

CHAPTER IV

FINDING AND DISCUSSION

A. Finding

This research aims to introduce a model of intercultural communication through YouTube channels, as stated by the researcher in the research objectives. The research findings are presented in this chapter and divided into two parts: Findings and Discussion.

In the Findings section, the researcher first describes a general description of the Kelly Channel:

1. History of the Kelly Channel

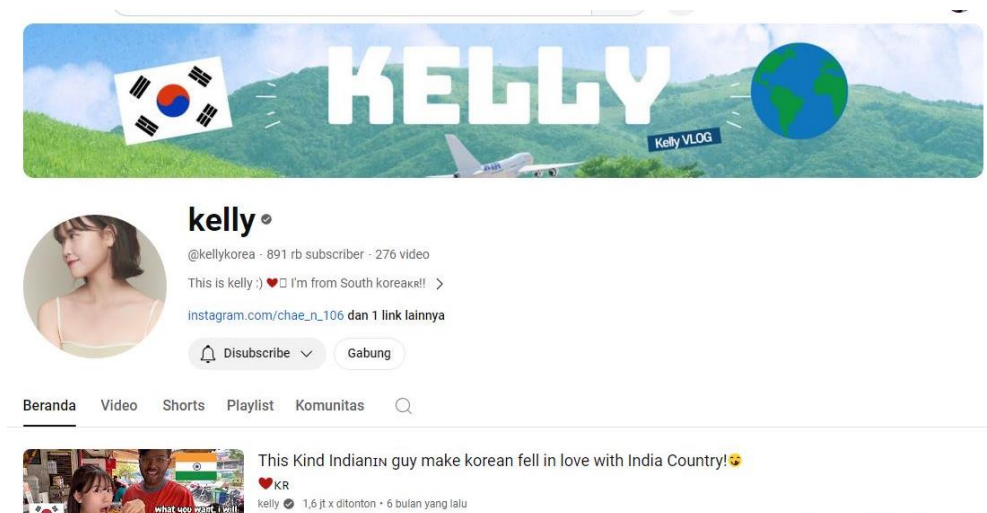


Figure 4. 1 Youtuber Kelly

Kelly, a content creator from South Korea, joined YouTube on July 23, 2016. Her first video, "*Korean Try Philippine Food for the First Time*," attracted an audience of 41 thousand viewers.



Figure 4. 2 Youtuber Kelly

In 2024 subscribers on this channel will reach 891 thousand subscribers with a total of 276 videos. Kelly's YouTube channel also uses English to interact with the aim of being understood by all groups because it uses an international language.

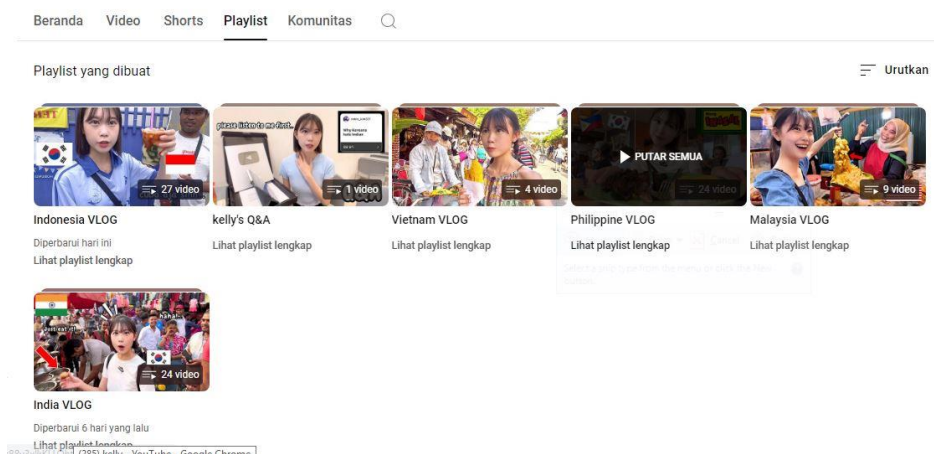


Figure 4. 3 Kelly Playlist Content

Kelly's channel frequently produces content by traveling to different countries and exploring various activities. The most popular content includes food and solo travel. Kelly has traveled to several countries, including Vietnam, the Philippines, Malaysia, India, and Indonesia.

2. Intercultural communication models in Kelly's Contents

Kelly visited Indonesia and created some content about the country. She also collaborated with YouTubers from Indonesia. Some of her YouTube videos featuring Indonesia in in 2024 edition.

In the process of intercultural communication, researchers attempt to describe the conveyed messages during interactions on Kelly's YouTube channel with the audience.

Based on the theory by Gudykunts and Kim, intercultural communication is influenced by four model factors. These factors include cultural, sociocultural, psychocultural and also environmental factors. From the observations that researchers have made in Kelly's youtube content, it is described as follows:

a) Culture

In Kelly's content, cultural factors are found where there are cultural differences that occur and also concern for Indonesia's content. There was a conversation Kelly as encoder 1 and also decoder , Kelly's friend (Indonesian) as decoder 2, subscriber's comment as encoder 3.

