knowledge exchange in interethnic trade at the Skouw border market in Indonesia is crucial, especially in ensuring market security, order, and the availability of transportation and infrastructure. Well-developed facilities enhance convenience and create a more comfortable shopping environment, particularly for buyers from Papua New Guinea. Furthermore, interethnic cultural interactions at the border market contribute to the preservation of cultural knowledge through ongoing exchanges while simultaneously generating economic and cultural value to fulfill the needs of the local community.

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