

**INTERCULTURAL COMMUNICATION MODELS IN KELLY'S
YOUTUBE CHANNEL**

THESIS

**By
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**ANTASARI STATE ISLAMIC UNIVERSITY
BANJARMASIN
2024 AD/1445 AH**

**INTERCULTURAL COMMUNICATION MODELS IN KELLY'S
YOUTUBE CHANNEL**

Undergraduate Thesis

Presented to Faculty of Tarbiyah and Teacher Training In partial fulfillment of the
requirements for the degree of
Sarjana Pendidikan

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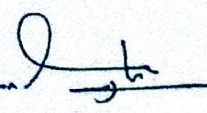
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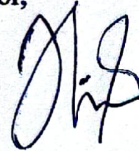

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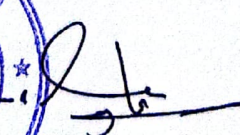


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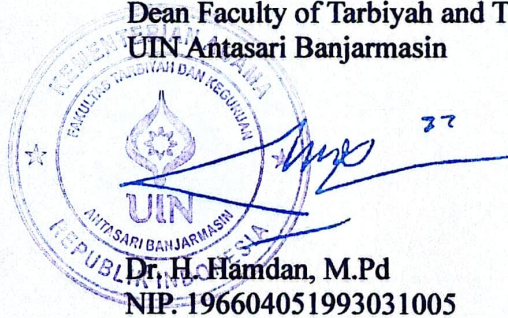
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ABSTRACT

Norhaliza Lutfita. 170102030629. *Intercultural Communication Models in Kelly's Youtube Channel*. Department of English Language, Faculty of Tarbiyah and Teacher Training, UIN Antasari Banjarmasin. Supervisor: Hidayah Nor, M.Pd. 2024

Keywords: Communication Process, Intercultural Communication, Youtube Content,

The rapid development of communication technology now through social media which supports communication in this modern era helps humans to interact with anyone, anytime and anywhere with a wide reach. This is also the basis for intercultural communication which can be explained and supported by technological advances and other supporting factors. Intercultural communication is unavoidable and necessary. Interactions and encounters between people from different cultural communities with values, beliefs, attitudes. The aim of this research is to find out what the intercultural communication model is on YouTube social media which focuses on Kelly's YouTube channel. The content on Kelly's YouTube channel discusses culture in Indonesia and South Korea delivered in English. This type of research is qualitative. The theory used is the intercultural communication model theory developed by Gudykunts and Kim which has four conceptual factors, namely culture, socio-culture, psycho-culture and environment.

The results of this research are the intercultural communication model that occurs on Kelly's YouTube channel in the form of an equal communication model. This means that Kelly, as the owner of the YouTube channel, becomes the encoder and decoder who exchange messages with each other. The communication model on Kelly's YouTube channel also contains cultural, sociocultural, psycho-cultural and environmental factors. Cultural factors occur because of the differences or similarities between Indonesian and Korean culture. Sociocultural occurs because of the self-concept of Indonesians and South Koreans which occurs when communicating with each other, cultural factors in the form of stereotypes and attitudes of Indonesians towards Koreans and environmental factors in the form of the surrounding environment and also the scope of the virtual world.

ABSTRAK

Norhaliza Lutfita. 170102030629. *Intercultural Communication Models in Kelly's Youtube Channel*. Jurusan Tadris Bahasa Inggris, Fakultas Tarbiyah dan Keguruan, UIN Antasari Banjarmasin. Dosen Pembimbing: Hidayah Nor, M.Pd. 2024

Kata Kunci: Proses Komunikasi, Komunikasi Antarbudaya, Konten Youtube,

Pesatnya perkembangan teknologi komunikasi sekarang melalui media sosial yang mendukung terjadinya komunikasi di era modern ini membantu manusia untuk saling berinteraksi dengan siapapun, kapanpun dan di manapun dengan jangkauan yang luas. Maka Hal ini pula yang menjadi dasar terjadinya komunikasi antarbudaya dapat dijelaskan dan dukung oleh kemajuan teknologi dan faktor pendukung lainnya. Komunikasi antarbudaya menjadi hal yang tidak dapat dihindari dan diperlukan. Interaksi dan pertemuan antara orang-orang dari komunitas budaya berbeda dengan nilai, keyakinan, sikap. Tujuan dari penelitian ini adalah mengetahui bagaimana model komunikasi antarbudaya dalam media sosial YouTube yang berfokus pada channel YouTube Kelly. Konten dalam kanal YouTube Kelly ini membahas mengenai budaya di Indonesia dan Korea Selatan dengan penyampaian berbahasa Inggris. Jenis penelitian ini adalah kualitatif. Teori yang digunakan adalah teori model komunikasi antarbudaya yang dikembangkan oleh Gudykunts dan Kim yang memiliki empat faktor konseptual yakni budaya, sosial-budaya, psikobudaya, dan lingkungan.

Hasil dari penelitian ini adalah model komunikasi antarbudaya yang terjadi pada kanal YouTube Kelly berupa model komunikasi yang setara. Artinya Kelly sebagai pemilik kanal YouTube menjadi encoder (pengirim) dan deconder (penerima) yang saling bertukar pesan. Model komunikasi dalam kanal YouTube Kelly juga memuat faktor budaya, sosiobudaya, psikobudaya dan lingkungan. Faktor budaya terjadi karena adanya perbedaan ataupun persamaan antara budaya Indonesia dan Korea. Sosiobudaya terjadi karena adanya konsep diri orang Indonesia dan orang Korea Selatan yang terjadi saat saling berkomunikasi, faktor budaya berupa stereotipe dan sikap orang Indonesia terhadap orang Korea dan faktor lingkungan berupa lingkungan sekitar dan juga lingkup di dunia Maya.

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Finally, the writer hopes that this research will be useful for the next researchers. The writer admits that this research paper is not perfect yet. Therefore, suggestion will be expected to make it better.

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