Kelly visited Indonesia and created some content about the country. She also collaborated with YouTubers from Indonesia. Some of her YouTube videos featuring Indonesia in in 2024 edition include some videos like "I try to eat nasi Padang with hands like Indonesians," and "Korean girl tries fasting Ramadhan Challenge."

In the process of intercultural communication, researchers attempt to describe the conveyed messages during interactions on Kelly's YouTube channel with the audience.



Figure 4. 4 Kelly Interacts With People

Related to the communication process that occurs in intercultural communication carried out by Kelly is the process of assimilation, namely the acceptance of another culture in a new environment in the form of habits, lifestyle, customs and even language.

This is strengthened by Kelly's involvement in trying out various habits that local Indonesians do when eating. In Kelly's content, when eating Nasi Padang, Kelly tries to eat like Indonesians who only eat using their hand.

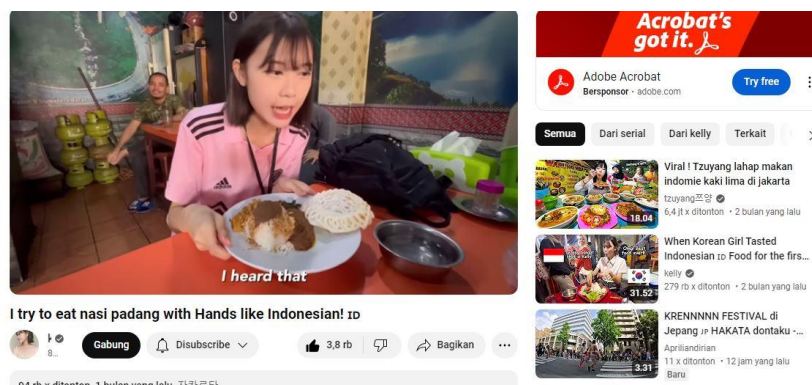


Figure 4. 5 Kelly Eat Nasi Padang

The content title "I try to eat nasi padang with hands like Indonesian" "In this content, Kelly orders Nasi Padang food and learns a bit about it from the sellers. Kelly also had English conversation with other customer. Kelly had heard that Nasi Padang is the most delicious food in the world, and the sellers confirm that it comes from West Sumatra.

Kelly as encoder 1 : "I didn't eat anything so far, I didn't drink from sunrise to sunset that's why I'm really starving. The one thing I really surprised that fasting really has to be self-controlled"

she also told a story about a friend who had been fasting since childhood

K: "My friend started fasting from when he was around five years old"

K: "When you were a child, you started fasting right? how did you control hunger?"

Kelly's Friend decoder 2: "My parents taught me how to be fast and self-controlled"

Kelly, who was amazed, gave respect by raising a thumb up (non-verbal) to her friend as a respect to muslim people. Muslims can fast for a long duration. This religious activity is not a common occurrence among South Koreans.



Korean girl KR TRY FASTING RAMADAN CHALLENGE! ID ❤️

Figure 4. 6 Kelly's Nonverbal communication

In this content, comments were found from viewers who said that they were amazed and also appreciated the tolerance carried out happily and patiently. Comment encoding 3 from the subscriber's account:

@rismansultani9326

Alhamdulillah. As a Muslim, really appreciate the way you've tried our Ramadhan kind of things. 1000% respect!

Replayed by Kelly with Heart sign (deconder 3)

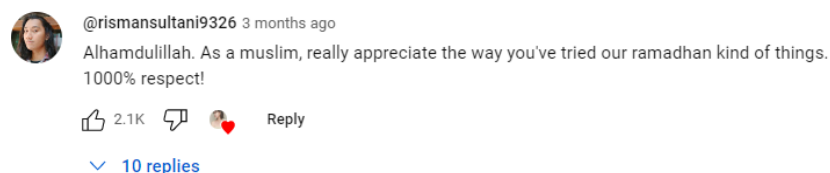


Figure 4. 7 Subscribers Comment

@pogogod603

Hi Kelly, really appreciate you trying to learn about the cultures here as well. I'm not a Muslim but in Ramadhan sometimes I'm also fasting, the feeling when you break the fast is the best feeling. Also as a coffee lover drinking my first cup of coffee at 6 pm feels really amazing. Respect you Kelly.

