



Convergence of Mass Communication Theory in Intercultural Communication in the Era of Digital Communication: Communication of Married Couples of Different Nationalities on Yanti Guixe Family YouTube

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ABSTRACT

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Digital technology greatly supports the ease of communicating and searching for various information from various countries in the world which has an impact on building relationships between people, one of which is the marriage of a couple from different countries between an Indonesian woman and a Spanish man with different cultural backgrounds uploaded on the YouTube channel. The purpose of this study is to determine how communication between marital couples of different countries is viewed from intercultural communication through uploads on the YouTube channel. By using descriptive qualitative method with systematic literature review research from various relevant national and international journal sources, then analyzed using intercultural communication theory. The study's findings indicate that the achievement of harmony and adaptation by couples from various cultural background and countries is inextricably linked to individual acceptance of their respective cultures.

INTRODUCTION

Advances in information technology are inseparable from human life. One technology that has an important role in supporting communication today is the internet. In fact, the internet is the main reference for people to access information. According to data provided by the Central Statistics Agency from the 2021 Susenas Survey, 62.10 percent of Indonesia's population used the internet in 2021. This broad use of the internet indicates the public's receptivity to information and acceptance of technical innovations and transitions toward an information society. The rapid development of cellular phones is intrinsically related to Indonesia's large number of internet users (Statistics, 2021). The vast number of active internet users is also a benefit of Indonesia's demographic considerations, and this potential can impact the communication strategy map. (Arifiyanto, et.al. 2019).

The advancement of information technology has a significant impact on human life. Among them is the easier relationship between people from various parts of the world. Interactions that occur between individuals with different cultural and national backgrounds give birth to relationships, one of which is marriage. A wedding is a ritual in which two people cement their marital bonds in accordance with religious, legal, and societal norms (Justiatini, 2019). In its development, marriage does not only occur within the same culture and nationality but also with other ethnicities and nations. Marriage between two different people from two different cultures. Those who marry across borders must be prepared to experience culture shock due to the differences.

The marriage of two humans is a blend of two cultures that can provide a color in every interaction in a particular couple, this cultural difference will make a married couple have a communication that is enough to provide its own color in the dynamics of communication, especially in household relationships. For some people, cross-cultural marriage may feel foreign and abnormal. However, the emergence of several cross-cultural and cross-country marriage couples in mass media such as television, YouTube, Facebook, and Instagram provides its own view for the community. The cross-country marriage couple, Yanti and Marc Guixe, utilize the advancement of communication technology by sharing their daily lives through YouTube channels to reach a large and broad mass. This couple's communication is able to influence people's mindset and views on marriages between different countries. It cannot be denied that culture is the values that arise due to interactions between people in a particular region or country. This culture is the basic reference and can even be a rail for the communication process between people in it. Because it arises in a certain area, of course, culture has diversity, differences, and uniqueness that distinguish one region from another. (Nasrullah, 2018).

Starting from her video upload in 2019, Yanti Guixe shared her daily experiences with her family in Barcelona. Through the Yanti Guixe Family YouTube account, which currently has 649,000 subscribers, Yanti wants to share the happiness and warmth of her family abroad with the public. Before marrying Marc Guixe, Yanti worked as a female laborer in Hong Kong. Yanti's humble and down-to-earth demeanor has made the online public sympathize

with her. The intercultural communication of this couple from different countries is interesting to further examine the dynamics in it. This encourages the author to consider the extent to which intercultural communication occurs in the lives of married couples from different countries in order to have children and survive.

The goal of this study is to discover how communication between couples from different countries differs in terms of intercultural communication via YouTube channel uploads. This study is expected to contribute to the understanding of intercultural communication in the context of marriage between different countries.

