

## **CHAPTER V**

### **CLOSURE**

#### **A. Conclusion**

Based on the results of research conducted by researchers regarding intercultural communication model in Kelly's youtube channel using Gudykunst and Kim's theory on the YouTube channel, the following conclusions can be drawn:

Intercultural communication model in Kelly YouTube channels in the form of equal communication. This means that encoding and decoding are mutual exchange messages. Intercultural Communication Model in the Kelly's Youtube Channel 4 models of intercultural communication factors influenced by culture, sociocultural, psychocultural and environmental factors were found

Cultural factors, namely the differences and similarities between Indonesian and Indonesian culture South Korea, sociocultural factors in the form of Indonesian people's self-concept and When communicating with South Korean people, there are visible differences, including psychocultural factors stereotypes and attitudes of Indonesians towards South Koreans and on the contrary and environmental factors in the form of the virtual world environment.

#### **B. Suggestion**

Based on the conclusions above, researchers realize that this research still has shortcomings so suggestions can be given on the video content to explain the introduction of Indonesian culture, how good it would be in studying a culture not only on one YouTube channel but, try more research on other YouTube channels that discuss cultures in Indonesia so that viewers can compare and gain knowledge about Indonesian culture from the content videos presented with different sources and presentations on the YouTube channel.

And the obstacles in communication here seem to be able to be improved further so that there are no misunderstandings in conveying information or messages to other people.

From this research, it may be a reference for other researchers so that it can be used as material for further research with different objects and subjects to better complement the understanding of intercultural communication. This research can be a material for discussions for educators as teacher and lecturers at the intermediate level to find out that social media is one of the teaching materials for students to get to know culture.