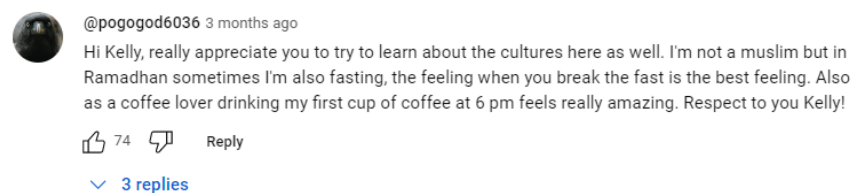
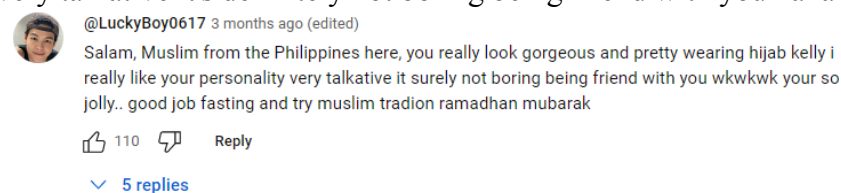


Figure 4. 8 Subscribers Comment

@LuckyBoy0617

Greetings, Muslim from the Philippines here, you really look gorgeous and pretty wearing hijab kelly i really like your personality very talkative it's definitely not boring being friend with you hahaha



you're so jolly.. good job fasting and try muslim tradition ramadhan Mubarak

Figure 4. 9Subscribers Comment

Viewers commented on the video, most of whom praised Kelly for appreciating and being very tolerant of the culture of fasting in Indonesia. Kelly as an encoder and also as a decoder conveys to subscribers or viewers about what he received from Muslim friends by delivering it in English.

Circles at cultural points or called cultural factors explain the similarity and cultural differences that occur. In this case, Kelly's content that happens is that when Kelly joins fasting with Muslim friends, it is related to mutual care for each other. With the interaction that Kelly and Muslim friends helped Kelly in times of difficulty and taught a little about the culture of fasting that takes place in Indonesia.

b) Socioculture

The socio-cultural factors referred to here are influences that influence the social structuring process, one of which is self-concept. In the content Kelly also wears closed clothes when joining Muslim friends at the mosque and also asks to wear a hijab when going to the mosque and breaking the fast together because of this, of course, Kelly, who is an enhancer and deconder for the audience, upholds her self-concept and self-existence when creating content and also supported by comments on the content that Kelly uploaded.

Many viewers commented that they were proud of what Kelly had done by introducing Indonesian culture to foreigners even though they had different cultural backgrounds.

The communication process will always require understanding and joint action. In some content Kelly also points to this, for example in the content entitled "Korean girl tries fasting Ramadan Challenge."

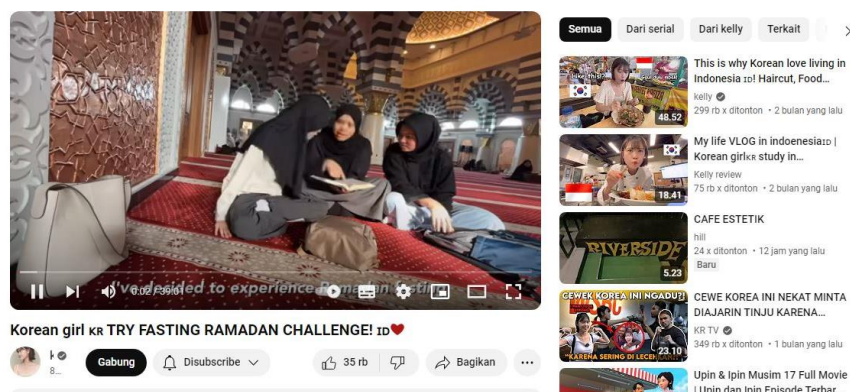


Figure 4. 10 Kelly In Mosque

Kelly said she first learned to fast because she wanted to feel and understand what Muslims do when they fast. Experience participating for the first time in Suhoor, cooking Suhoor food, going to the mosque with Muslim friends, wearing hijab for the first time, learning about the Qur'an, breaking fast/iftar with local residents in the mosque

From this statement it can be concluded that there was acculturation where Kelly became an immigrant after undergoing a socialization process with local residents and began interacting with new and foreign cultures. Dari content dari Kelly adanya perbedaan budaya antara Korea dan Indonesia yang terjadi terlihat adanya rasa saling menjaga keseimbangan agar setiap orangnya merasa

K: "I decided to experience Ramadhan fasting. Ramadhan

Is the ninth mnth of islamic calendar. Where muslim's wont eat or drink during the hour of daylight. After completing the fasting experience I've learn more than I initially expected. I truly appriciated every moment of this journey. Its was difficult because it

was my first time trying a fast, but after breaking the fast , I learn a lot”

K: “I also tried hijab for the first time. My muslim friends healped me throught this journey”

F: “You look so pretty”

K: “is this good?”

F: “yes. Its good”

From this source, researcher draw the conclusion that the importance of mutual understanding is established in the process of intercultural communication because of different backgrounds. With an understanding attitude, it will be the first step to adapt to a new culture.

Differences in language use are also central to the process of intercultural communication. The use of different languages greatly influences the communication process such as the use of the daily language of local residents is Indonesian or regional languages while minorities only understand the language of their country or only use international languages.

@iwansuswandi

I am very happy that you have had friends to try to join the fasting for the first time. Kelly, you are really very beautiful when wearing the hijab.

