

CHAPTER I

INTODUCTION

A. Background of Study

Nowadays, communication can not only be done personally within one area, but can also be done with people from various parts of the country, each of whom has a different culture and various aspects. In the modern era, intercultural communication has become unavoidable and necessary; It is very easy to find out cultural background through interactions between people.

The development of technology has also made it easier to interact with each other around the world. Not only does it make it possible to communicate, but it also allows for further relationships such as friends, best friends, and boyfriends and girlfriends, even marriage. Marriage between different countries which is very common throughout the world, even in Indonesia, is an interesting phenomenon from the concept of relationships.

Everyone can see how other people are doing in various places through video blogging, or can be shortened as vlog. Thus, intercultural communication automatically occurs when the people conveying and receiving information have different cultures.

With the existence of social media which is popular in this technological era, humans can communicate with anyone, anytime and anywhere with a very wide reach. In essence, there is widespread communication in the media.

This social media creates a phenomenon of intercultural communication from various parts of the world. YouTube is an interesting social media because it is there anyone can share videos that make it possible. Users can watch films, listen to and watch music, hot news, video games, etc. while also being able to provide comments or feedback on videos sent by other people.

The rapid development of intercultural communication can be explained by technological advancements and other contributing elements. Interactions and encounters between people from different cultural communities with

different values, beliefs, attitudes, and practices can generally be defined as intercultural communication.

Intercultural communication is the exchange of ideas and information between individuals from various cultural backgrounds. When persons from various cultural backgrounds share information at different levels of consciousness, it is referred to as intercultural communication. Put another way, people who are influenced by diverse cultural groups negotiate shared meanings in encounters. YouTube is a website that allows its users to share their own videos or simply enjoy video clips uploaded by the platform owner.

Quoted via the [globalmediainsight.com](https://www.globalmediainsight.com) accessed on June 5, 2024 which the data was uploaded on May 6 2024, more than 2.70 billion people around the world use YouTube every month in 2024, India holds the title of the most YouTube users, estimated to reach 462 million, second place is the USA with 239 million users, third is Brazil with 144 million users, followed by Indonesia in fourth place with 139 million users, Mexico with 83.1 million users, Japan 78.6 million users, Pakistan 71.7 million users, Germany 67.8 million users, Vietnam 63 million users, the last rank is the Philippines 58.1 million users. Technically, YouTube is the second largest search engine, after Google. More than 122 million people access YouTube every day through its website and mobile apps.

The Kelly YouTube channel is a vlog content from South Korea direct by content creator name Kelly, who likes to travel to various countries to create cultural, culinary or traveling content. Kelly's content is interesting because Kelly uses English to communicate so everyone in various countries who watch is easier to understand.

The cultures of Indonesia and South Korea are very different. Starting from the language used, lifestyle, religion adhered to by the majority of people, and applicable social standards. To meet the needs of informants and the needs of the audience, communication models can be used in various ways. Therefore, something interesting to research is how communication

models are used to package information for viewers with different cultural backgrounds. In addition, study intercultural communication on social media

Certain situations call for the application of intercultural communication principles. People should make an effort to foster a conversation about cultural differences during interactions so that they can recognize, accept, and understand one another's differences. This can be achieved by speaking in a way that is both appropriate for the other person and simple to understand when speaking as a middle ground between different cultural backgrounds.

The Qur'an shows a lot about how important intercultural communication and interaction is, encouraging people from various backgrounds to get to know and understand each other.

Allah said in Al-Hujurat · Ayat 13

يَا أَيُّهَا النَّاسُ إِنَّا خَلَقْنَاكُمْ مِنْ ذَكَرٍ وَأُنْثَىٰ وَجَعَلْنَاكُمْ شُعُوبًا وَقَبَائِلَ لِتَعَارَفُوا إِنَّ أَكْرَمَكُمْ عِنْدَ اللَّهِ أَتْقَىٰكُمْ
 إِنَّ اللَّهَ عَلِيمٌ خَبِيرٌ

“O humanity! Indeed, We created you from a male and a female, and made you into peoples and tribes so that you may ‘get to’ know one another. Surely the most noble of you in the sight of Allah is the most righteous among you. Allah is truly All-Knowing, All-Aware”

This verse emphasize that diversity in nations and tribes is Allah SWT creation with the aim of allowing humans to know each other (litaarafu). It encourages intercultural dialogue and understanding as part of Allah SWT creation.

A previous study regarding this research was conducted by Nurmaisarah, (2021) titled cross cultural communication in youtube ads. The author's research and previous research have quite a lot of similar topics. The similarities in these topics include that these theses examine the same research topic, namely intercultural communication, and techniques using Gudykunst and Kim's theory. The difference between this research and previous research is the researcher focus on intercultural communication models with different subjects and object content, namely the Kelly channel on various videos on 2024

Therefore to fill in the gap of the literature, the researcher this study attempts to probe **“INTERCULTURAL COMMUNICATION MODELS IN KELLY’S YOUTUBE CHANNEL”**

B. Definition Of Key Terms

To avoid misinterpretation of tittle, researcher explains the following crucial concepts are defined in this study:

1. Communication

Communication is a process of transferring information between individuals using the same or different language, which means connecting by speaking verbal communication or non-verbal communication

2. Intercultural communication

Intercultural communication is the process of exchanging thoughts and meaning and understanding between people of different cultures.

3. Youtube

YouTube is a website that allows its users to share their own videos or simply enjoy video clips uploaded by the platform owner. a website where a YouTube user can post or display videos or animations so that many people can see and enjoy them.

4. Culture

Culture, as described by Sapir (1921), refers to the actions and beliefs of a society. According to Sorrells (2013), culture is a system of shared meanings transmitted through symbols from one generation to the next, enabling human communication and the development of attitudes and knowledge about life.

C. Research Question

According to the background of this study, the research question of this research is:

1. What is the Intercultural Communication Model in the Kelly’s Youtube Channel?

D. Objective of Study

Based on the research question, the researcher focus on discussing several points as follows:

2. To find out the the Intercultural Communication Model in Kelly's Youtube Channel?

E. Significance of Study

This research is expected to benefit everyone in all fields, especially for those who like and respect intercultural differences. These benefits, such as:

1. For the learner

This research can be a contribution regarding intercultural communication, inspiration and also for understand to respect to each other

2. For the reader

This research can be used as input to increase knowledge and insight regarding intercultural communication on the Kelly YouTube.

3. For researchers

This research is expected to be used as a reference for researchers who want to research about intercultural communication. By conducting this research, researchers can explore the many benefits that can be obtained through YouTube social media as a communication platform.