

## ABSTRACT

### ***Depiction of Hofstede's Cultural Value Dimensions in France and the United States (Qualitative Content Analysis in Emily in Paris Season I)***

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*Hofstede's cultural value dimension has become a reference for research related to intercultural communication. Hofstede's cultural value was introduced by Geert Hofstede in his research on the characteristics of a country's residents. Each country has its distinctive features that set them apart from other countries. "Emily in Paris" series shows the interaction of France and the United States' cultures. However, the depiction of the two countries is considered by public to be inaccurate in reality. This research aims to determine the depiction of the dimensions of Hofstede's cultural values in France and United States in "Emily in Paris" season I. This research uses a qualitative approach with qualitative content analysis methods and a post-positivism paradigm. The results of this study show that France is dominant in 7 categories, while the United States is dominant in 3 categories in the "Emily in Paris" season I. These results are consistent with Hofstede's assessment of the dimensions of cultural values based on Hofstede Insights. Individualism, High Power Distance, Low Power Distance, Femininity, High Uncertainty Avoidance, Long Term Orientation, and Indulgence are dominantly found in French scenes, while the Low Uncertainty Avoidance, Short Term Orientation, and Restraint are found mostly in the United States scenes.*

**Keywords:** Series "Emily in Paris", Hofstede's Cultural Value, France, United States

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