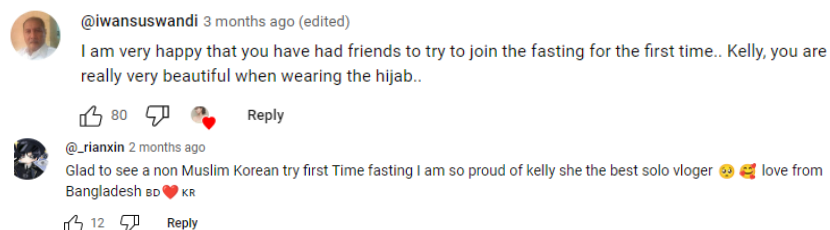


Figure 4. 11 Subscribers Comment

The content tittle “I try to eat nasi padang with hands like Indonesian “ In this content, Kelly orders Nasi Padang food and

learns a bit about it from the sellers. Kelly also had English conversation with other customer.

masuk ke sosiobudaya: Kelly had heard that Nasi Padang is the most delicious food in the world, and the sellers confirm that it comes from West Sumatra.



Figure 4. 12 Kelly Eat Nasi Padang

Some people there also recommend eating Nasi Padang using the right hand. Kelly said that he usually uses chopsticks to nasi Padang while he doesn't use hands.

From the conversation that occurred, it can be concluded that there was deculturation or the replacement of old cultural elements by new cultural elements. The cultural change that occurs is that Korean people's eating culture of using chopsticks is replaced by eating only with bare hand like Indonesian culture.

Before eating, Kelly also interacted several times with local people in Indonesia. Kelly asked what the function of the water in the small bowl was.

K: "what is this?"

and answered by another customer

C: "to wash your hands"

K: "also they gave me this (kobokan), for the first time"

K: "I have washed my hands?"

K: "first I have to wash my hands, like that?"

K: "I heard this is the most famous Indonesian food in the world".

in the 11 minute Kelly asked several times what was in Nasi Padang, Kelly also said that "I don't know if I'm eating it the good way", "it's a good way to eat with hands, that I have to eat it?" she trying to know how Indonesia eat culture.

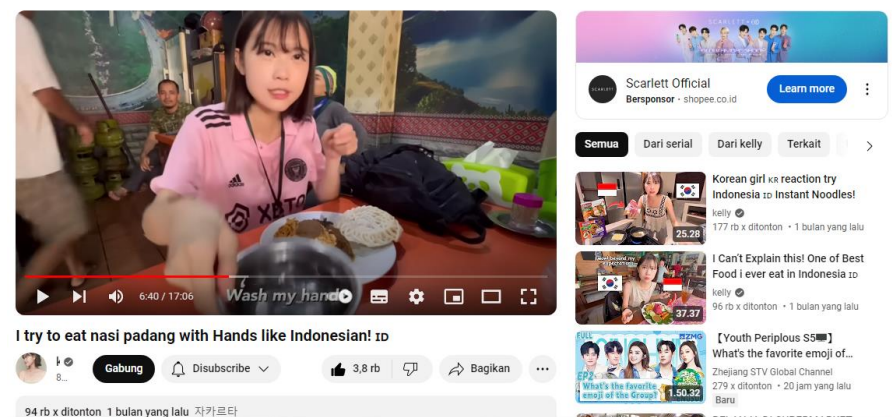


Figure 4. 13 Kelly Eat Nasi Padang

Customers also recommend using your fingers to eat the sauce.

C: "eat the sauce on your fingers"

K: "you know they say i have to like that"

"So this is my first time to eat with hands, because in Korea, we never use bare hands. We just eat with sponge and chopsticks. I think this makes the food more yummy"

From the video that has been observed, researchers concluded that Kelly, who comes from Korea, is trying to blend in and get used to the culture of eating only with bare hands as is done by Indonesian people. This caused Kelly to also learn about this habit through conversations between local people. This is a result of a process of

accepting a new culture (assimilation), namely the existence of minority members in the habits of a group that contains many majorities. For minority groups, this habit will give rise to the idea that it is positive and beneficial for immigrants in the majority group to get to know the culture better in the process of intercultural communication.

The communication process carried out in other intercultural communications is transactional communication. In this communication, communication occurs continuously. In Kelly's content, the communication process that often occurs is the introduction at the start of each video.

In some of the videos that Kelly uploads on her channel, at the beginning of the video there is always a greeting and a sentence to close the video. Examples in the videos "Famous Indonesian YouTuber teaches me how to eat Indonesian food", "Korean girl reacting trying Jakarta Bakso" or "Korean girl trying Indonesian exotic fruit". In every video, Kelly always says hello at the beginning of the video and says closing to the audience.

K: "Hello guys, welcome back to my channel" (opening)

K: "See you next video, bye bye" (closing)

From this observation, the researcher concluded that a transactional process that occurs on this YouTube channel takes place continuously because it is always said at the beginning of the video.

c) Psychoculture

The circle in the third point is that psychocultural factors that influence the process of self-arrangement can be stereotypes and attitudes, which can be interpreted as the behavior of other people to act the same as that person.

Examples in the content are where Kelly explains that participating in fasting provides more lessons than he thought and

respects and appreciates Muslims who can fast for more than a dozen hours or during content with Indonesian YouTubers by trying various Indonesian food menus by eating only with bare hands.