LITERATURE REVIEW

1. *Marriage between countries*

Marriage is a physical and mental bond between a man and a woman as husband and wife with the goal of forming a happy and eternal family (household) based on the Almighty God (Article 1 of Indonesian Law No.16 of 2019 concerning Amendments to Law No.1 of 1974 concerning of Marriage) (Government of Indonesia, 2019) in Indonesian law, mixed marriages with foreigners are defined in Article 57 of Law No.16/2019 amending Law No.1/1974 on Marriage is defined as "a marriage between two persons who, in Indonesia, are subject to different laws due to differences in natinality, and one of the parties is one of the parties is a foreign national and the other is an Indonesian national." Marriages between Indonesian citizens (WNI) and foreign citizens (WNA) are governed by Article 59 paragraph (2) Article 1 of Indonesia Law No.16 of 2019 concerning Amendments to Law No.1 of 1974 concerning Marriage: "Marriage between two people of different nationalities, or in other words, marriage between an Indonesian and a foreigner."

For some people, cross-country and cross-cultural marriages may feel foreign and abnormal. However, for the perpetrators of cross-cultural marriages themselves, it is merely a marriage that binds two individuals in a household commitment. Those who enter into cross-cultural marriages certainly have different levels of awareness of the experience.

Peres and Schiff in Lusiana Andriani Lubis (2020) emphasize that married couples with different cultural backgrounds can share views, experiences and meanings in order to build mutual understanding through communication. couples who do not share perspectives can perceive events or situations differently and a sense of disappointment with marriage arises and ultimately reduces the quality of marital relationships (Lubis, Kurniawan, & Pohan, 2020). In mixed marriages, the communication process used in this case is an intercultural communication process, specifically, the development of intercultural communication between eastern and western civilizations. Westerners value logic and science because they are active and analytical. Unlike the eastern people, where customs are still strongly held, current customs are beginning to fade and change. This intercultural communication occurs not only for one or two days, but for as long as foreigners settle and

establish relationships with Indonesian citizens, resulting in the acculturation process.. (Nuhaula, et.al, 2022)

2. Mass Communication

The Uses and Gratification Theory is a well-known mass communication theory. Five assumptions are made by the Uses and Gratification Theory. To begin, participants actively choose from a variety of media. Audiences have a wide range of media options, and they have control over what they watch, hear, or see (selective exposure). Second, audiences are engrossed and focused on achieving their objectives. Some audience members are in charge of choosing media based on their needs, and media is one factor that helps to determine these needs. Third, available media compete for audience attention. Because media institutions are aware that they must create media content that keeps audiences engaged in the face of a plethora of media consumption options. Fourth, social and contextual factors influence audience behavior. Audiences live in a world where their media consumption is influenced by the people and events around them. Finally, because the effects of media consumption on audiences are interconnected, media only has an impact on specific audiences because those people choose to consume media. Overall, it is assumed that audience members have significant agency, that they are aware of their needs and that they know how to meet those needs. (Litlejohn, et.al 2017).

As a channel of mass communication, mass media is a product of modern technology. It is an important part of the mass communication process. Essentially, the mass media serves as a channel for delivering information or messages. About how the role of the media is further determined by the type of media and how the audience uses the media. (Sufyati, 2019).

3. Social Media

In his book *Komunikasi 2.0*, Ardianto explains that online social media is referred to as online social networking rather than online mass media because social media has social power that greatly influences public opinion that develops in society. Because what is on social media has been shown to shape public or community opinions, attitudes, and behaviors, it can be used to rally support or form mass movements. This social media phenomenon is exemplified by the case of Prita Mulyasari vs Omni International Hospital. This is why social media is used instead of mass media. (Rusnali, 2020). According to research findings YouTube provides an alternative self-presentation of a living extended family's life to what can be found on mainstream media, TV. (Tambunan,2020).

People's communication, information sharing, interaction, and collaboration have all been altered by social media. Advanced social media applications have created new platforms on which hundreds or even thousands of people from all over the world can interact. (Ahmed, et.al 2022). The existence of YouTube as a place to bring up creative content is motivated by the emergence of television in its various programs, which inherits the dominant characteristics of television. The current form of media is the result of coevolution and convergence that often occurs over time, resulting in

transformation in the creation of new entities. (Hanana, Anindya, & Elian, 2020).

