

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Study

In today's globalized and digitally connected business environment, communication plays a vital role in achieving organizational success. Effective communication supports various business activities, including sales, negotiations, managerial processes, and the development of sustainable relationships with clients and business partners. According to Rahmayani et al. (2023), effective communication is one of the primary factors contributing to business success, particularly as modern business interactions have become increasingly complex and require a wide range of communication skills. Consequently, business communication techniques have continued to develop in response to technological advancements and the demands of international business environments. Ali et al. (2021) argue that effective business communication involves several key strategies, including proficiency in foreign languages, structured work practices, efficient business management, and the effective use of digital communication technologies. These strategies help professionals overcome cultural and religious differences while improving communication with people from different backgrounds.

The growing importance of business communication is also reflected in popular media, particularly films and television series, which often show professional communication in international business settings. Although these scenes are sometimes dramatized for entertainment purposes, they provide useful examples of communication practices that are relevant to today's workplaces. One notable example is the Netflix television series *Emily in Paris* (2020), which follows the experiences of Emily Cooper, an American marketing executive who works at a French marketing agency. Throughout the series, Emily faces various professional and intercultural communication challenges, making the series a suitable source for examining business communication in a cross-cultural context.

The series shows various business communication practices commonly found in global organizations, including persuasive communication, negotiation, intercultural communication, client relationship management, digital marketing, and personal branding. Emily's interactions with colleagues, clients, and business partners demonstrate the importance of adapting communication styles to different cultural expectations while maintaining professional relationships. In addition, the series illustrates how social media and digital platforms have become important parts of modern business communication strategies. These examples provide an opportunity to examine whether the communication practices shown in the series are consistent with established business communication theories and practices.

Previous studies have suggested that the way communication is presented in the media can influence audience perceptions of business practices, leadership, and professional behavior. Therefore, *Emily in Paris* provides a meaningful context for examining communication strategies in international business environments, particularly in situations involving cultural diversity, language barriers, and different workplace values. Although the series is fictional, many of its communication situations resemble challenges commonly found in multinational organizations, making it an appropriate subject for academic research.

The present study aims to analyze the business communication techniques shown in *Emily in Paris* by examining how fictional stories reflect communication practices used in global business environments. Furthermore, the study seeks to investigate the relationship between media presentations and actual business communication theories, particularly those proposed by Ali et al. (2021). Emily's experiences in managing clients, promoting brands, implementing digital marketing strategies, and adapting to local customs provide valuable examples for understanding communication in multicultural professional settings. Although the series is dramatized for entertainment purposes, it still provides useful insights into effective communication, relationship building, persuasion, and cross-cultural adaptation.

Previous researchs have investigated business communication in professional contexts. Siagian et al. (2024) examined persuasive communication strategies in business negotiations and highlighted the importance of persuasive techniques, non-verbal communication, emotional appeals, and cultural adaptation in achieving successful negotiation outcomes. However, the study concentrated only on persuasive communication during business negotiations and did not investigate business communication as a broader concept encompassing multiple communication techniques. In addition, the study did not explore how these communication techniques are represented in media, particularly television series depicting workplace interactions. Therefore, this study seeks to fill this gap by analyzing the business communication techniques used by the main character in *Emily in Paris* Season 1 (2020) using the framework proposed by Ali et al. (2021), which consists of active listening, persuasive communication, verbal communication, non-verbal communication, and cross-cultural communication adaptation.

According to Robles et al. (2020), in their study on business communication, identified several communication practices, including verbal communication, nonverbal communication, electronic communication, active listening, clear and concise communication, and communication adjustment. These practices show that effective communication in the workplace is not only about delivering information but also about listening carefully, communicating clearly, choosing appropriate communication channels, and adjusting communication based on different situations and audiences.

Nonverbal communication is also an important part of business communication, especially when people from different cultural backgrounds interact. Park and Kim (2020) explain that nonverbal communication can vary across cultures and may affect professional interactions. Facial expressions, gestures, eye contact, and body language can have different meanings depending on cultural background. Therefore, understanding differences in nonverbal communication is important for avoiding misunderstandings and maintaining effective professional relationships in multicultural workplaces.

Therefore, this research was conducted to address the limited number of studies on the application of business communication theories in television series. *Emily in Paris* (2020) was selected as the object of analysis because it presents many examples of communication practices in an international business environment, particularly in multicultural workplaces. This study aims to identify and analyze the communication techniques used by the main character and evaluate their relevance to contemporary business communication theory.

Considering the relevance of the topic to the field of English for Business and Professional Communication, *Emily in Paris* was selected as the subject of this study. The series reflects various aspects of communication in today's global workplace while providing practical examples of business communication theories. Therefore, it was considered a suitable medium for analyzing the application of business communication techniques in an international and multicultural business environment.

## **1.2 Limitation of the Problem**

This study focuses on the analysis of business communication techniques used by the main character, Emily Cooper, in the television series *Emily in Paris* (2020). The analysis is limited to Season 1 and only examines communication that occurs in professional or workplace settings.

Emily Cooper was selected as the main subject of this study because she is the central character in the series and is involved in most business-related interactions. Throughout the series, she participates in meetings, negotiations, client communication, and cross-cultural situations, making her an appropriate subject for analyzing business communication techniques.

Season 1 was chosen because it presents Emily's initial experience working in a French company. During this season, she encounters various communication challenges, cultural differences, and workplace situations that require effective communication strategies. These experiences provide clear examples of business communication in an international and multicultural environment.

This study uses the business communication framework proposed by Ali et al. (2021). The analysis focuses on the communication techniques identified in the

framework, namely Verbal Communication, Non-Verbal Communication, Active Listening, Persuasive Communication, and Cross-Cultural Communication Adaptation. These techniques serve as the basis for data collection and analysis. Supporting characters are included in the analysis only when they interact directly with Emily Cooper and contribute to the communication techniques being examined. Scenes that are unrelated to business or professional communication are excluded from the study. Therefore, this research focuses specifically on the business communication techniques used by the main character in a cross-cultural workplace setting.

### **1.3 Formulation of the Problem**

The research poses the following important questions in light of the study's limitations:

1. What business communication techniques based on the categories proposed by Ali et al. (2021) are employed by the main character in the television series *Emily in Paris* (2020)?
2. Which business communication technique is the most dominant used by the main character in *Emily in Paris* Season 1 (2020)?

### **1.4 Objective of the Study**

The objectives of this study are as follows:

1. To analyze and categorize the business communication techniques used by the main character in the television series *Emily in Paris* (2020) based on the business communication framework proposed by Ali et al. (2021).
2. To analyze the most dominant business communication technique used by the main character in the television series *Emily in Paris* (2020).

### **1.5 Significanes of the Study**

This study offers significant academic and practical contributions:

1. Contribution to Academic Insight

This research contributes to the study of crosscultural business communication by using popular media as the subject of analysis. By examining the series *Emily in Paris* (2020), the study highlights how