The observations made in some content that can be concluded that the environment in the influence of customs. For example, the habit of Indonesians using bare hand to eat or using Indonesian which of course is not always understood by immigrants from abroad. Kelly's behavior was supported by several comments from viewers

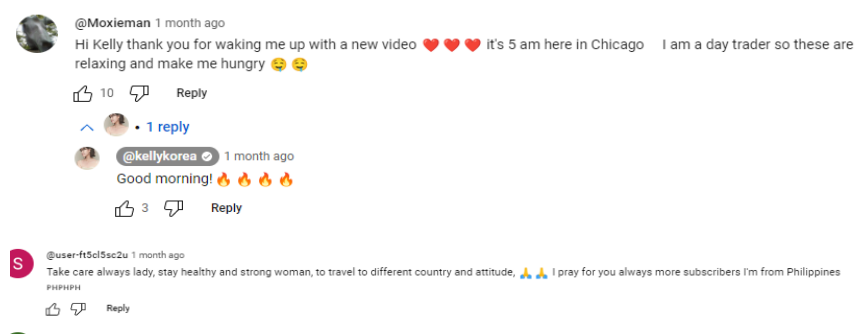


Figure 4. 14 Subscribers Comment

In the content, Kelly had several conversations with local residents. First conversation with an online motorcycle driver Kelly was only shown by the driver (ojol) about the order receipt on Kelly's behalf and only answered a nod by the driver. Second conversation with some other drivers.

Driver: “hello”

K: “hello”

Driver: “Xie-xie”

K: “No xie-xie , I’m korean”

They greeted Kelly with a greeting and say thanks in Chinese "xie-xie" without knowing that Kelly was not from China. Kelly explain she is Korean not Chinese.



Figure 4. 15 Kelly Talk With Driver

When meeting Indonesian YouTuber (Tretan Muslim), Kelly also had trouble asking how she could meet Tretan, which she asked Tretan employees. The staff can answer Kelly's question because one of them understood explaining it in English.

When creating content with Tretan also has fewer problems due to difficulty finding explanations in English, but the conversation had continued by reducing the topic of conversation to avoid misunderstanding.



Famous Indonesian youtuber teach me how to eat Indonesian Food!

1,2 jt x ditonton 2 bln lalu #mukbang ...selengkapnya



kelly 898 rb

Gabung



41 rb



Bagikan



Remix



Terima

Figure 4. 16 Kelly Collab With Youtuber Muslim

K: "I want" is not spicy (the language used is not clear)

Q: "What?"

K: "Tidak pedas, I don't like spicy"

T: "Oke no spicy"

K: "its that cheese?" (pointing to sambal mangga)

T: " no its mango,young mango. So its (?) (can not explain)



Figure 4. 17 Muslim Try To Explain

From the conversations that occurred, researchers concluded that the use of language became an important part of intercultural communication. The use of language in the communication process helps the adaptation process which will have an impact on good cultural acceptance and also good communication.

In this content, YouTuber Kelly does not speak Indonesian and not everyone speak in English, therefore for the establishment of communication, it is required to speak international as a liaison to speed up the understanding process.



Famous Indonesian 🇮🇩 youtuber teach me how to eat Indonesian Food!

1,2 jt x ditonton 2 bln lalu #mukbang ...selengkapnya



kelly 894 rb

Gabung



Figure 4. 18 Kelly Collab With Youtuber Muslim

Although some content is also often Kelly pronounces various vocabulary in discussing Indonesia, although there are still many mistakes.

d) Environment

One of the factors that completes the intercultural communication process in Gudykunts and Kim's communication

model is environmental factors. The environment is something that influences decoding and encoding. Environmental circles often influence the way of thinking in interpreting other people's behavior. Kelly's communication process requires her to find an interlocutor who understands English to make it easier for her to interact due to cross-cultural and linguistic conversations.

In the content, Kelly collaborates with Indonesian YouTubers Tretan Muslim. In this content Kelly try a lot of Indonesian food likes, tahu gejrot, telur gulung, and seblak in public area (Warung pinggir jalan) which is contained in the content video, but to support the research intended here is the scope of YouTube when this content is aired.

The existence of content creation on the side of the road can get various interesting environmental factors that even foreigners have never seen. Like when there are street buskers who are singing accompanying the activities of people there who are eating.

In this content, YouTuber Tretan also asked Kelly what he thought about eating on the side of the road like this. Kelly said that there was no objection to having to eat on the side of the road because according to him this is an Indonesian behavior that he often encounters while in Indonesia.



Figure 4. 19 Kelly Eat With Youtuber Muslim

According to Gunykunt and Kim, environmental factors include geographic location, climate, architecture, and environmental perception. Even though Kelly's content can be seen from the audience's point of view, it is only social media content that does not appear real but indirectly influences the ongoing communication between Kelly and the audience.

Although it does not contain location yang pasti, geography and so on, the environment intended in this study is about the scope of youtube social media such as creator content, vlogs and comment columns.