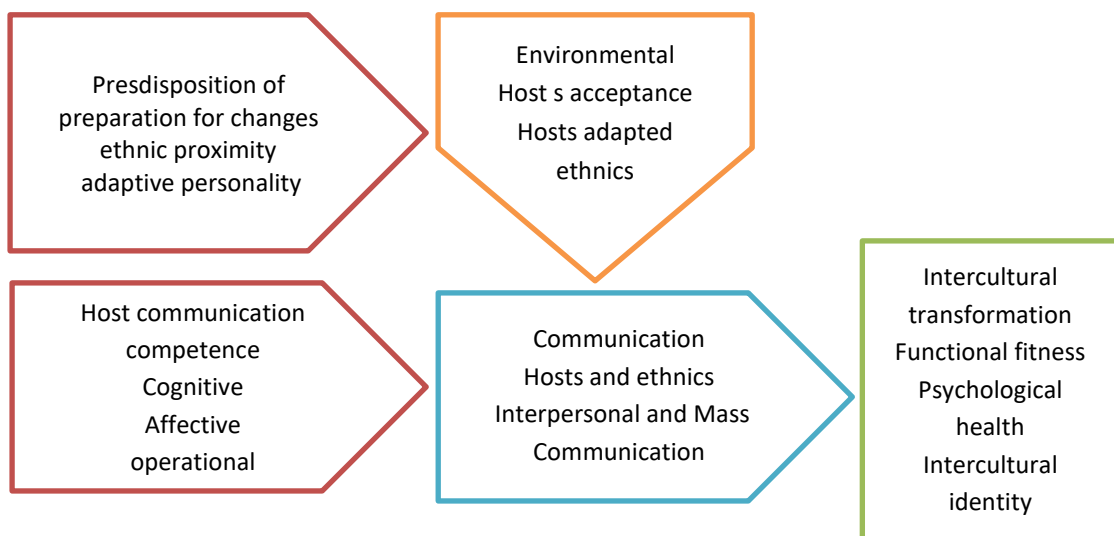
4. Cultural Adaptation and Change

Intercultural communication is the process by which people from different cultures exchange ideas and meanings. Cross-cultural communication examines how culture influences communication activities, the meaning of verbal and nonverbal message, and what to communicate. How to convey it, when to convey it, and how to do it Syaiful (2009) in (Syarah, 2022). The role of intercultural communication according to Hall in (Liliweri, 2019) includes exploring: (1) the development of various original paradigms in order to form the concept of intercultural communication, and (2) how these paradigms are followed by experts in America or elsewhere through the term he introduced since 1959; namely "intercultural communication".

Young Yun Kim proposes a theory to explain how migrants, immigrants, and refugees adapt to their new host culture. The Integrative Theory of Cross-Cultural Adaptation focuses on an individual's adaptation to a new or host environment. Cross-cultural adaptation is an attempt to form and sustain a functional and mutually beneficial relationship with one's surroundings. People who relocate to a new culture want to be able to do their jobs, obtain the resources they require, raise their children, and so on, while also maintaining a positive personal and cultural identity. (Litlejohn, Foss, & Oetzel, 2017).

Deculturation and acculturation are examples of adaptation. The process of letting go of old cultural behaviors, beliefs, and values is referred to as deculturation. Acculturation is the process of acquiring some of the host culture's behaviors, beliefs, and values. The integrative theory of cross-cultural adaptation states, individuals must adapt to their surroundings.

Figure 3. Model Integrative Theory of Cross-Cultural Adaptation



Source : (Litlejohn, Foss, & Oetzel, 2017)

METHODOLOGY

This study employs a qualitative descriptive method in conjunction with a type of literature review research or a systematic review of several relevant articles. The goal of this study is to describe how marriage partners from different countries communicate. According to Moleong (2005), qualitative research seeks to understand the phenomenon of what the research subject is experiencing holistically and through descriptions in the form of words and language, in a specific natural context, and through the use of various natural methods. The data source in this paper is a secondary data source, namely a YouTube video of Yanti Guixe's different-country marriage partner. YouTube users can load, watch and share video clips for free. The consideration in making YouTube as a data source in this paper is the effectiveness factor. Meanwhile, the perpetrator of an intercountry marriage used in this paper is Yanti Guixe, a woman from Blitar, East Java who has a medok accent and has a background as a female laborer in Hong Kong but married a man from Spain.

