

ABSTRACT

This research aims at investigating the strategic approach on adaptability and intercultural interaction process of Exchange Participants of AIESEC Local Committee Bandung through cultural adapting process phases, namely phase of planning, phase of honeymoon, phase of frustration, phase of readjustment, and phase of resolution as well as the high-low communication custom throughout Sawasdee Project 2015 as a part of *Global Citizen Program* provided by AIESEC Local Committee Chulalongkorn University of Thailand.

This research utilized a phenomenological method which was based upon constructivism paradigm. It is strongly related to adaptability processes along with intercultural exchange among Exchange Participants, the bottlenecks and all involved phases during the execution run so as to lead the researcher to successfully identify typical strategy to be used in order to pass the entire adaptation phases and to tackle the most pressing challenges throughout the project.

The data retrieval was technically conducted through a series of extensive interviews and comprehensive literature study. The result reveals that the adaptation strategy for intercultural interaction, the challenges posed to each individual, and how each of whom lived up to it may vary depending on individual. However, all of the Exchange Participants have been proven to be capable of facing and taking care of their challenges with their own strategy, respectively. At the end of the day, they were able to successfully go through the entire six-week project in Thailand.

Keywords: Interaction Adaptability, Intercultural Communication, AIESEC