With several comments reminding Kelly to always be careful when traveling in Indonesia also becomes a reference for foreigners to always be careful when traveling to various countries.

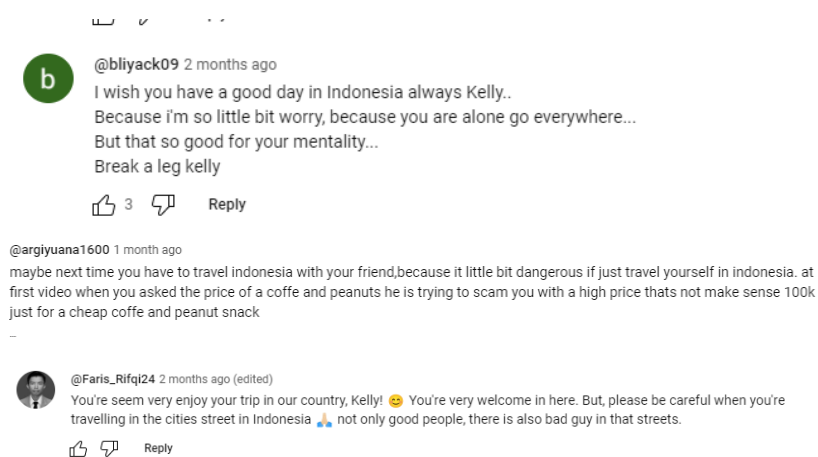


Figure 4. 20 Subscribers Comment

3. Verbal and Non-Verbal Communication

The process of intercultural communication is not only verbal communication that can be spoken, but also strengthened by nonverbal communication. Nonverbal behavior.

Intercultural communication is just as strongly associated with interpersonal interaction. Nonverbal becomes very important to help

convey intents and objectives using body gestures. For example, use hands to clarify and smile as expression. In YouTube content, Kelly was also caught using non-verbal communication. For example, in the content title "when you went to the most busiest street food market during ramadhan

Kelly was seen excitedly visiting the Ramadan market with some Muslim friends and also said that she would wear hijab.

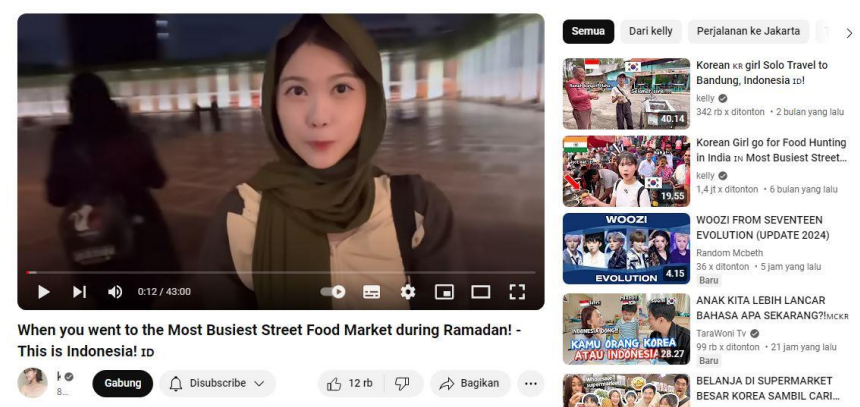


Figure 4. 21 Kelly With Hijab

"Today i went to ramadhan market in Indonesia there are variety of typical takjil let's hunting takjil with me"

"You know, also this is my second time (using finger make symbol of 2) to wear the hijab. Also my subscribe wanted to borrow my hijab as well. So, yeah let's start. i'm so excited (smile)."

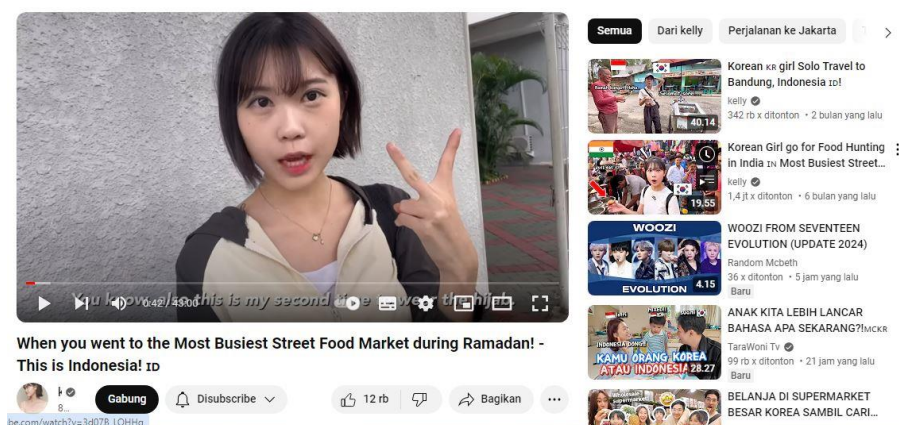


Figure 4. 22 Kelly Using Hijab For Second Time

Or in the content of eating Padang rice Kelly asks how to wash hands in bowl with hand movements.

It can be seen that giving nonverbal behavior by "making the number 2 symbol" or "Explaining with hand gestures".