RESEARCH RESULT

1. *Intercultural Communication Adaptation of Married Couples from Different Countries*

Communication, according to Hymes, necessitates a common code, communicators who comprehend and apply the message transmission code, channels, settings, message forms, topics, and events. Anything can be interpreted as communication by those who use the code. Littlejohn et al (2017) Relationship development occurs when the relationship becomes more familiar.

In order to achieve intercultural adaptation, or achieve self-adjustment to a new culture and environment until acculturation occurs, it can be analyzed using theories that discuss intercultural adaptation. Kim in his book *Becoming Intercultural: An Integrative Theory and Cross-Cultural Adaptation*) states that as social beings there should be interaction between people. However, individuals' ability to communicate using local cultural norms and values is dependent on migrants' self-adjustment or adaptation process. (Kim, 2001). Intercultural communication between couples can lead to acculturation. Where acculturation can create a new culture which is a blend of two different cultures. (Syarah, 2022). Intercultural communication research entails studying interpersonal interactions between people from linguistic and cultural backgrounds. This cross-cultural interaction takes various forms. It can be done in person or through written communication, and it can focus on the verbal or nonverbal behaviors, attitudes, or perceptions of people from various cultural and linguistic backgrounds interacting with one another, Jackson in (Pramesthi, 2021).

The results of the study include how the communication of marital couples from different countries in living their daily lives, which was originally considered an unusual thing to be something to look forward to by the community and can be shared through social media, YouTube. The public can use the "Yanti Guixe Family" video as a learning tool to understand how the intercultural communication process works. Intercultural communication theory can be used to analyze the communication stages that occur from the

beginning of the introduction until the two decide to marry. The theory includes: (1). Predisposition, refers to the immigrant's personal circumstances when arriving in the local cultural group, (2). Environment is divided into host acceptance, pressure for conformity from the host and the strength of the tribal/ethnic group, (3). Host communication competence is divided into three parts: cognitive, affective, and operational, (4). Host social communication and ethnic social communication which consists of two kinds of interpersonal communication and mass communication.

Adaptation and changes that occur are strongly influenced by the five adaptation factors from the theory. Based on the communication that occurred between the couple Yanti and Marc Guixe if analyzed with the existing adaptation factors will be obtained as follows :

1. Predisposition refers to the immigrant's personal circumstances upon arrival in the local cultural group. Yanti as an Indonesian citizen in Barcelona has a different background in language, country, culture and experience. These differences in background provide the potential for adaptation for Yanti in her new environment.
2. Environment is divided into host acceptance, pressure for conformity from the host and the power of tribal/ethnic groups. Host acceptance refers to the willingness of the local culture to accept and accommodate migrants through opportunities to participate in social communication. For Yanti, Marc and his family's excellent reception was a good entry point for contact. Marc's family was also very tolerant of Yanti's cultural practices. In some of the videos uploaded, it appears that her mother-in-law is very fond of Yanti, here is a picture :



Picture 4

(source: www.youtube.com)

3. Cognitive, emotional, and operational competencies are the three components of host communication competency. Individual communication system understanding, cultural understanding, and cognitive complexity are the three components of cognitive communication ability. Individual adaptation motivation, identity

flexibility, and common orientation aesthetics comprise the affective part of communicative skill in the context. Furthermore, the operational aspect or the ability of individuals to articulate cognitive and emotive experiences is obvious through features of their conduct or especially indicates their communication competency. The achievement of communication competence is necessary to fulfill a common human need, which is to cope with the environment, especially if it is a new environment. Communication competence is the ability to effectively relate to other people.

4. Host social communication and ethnic social communication consist of two kinds of interpersonal communication and mass communication. Interpersonal communication refers to the interaction between one individual and another at an interpersonal level. In this case, host social communication occurs between Yanti as a migrant and the Guixe family with local culture. Meanwhile, ethnic social communication occurs between Yanti and her fellow migrant worker friends while in Hong Kong.

