

# **THE ANALYSIS OF INTERCULTURAL COMMUNICATION CHALLENGES AND STRATEGIES IN UNILEVER MARKETING CAMPAIGNS**

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## **ABSTRACT**

The purpose of this study is to analyze the challenges and strategies of intercultural communication in Unilever's marketing campaigns from 2021 to 2025. This study employed a descriptive qualitative method by observing seven global campaigns released by Unilever, including those from brands such as Dove, Lifebuoy, Sunsilk, and Glow & Lovely. The analysis focused on identifying five types of intercultural communication challenges: nonverbal communication, cultural norms and values, stereotyping, language barrier, and perceptual filter. In addition, the study also examined the strategies used by Unilever, namely cultural intelligence, training and development programs, and adaptation and localization strategies. The findings showed that Unilever encountered various cultural barriers in global audiences due to differences in values, language, and perceptions. However, through culturally adaptive approaches and inclusive communication efforts, Unilever was able to increase message acceptance and engagement across diverse markets. This study highlights the importance of intercultural awareness and strategic adaptation in global brand communication.

***Keywords:*** *Intercultural communication, marketing campaigns, Unilever, cultural challenges, communication strategy, cultural intelligence, localization*