Figure 4. 23Kelly Wearing A Hijab

Kelly tried to code non-verbally by showing body gestures several times to give an explanation. Also expressed “happy” non verbal communication using facial expressions.



When you went to the Most Busiest Street Food Market during Ramadan! - T...

293 rb x ditonton 2 bln lalu #indonesia ...selengkapnya



Figure 4. 24 Kelly So Excited

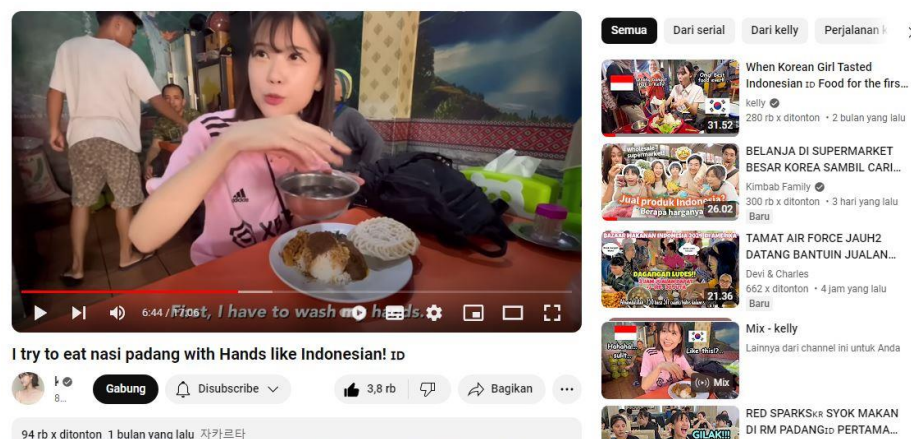


Figure 4. 25 Kelly Eat Nasi Padang

From some observations researchers argue that the communication expression formed is Kelly (Korean Girl) learn culture and language if verbal communication that occurs but does not understand can be understood, then it will use nonverbal communication.

From these observations, the author found that Verbal communication behavior and non-verbal behavior such as

communication by adjusting to learning language that is widely used in the environment. From this process, often when someone communicates with others, they will adjust to the person they are talking to.

From the conversation that Kelly had, it can be concluded that Kelly as Encoding is meant as the sender of the first message and also as the owner of the content. The message sent by encoder 1 (Kelly) is then received by the decoder person (the recipient of the message or the person Kelly is talking to), and then replied to by viewers of Kelly's YouTube content. The communication model stated that the recipient of the message on Kelly's YouTube channel acts as a decoder or recipient of the message as well as an encoder or person who sends the message, which means that the existence of Gudykunts and Kim's model makes this communication equal. In the observations made, the communication that was established only up to decoder 2, namely Kelly, also responded to every comment from fans.

Research found that the existence of GudyKunst and Kim's communication model, the basic model of Gudykunst and Kim's communication on Kelly's channel, can be seen from the communication process carried out.

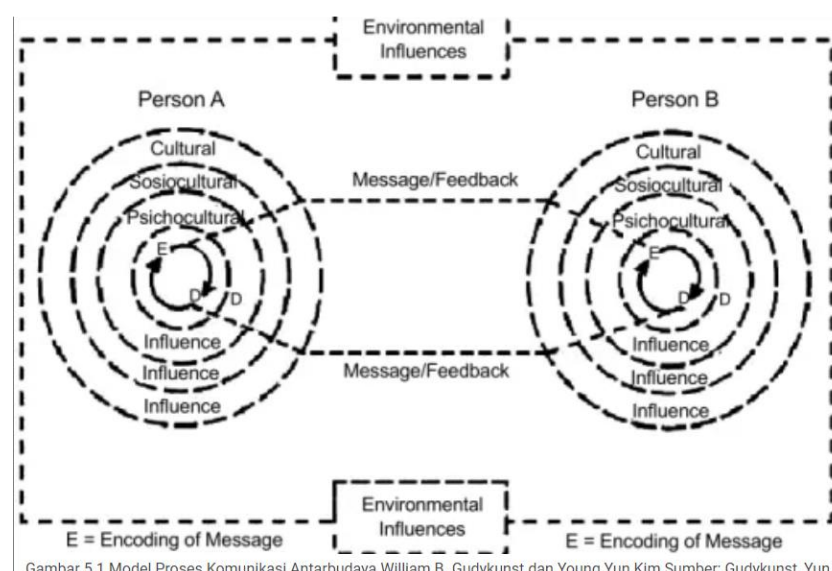


Figure 4. 26Gudykunts and Kim's Communication Model

From the image of Gudykunts and Kim's communication model that occurred on Kelly's channel, we get parallel communication in good communication, each of them being the sender and receiver of the message, or both as encoding and as decoding. That's why there is a swear back that happens. Even after observation, there were difficulties in communication, both encoding and decoding, they still received a good response and feedback that occurred.

A message from someone can be feedback for someone else. The feedback intended here is the audience's response listed in Kelly's youtube comment column. The comment is not only from fans, Kelly also often gives a response by giving a heart icon.