Mass communication here relates to the means used in distributing and perpetuating culture. These include both media such as radio, television, newspapers and the internet. In addition, non-media means based on institutions such as schools, religions, offices, or public places where communication occurs in the form of cultural rituals. Mass communication here occurs when Yanti uses social media facilities in the form of YouTube to interact with audiences, especially subscribers to her YouTube channel. The four characteristics mentioned above have an impact on what is known as the process of gaining functional fitness, psychological health, and intercultural identity is known as intercultural transformation..

DISCUSSION

According to the data, the most difficult part is managing cultural differences that usually lead to conflict in marriage, Particular attention is paid to the unique internal and external elements that influence communication and conflict in intercultural marriages, as well as the various intercultural communication competencies employed by couples in marriage. The ability to communicate across cultures, constructive and destructive conflict, and the advantages of intercultural marriage are typically three aspects that play a part in the communication dynamics of mixed marriages. Yanti Guixe, as an intermarriage practitioner, realizes the importance of communication in the family. Language and cultural differences can become obstacles if they cannot be overcome by them. Both of them also try to accept each other's differences. Yanti and Marc Guixe use English as their daily language to communicate. They also try to minimize expectations of their partner.

Personal development, language competence, and differences in high-context and low context communication styles all have a significant impact. Couples develop and use self awareness, open mindedness, attentiveness,

displaying respect, openness, and face support as the most significant areas of competence (Wahyuningtyas, 2018, p. 437). Each individual's communication is influenced by their respective cultures, culture has responsibility for all communicative behaviors and meanings owned and produced by each individual. Consequently, if two people with different cultures meet and communicate, the meanings they have will also be different, and that will clearly cause certain difficulties. Where the process of communication can be said to be a form of ritual that not only functions as a delivery of messages, but rather a symbolic experience to produce, perpetuate and change reality. Reality that gives birth to symbols when communicating. (Junida, 2018). There is coordination between culture and communication, the way of communicating and the language style used in non-verbal behavior is a function and response to culture. So that it leads to meeting and exchanging symbols and is required to understand cultural differences. (Fitriani, 2015). Intercultural marriage is very vulnerable to facing problems because of the many differences. Because marriage is something sacred and certainly awaits everyone. Whatever the problem is, the relationship in marriage must be maintained, including in intercultural marriages that are prone to problems.

There is some disagreement and communication breakdown, when challenges can be resolved. When problems can be resolved constructively, the marriage is more likely to survive, but when problem worsen and result in poor interactions, the marriage is less likely to survive. Through her YouTube account Yanti Guixe wants to share her life story to inspire many women out there that true love exists even if it is far beyond our reach. Marriages of different cultural, national and linguistic backgrounds are not impossible as long as couples have the same perception of building a happy family.

CONCLUSIONS AND RECOMMENDATIONS

The advancement of digital technology has changed human life. Communication has become easier, resulting in relationships between people from both the same and different cultural backgrounds. These human relationships even give birth to special relationships such as marriage. Marriage does not only occur within the same culture and nationality but also with other ethnicities and nations. The use of digital technology is done in various ways, one of which is Yanti Guixe who shares her personal experiences through the YouTube channel Yanti Guixe Family YouTube as one of the mass media that has a wide reach in the current era of digitalization. Research on intercultural communication that occurs between married couples from different countries is expected to increase understanding of cultural diversity. Cultural acceptance and adaptation of the perpetrators of this cross-country marriage support the achievement of intercultural transformation. Communication between intermarried couples is primarily by personal growth, language fluency, and communication style variations.

ADVANCED RESEARCH

Suggestions for further research are the need for comparative studies involving married couples from other countries who use comparable platforms to make comparisons. So that from the follow-up research will be found differences in intercultural communication patterns and how the convergence of mass communication theory between the two, which is expected to increase understanding of intercultural communication differences in the aspect of marriage,

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