

## CHAPTER I

### INTRODUCTION

#### 1.1 Background of Study

Culture becomes an important thing in binding a society. With the existence of culture, people unite with each other in a unique characteristic that becomes a uniqueness and as a marker of a difference with other community groups. Along the way, differences in culture often occur in society. In his discussion, Ramarkrishnan (2017) revealed several reasons why people decided to change culture. It is because of the desire to support a better career, or natural disasters in the previous area, war, poverty, or anything that protects themselves to be better in culture. In this cultural shift, it is a common thing for many people to experience shock within themselves. The shock that occurs is due to a cultural clash that is drastically different from the previous culture, and this shock is known as Culture Shock where (Oberg, 1960) stated that it is the condition where people are inside the strange culture and feel worried of their new social intercourse.

Culture shock is a negative thing that happens in society. As explained by Furnham and Bochner (1986) as stated in Moufakkir (2013) that cultural shock creates confusion that results in mental shock (stress) by individuals who experience it due to the new accepted culture. The new culture forces the individual to be a part of it.

On the other hand, Montuori & Fahim (2004) state that the existence of cultural shock creates a positive side in knowing various cultures which creates a new knowledge in knowing the world and the diversity of cultures in it. But of course there needs to be self-help in this case. The assistance in question is self-preparation in knowing more about the culture that will be entered. If not, of course, culture shock will pervade each individual.

From the explanation above, culture shock could have negative or positive consequences, depending on how each individual responds to the entry of a new culture within himself. Thus, the shock of a culture is a shock that occurs in each individual entering a culture that is much different from their own culture. Usually, this culture shock requires each individual to learn a new culture beforehand so that the effect of culture shock can be minimized. If not, individuals who enter the new culture will lose confidence and even be isolated in society in the new culture. The thing that needs to be prepared before entering the new culture is to learn the language and norms of the new society.

In getting to know and learn a new culture, people do not always have to go directly into the community. In this digital era that is full of technology, it makes it easier for people to know new things, especially in studying culture by surfing the internet, reading books, or watching movies. In this discussion, the Emily in Paris movie series is used as a reference in analyzing the cultural differences between the two different cultures, which is presented by a character named Emily. With 58 million viewers around the world in its first 28 days of movie launching and becoming the most popular comedy series in Netflix in 2020, has guided millions of eyes to learn the struggle and how to adjust themselves in a new culture. So with its popularity and the interesting movie depiction by combining today's modern lifestyle, it has become the community's first choice to understand how to deal with a new culture. This movie is the perfect representation for people around the world to prepare their decisions to go abroad. The main character in this movie also serves as a reference for the analysis that proves that there is a cultural shock that happened in two different cultures, namely American and French cultures.

In analyzing the culture experienced by these characters, several supporting studies are needed to strengthen the discussion using the Cross-Cultural Study approach. For example, the analysis by Ramakrishnan et al. (2017) titled *Rethinking Cross-Cultural Adaptability Using Behavioral Development Theory: An Analysis of Different Migrant Behaviors* discusses the analysis of

people who move residence in a new society. In this analysis, he uses the memes theory to analyze the picture of merging or rejecting new communities and local residents, then he uses the model of hierarchical complexity which describes the hierarchy of human needs that are the factors in the migration of a society into a new society. This hierarchy is also supported by Maslow's hierarchy of needs approach, which both explain the human needs in a society. And finally, he uses an intrinsic interest approach which discusses the reasons why people move and also analyzes how people develop and advance in the face of the new culture they receive.

The next study analyzed by Belford (2017) titled *International Students from Melbourne Describing Their Cross-Cultural Transitions Experiences: Culture Shock, Social Interaction, and Friendship Development* discusses the experiences of several international students who have lived in Melbourne. In his discussion, he analyzed how 8 international students from various countries experienced the cultural shocks they faced in their new society, namely in Australia. He used the method by interviewing some of these international students, then analyzing them with a Cultural Transition approach. In his analysis, it can be seen how at first the 8 students were surprised by the foreign culture they faced, such as in terms of ethics, language, and lifestyle. In the process, sometimes there are shocks that make a person feel confused, lonely, and even stressed. However, he also revealed that humans need to process by taking a long time to be able to accept completely and assimilate with the existing culture.

