

ABSTRACT

YUAN, YOSEPHINE ALETHEIA. (2025). **The Cross-Cultural Adaptation Process of Emily Cooper in Netflix Series *Emily in Paris***. Yogyakarta: Department of English Letters, Faculty of Letters, Universitas Sanata Dharma.

Culture is a broad topic and is often found in various literature. *Emily in Paris* is Netflix Series that takes culture as the main theme. The plot revolves around Emily Cooper, an American girl who becomes an expatriate in Paris, France. This study researches the cross-cultural adaptation process of Emily Cooper, the main character, which is influenced by her characteristics.

This study has three main objectives. The first objective is to recognize Emily Cooper's characteristics related to her adaptation process. The second is to relate to Emily's challenges or problems adapting. The last objective is to articulate the cross-cultural adaptation process in Emily throughout her characteristics.

To conduct this study, the researcher used library research to analyze the object of the study. The primary sources are the Netflix Series *Emily in Paris*, Season 1 and Season 3. The secondary sources include *The Art of Watching Film*, *Becoming Intercultural Sociology and Literature in The Sociology of Literature*, and several books and journals as guidance. The approach of this study is the sociological approach, which is suitable for breaking down Emily's adaptation processes in her new environment. In analyzing Emily Cooper's characteristics, the researcher used Boggs & Petrie's theory of character and characterization. The second main theory is Young Yun Kim's theory of Cross-Cultural Adaptation to analyze Emily's adaptation process.

The result of this study, based on the character and characterization of Boggs & Petrie, reveals three significant characteristics of Emily that are linked to her adaptation process. They are flexible, perseverant, and ambition-driven. Those three characteristics influence the adaptation process both in negative and positive ways. The negative ways will lead to the challenges of discrimination, rejection, and miscommunication because of the language barrier, working culture boundaries, and social culture boundaries. Based on Kim's theory of cross-cultural adaptation, Emily articulates her adaptation process in three aspects, which are language, work culture, and social culture. The adaptation process includes her struggle, and the three main stages consist of stress, adaptation, and growth. Emily's traits, such as flexibility and perseverance, assist her internal transformation. As a result, Emily shows the internal transformation of stress-adaptation-growth in her integration process. She has successfully acculturated to French culture; however, she has not achieved full assimilation.

Keywords: *acculturation, adaptation process, characteristics, cross-cultural adaptation*

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Budaya merupakan topik yang luas dan sering ditemukan dalam berbagai literatur. *Emily in Paris* merupakan series dari Netflix yang mengambil budaya sebagai tema utama. Alur ceritanya berkisah tentang Emily Cooper, seorang gadis Amerika yang menjadi ekspatriat di Paris, Perancis. Penelitian ini meneliti proses adaptasi lintas budaya yang dilakukan oleh Emily Cooper, sang tokoh utama, yang dipengaruhi oleh karakteristiknya.

Penelitian ini memiliki tiga tujuan utama. Tujuan pertama adalah untuk mengetahui karakteristik Emily Cooper yang berkaitan dengan proses adaptasinya. Tujuan kedua adalah untuk mengetahui tantangan atau masalah yang dihadapi Emily dalam beradaptasi. Tujuan terakhir adalah untuk mengartikulasikan proses adaptasi lintas budaya dalam diri Emily melalui karakteristiknya.

Untuk melakukan penelitian ini, peneliti menggunakan penelitian kepustakaan untuk menganalisis objek penelitian. Sumber primernya adalah Serial Netflix *Emily in Paris*, *Season 1* dan *Season 3*. Sedangkan sumber sekundernya adalah buku *The Art of Watching Film*, *Becoming Intercultural Sociology and Literature* dalam *The Sociology in Literature*, serta beberapa buku dan jurnal sebagai panduan. Pendekatan yang digunakan dalam penelitian ini adalah pendekatan sosiologi, yang sesuai untuk mengurai proses adaptasi Emily di lingkungan barunya. Dalam menganalisis karakteristik Emily Cooper, peneliti menggunakan teori karakter dan penokohan dari Boggs & Petrie. Teori utama kedua adalah teori *Cross-Cultural Adaptation* dari Young Yun Kim untuk menganalisa proses adaptasi Emily.

Hasil dari penelitian ini, berdasarkan karakter dan penokohan dari Boggs & Petrie, mengungkapkan tiga karakteristik penting dari Emily yang terkait dengan proses adaptasinya. Mereka adalah fleksibel, gigih, dan memiliki ambisi. Ketiga karakteristik tersebut mempengaruhi proses adaptasi baik secara negatif maupun positif. Secara negatif, hal ini akan mengarah pada tantangan diskriminasi, penolakan, dan miskomunikasi karena adanya kendala bahasa, budaya kerja, dan budaya sosial. Berdasarkan teori *Cross-Cultural Adaptation* dari Kim, Emily mengartikulasikan proses adaptasinya dalam tiga aspek, yaitu bahasa, budaya kerja, dan budaya sosial. Proses adaptasi tersebut meliputi perjuangannya, dan tiga tahap utama yang terdiri dari stress, adaptasi, dan pertumbuhan. Sifat-sifat Emily, seperti fleksibilitas dan ketekunan, membantu transformasi internalnya. Hasilnya, Emily menunjukkan transformasi internal stres-adaptasi-pertumbuhan dalam proses integrasinya. Dia telah berhasil berakulturasi dengan budaya Prancis; namun, dia belum mencapai asimilasi penuh.

Kata kunci: *acculturation, adaptation process, characteristics, cross-cultural adaptation*