Feedback in communication is described as a handcuff from one encoder to another. Which shows that everyone has a different culture and communication.

In Gudykunts and Kim's theory, the process of encoding messages and encoding is an interactive process that is influenced by four models of cultural factors, sociocultural, psychocultural and environmental factors. In environmental factors, there are indications of cultural differences and similarities that occur between Koreans and Indonesians. Sociocultural factors are related to self-concept or self-existence that develops based on interactions with others. Psychoculture is related to the steryotype shown by Indonesians or Koreans which affects attitudes and ways of communicating with a person. Environmental factors are an important element in the process of intercultural communication where the environment also supports communication and at the same time a medium for distributing the surrounding culture.

B. Discussion

At this discussion stage the researcher has carried out qualitative method research with content analysis using the documentation method to collect relevant data. This research specifically focuses on intercultural communication problems and strategies that focus on Kelly's YouTube content. In the discussion section, the researcher details the findings obtained from the data collection and analysis process. The main aim of this discussion is to provide answers to the general and specific research questions that have been formulated in the context of this research.

Culture and communication are close things in humans. culture according to Sapir (1921), refers to the actions and beliefs of a society. It can also be defined as the collective ideas, behaviors, and tangible artifacts that make up a society's way of life (Macionis, 2012: 54). 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. Researchers underline that culture is the bridge between the communication that occurs.

From this statement, the meaning of intercultural communication according to Janik (2017) Intercultural communication refers to interactions between individuals from different cultures. according to other experts, it explains that when people from various countries or regions come together in certain areas, they engage in exchanging information and messages using polite language. Other sources define intercultural communication as direct conversations between two people from different cultures (Yuniarti et al., 2019). In general, researchers conclude that intercultural communication refers to the communication process that occurs between people from different cultural backgrounds which involves understanding and sharing information across different cultures and can occur in various forms such as verbal communication, non-verbal communication, and through symbols and cultural expressions.

An example from this research which took the research object, namely Kelly's YouTube content, even though it was only in the form of social media, the researchers found that there was intercultural communication carried out indirectly.

The increasingly rapid development of technology now means that communication is also developing. The question arises, can youtube be a medium in introducing intercultural communication?

This research shows that basically youtube can be a medium in carrying out intercultural communication. For example, research by Nurmaisarah, in 2021 which focuses her research on Cross-Cultural Communication in a Bukalapak Emang Cincai YouTube advertisement, aiming to analyze the representation of Chinese culture in the ads, which is a support material that YouTube can also be a medium of intercultural communication. Based on this research, it has many shortcomings because it only focuses on YouTube media as research and also only focuses on one theory developed by Gudykunts and Kim. Other shortcomings in this study are not explained whether the obstacles that occur in carrying out intercultural communication in other social media

The theory used is the intercultural communication model theory developed by Gudykunts and Kim which has four conceptual factors, namely culture, socio-culture, psychoculture and environment.

Cultural factors, which consist of concepts of values, beliefs, religious norms, social culture, and customs that influence human behavior. In the research conducted by the researcher, social factors that support intercultural communication such as how Kelly fasts like Indonesians who are Muslims, as well as the ability of Indonesians who only use bare hands to eat.

Socio-cultural factors, which are related to the process of social organization and interaction with others. These factors are associated with self-concept and a person's role in society. The most prominent thing in this factor related to the content being researched is how Kelly tries things that are common to Indonesians do but new to foreigners. Such as fasting, wearing hijab, using hands when eating. As a foreigner, if the environment is new and

finds new things and practices at the same time, it will be a beneficial thing when living around local people because it will not be detrimental and also does not change some identity.

Psychocultural factors, which are related to personal attitudes, such as ethnocentrism, xenocentrism, prejudice, stereotypes, and others. Often encountered is the problem with stereotypes, both Indonesian to foreigners and foreigners to Indonesians. In this content, there are stereotypes, where Kelly thinks that Indonesians who fast are great because they are able to withstand hunger and thirst for a long time. In other content, Tretan Muslim explained that there is no need to look for a partner from Indonesia if you can get a Korean partner who wants to eat seblak and other snacks on the side of the road.

Environmental factors, which include physical, geographical, and similar environments influence our perception of cultural contact. Although there is no environment in physical and geographical form, according to researchers, the environment referred to in this study is the environment in youtube media. There is creator content, uploaded content videos, and comment pages so that everyone who watches can give a response to the video. Kelly continues to build intercultural relationships with people in her environment and these relationships continue to progress in a better direction. This is due to Kelly's desire to be accepted in a new environment, as well as the ability to adapt, be tolerant and open in intercultural communication.

One way to communicate well between cultures and communication is to understand how people from different cultures interpret messages so as not to fall into stereotypes; combining motivational or emotional elements from each culture; and attempting to overcome or manage the tension or anxiety that can occur in many intercultural encounters.

Although there are still some shortcomings, intercultural communication that occurs is still running equally because each content studied is able to contain various supporting things for researchers to answer research question.