Xia (2009) analyzed Culture Shock with the titled *Analysis of Impact of Culture Shock on Individual Psychology* explains that culture shock has a major impact on a person's psychological health with the relationship between a new culture and the psychology of an individual who experiences it. In its discussion, this study explains that it is necessary for each individual to learn several stages that occur when entering a new culture. In addition, it is necessary to receive a lot of education about the new culture to be entered. Thus, culture shock can further minimize its effects on each individual. This study also explains that everyone

needs to have high self-confidence when entering a new culture. They need to learn to join and integrate themselves into the new society with confidence. If not, individuals who have just entered the new culture will experience psychological stress which results in confusion and loss of identity, or commonly referred to as the phenomenon of psychological disorientation. Thus, a deeper understanding of the new culture, the stages of cultural shock, and high self-confidence are some of the important things for people to learn before entering a new culture.

The analysis of cultural shocks that occur in people who have just entered a culture is also explained by Daniela (2015) with the title *The Culture Shock in an Intercultural Society* that in its discussion discusses more about the stages in a culture shock. In its discussion, this study further clarifies how an individual enters a new culture with excitement, confusion, stress, loss of direction, and then gets used to the new environment. In this case, the main thing to do is to make cultural contact with the community. It is necessary to create communication between the old and new communities, so that the effects of cultural shocks can be further minimized.

The last study related to Cross-Cultural Shock came from Viol & Klasen (2021) with their journal titled *U-Curve, Squiggly Lines or Nothing at All? Culture Shock and the Erasmus Experience* which discussed the adaptation process of Erasmus students. In this study, they interviewed 50 students who took part in the Erasmus International student exchange. In the discussion, it can be seen that the adaptation stages of each student are varied. This is because of differences in the society and how they can cope with the new culture that enters them. It states that not all students experience culture shock because they are used to living in various new cultures, but it becomes very influential on students who first encounter a situation in a new culture.

The researcher has found that the analysis of international worker migrants has not been explored in the chosen previous studies. Thus, the analysis of the Emily in Paris movie series as the representation on how the individual could

adjust himself in a strange culture as the international migrant worker who never knew and learned its culture before. From this analysis could be seen the deal of Emily's character to adapt herself when experiencing the culture shock and trying to survive until the end in the new culture that represented in the 20 series of the Emily in Paris movie series. By analyzing the life of Emily's character, culture shock in a new culture and its adjustment could be seen in the form of visuals by seeing the action of Emily's character, and from written text by focusing on the way Emily responds to the new culture she experienced. Those analyses also supported with the expert theory, namely Oberg's Culture Shock theory analysis and Film theory by Petrie and Boggs in their book titled *The Art of Watching Film*.

By analyzing using the theory of Culture Shock by Oberg (1960) we can see how a culture can enter as a shock to an individual in a new culture. From using this theory, the analysis of culture shock can be seen from various aspects, namely aspects of how to understand a culture shock, aspects of seeing the stages of development in adapting to a new culture, and aspects of seeing how the culture shock and its adjustment are depicted. Also can understand the cinematography technique that supports the realness of the film by Petrie & Boggs (2012).

## **1.2 Research Question**

1. How does Emily's character represent the culture shock in the Emily in Paris movie series?
2. How do the adjustment stages of Culture Shock represent Emily's life in the Emily in Paris movie series?

## **1.3 Objective of the Study**

From the research question above, the objective of this study are

1. To scrutinize the culture shock that Emily's character represents in the Emily in Paris movie series.

2. To analyze the adjustment stages of culture shock in Emily's life in the Emily in Paris movie series.

#### **1.4 Significance of the Study**

This study is expected to provide an understanding in studying a new culture contained in cultural studies, especially for English Literature students in understanding how a new culture can affect the life of an individual. In addition, this study also provides an overview of how Emily's character in the Emily in Paris movie series describes the struggle between accepting or rejecting a new culture in the visual action and dialog script analysis. It is hoped that through this study, it can be developed by bringing closer aspects of analysis to individuals and a group of people not only about entering a new culture, but also about how to combine the 2 different cultures by cinematography analysis.