

CHAPTER I

INTRODUCTION

1.1 Background

Emily Cooper is an American in Paris who struggles to her dream as a marketing executive in Paris for a French company that is being acquired by her Chicago company. However, she is quite the sensation, as @emilyinparis is on social media, which opens up opportunities for her. Her quick wit and quick thinking eventually captivate people, who are amazed at how she charms their lives.

The season starts with Emily taking up her dream job in Paris as a marketing executive for a French firm that her company in Chicago bought. She is taken a little off guard since it was her boss in Chicago who was offered the job but is unable to follow through due to developments on the personal front. As a result, Emily is not as well prepared as she would like to be, but that doesn't dampen her spirits and excitement over her new role in the City of Lights. She comes across as an instant disappointment to her French colleagues as they were expecting her boss from Chicago, who is well-versed in French.

Little did they know that with her go-getter attitude and charming personality, Emily would prove to be an asset to them, eventually. Emily's life in Paris show the types of culture shock and the impact of culture shock if someone moving to another country or city.

In this research, the researcher discusses Culture shock in Emily in Paris season 1, because in the series, culture shock is a very prominent main theme,

especially in Season 1. Culture shock is a feeling of confusion, discomfort, or stress experienced by someone when they are in a cultural environment that is different from what they are used to. In this context, the character Emily Cooper experiences a lot of culture shock when she moves to Paris for work.

In this research, the researcher also used a qualitative method that is very suitable for use in research on culture shock and the impact in the Emily in Paris series especially in season 1.

1.2 Limitation of The Problem

In this research, the researcher limits the scope of the research to the following aspects:

1. Focus on a Single Fictional Character:
2. Limited to 'Emily in Paris Season 1':
3. Specific Cultural Context.

These limitations ensure that the research remains focused and manageable, providing a deep dive into the specified problem while acknowledging the boundaries of its applicability and scope.

1.3 Research Question

In this research, researchers uses the Objectif approach theory to discuss various types of culture shock and the impact on Emily Cooper in **'Emily In Paris Season 1'**

1. what type of culture shocks did Emily Cooper experience in Paris?
2. what are the impact of culture shock on Emily's life in Paris?

1.4 Objectives Of Research

1. To find the types of culture shock in 'Emily in Paris season 1'
2. To find the impacts on Emily Cooper who feels culture shock in Paris,

In the process of adjustment, Emily experiences various forms of culture shock that affect the type of thinking, behavior, and social relationships. The phenomenon of culture shock experienced by Emily reflects the reality that people often face when they move to a dramatic cultural environment.

1.5 Urgency

Research on the effects of culture shock in literary works and popular media is important. This is because it provides a more comprehensive understanding of the dynamics of intercultural and psychological and social problems associated with it. In addition, Emily in Paris has become a contemporary example related to the younger generation, increasingly open to international research, work, and lifestyle experiences.

This research is important because it combines cultural research and character analysis in popular media that has not been done in the Indonesian academic context. By using Oberg's culture shock theory and a psychological approach to character, this research is expected to contribute to the investigation of contemporary English literature, especially to analyze the representation of intercultural experiences in visual fiction.