

BUSINESS COMMUNICATION TECHNIQUES USED BY THE MAIN CHARACTER “EMILY IN PARIS” SERIES

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ABSTRACT

In the modern era, business communication plays a crucial role in building professional relationships, supporting decision-making, and addressing cross-cultural communication challenges in the workplace. This study aims to identify the business communication techniques used by the main character, Emily Cooper, in *Emily in Paris* Season 1 (2020) and analyze how these techniques are applied in workplace communication. This research employed a descriptive qualitative method. The data were collected through observation of Emily Cooper's dialogues and scenes and analyzed using a coding technique based on the business communication framework. The findings reveal that Emily Cooper employs five business communication techniques. Among these techniques, persuasive communication is the most dominant, as reflected in her ability to present marketing ideas, influence business decisions, and build cooperation with clients and colleagues. In addition, Emily demonstrates active listening by understanding others' messages before responding appropriately. She also delivers ideas effectively through clear and concise communication, uses verbal and non-verbal communication appropriately, and adapts her communication style to interact effectively in a multicultural workplace. These findings indicate that effective business communication requires strong communication skills, persuasive ability, and cultural adaptability to establish successful professional relationships.

Keywords: Business communication, business communication techniques, cross-cultural communication, Emily in Paris.