

CHAPTER I

INTRODUCTION

1.1 Research Background

The development of technology has made it easier for people to travel out of their own country in search of a better standard of living. This causes an increase in international migrant workers- mostly from developing countries to developed countries. Based on the data by *Portal Peduli WNI*, there are as many as 3,011,202 Indonesians who lives outside of Indonesia in 2019 alone. And because of that, there are many Indonesian children born outside of their home country; these children are what we call “Third Culture Kids” (TCK).

American sociologist Ruth Hill Useem stated in 1950 that “*we began to use ‘third culture’ as a generic term to cover the lifestyles created, shared, and learned by people who are in the process of relating their societies, or aspects thereof, to each other. The term ‘third culture’ kids, or TCKs, was coined to refer to the children who accompany their parents into another society.*” Third Culture Kids are children raised in a culture other than their parents or the culture of their country of nationality and spend a significant portion of their childhood in a different environment. They typically are exposed to a greater volume and variety of cultural influences than those who grow up in one particular cultural setting. Since "kid" alludes to a person's formative or developing years, the term can refer to both adults and children.

The many influences and exposure to other cultures are regularly absorbed into their everyday life, enabling them to adapt to new environments. However, beneath all those characteristics, many suffer from “fitting in” to their host country and home country. One example is from a book by Eakin (1998), where she interviewed a couple of American Third Culture Kids who had to come back to the United States from their host countries, and one of the teenagers said, “*I felt more out of place in America than I had in any of the*

countries lived in overseas.” Building a sense of connection to one’s roots is important for a third culture kid. They usually have annual visits to their home country as a holiday or to visit their families. And even so, the language and culture barrier still exist between them and their surroundings.

In this digital age, where social media platforms are widely used as a means of information and communication throughout the world, Instagram is the most active social media platform amongst millennials and Generation Z, which is the age demographics for university students as it is used 90% of the time. Instagram is a platform where they feel they are more informed and personal to them, so they appreciate the majority of their hours on this social media (Dretsch, 2022). One Gen Z clarified that Instagram shows only a small portion of your life. Though with the ability to share ten images simultaneously, it is becoming once again more informal. It is typically more formal. Up to this point, Instagram used to be the primary platform for identity and personality.

But since TCK visit Indonesia only during the holidays, it is not enough time to digest the cultures and traditions of their home country. So, when they settle for university, they have difficulty blending in with the community and the way of life.

This topic was chosen to help those students to adapt to this country, especially in the city of Bandung. Using posts uploaded on social media is chosen due to the easy access and most, if not, all the students have a similar platform.

1.2 Research Identification

Based on the research background above, it is determined that:

- a. The TCK have a hard time blending into the culture and way of life in the country due to the insignificant amount of time the TCKs spent in Indonesia.
- b. There aren’t many platforms for Indonesian TCK students to go to when they need a community.

1.3 Problem formulation

Based on the identification of the problem above, it can be concluded that the formulation of the problem is:

- a. How to design a media content that will promote Bandung's culture to Indonesian TCKs and help to establish a TCK community?

1.4 Research scope

Based on the problem, the research scope is:

What

To design a media platform to assist Indonesian TCK students in adapting to the environment in Bandung.

Who

The target audience will be:

- Third Culture Kids University Students
- Ages around 17 to 25
- Residing in Bandung
- All gender

Why

So Indonesian Third Culture Kids will have a platform to go to when they require support regarding living in Bandung and creating a sense of community among the Indonesian TCKs.

How

The researcher will create a piece of media content about living in Bandung.

1.5 Problem Definition

The primary consideration for this design is to provide a platform for the Indonesian Third Culture Kids to learn about Bandung's culture and connect with other Indonesian TCK around the area.

1.6 Research Methodology

Contrary to what is often believed, research is not only the process of acquiring data. Instead, it focuses on finding solutions to open problems or inventing what does not already exist. In many ways, research may be viewed as a process of extending our understanding (Goddard & Melville, 2001). Data collection will be qualitatively collected through interviews. There will also be a quantitative data collection collected through digital surveys that can be spread around easily. Literacy reviews will also be used such as published journal articles or papers.

a. Questionnaire

Questionnaires are questions related to a matter or field that must be filled in by the respondent. It is an effective way of research method because data can be obtained faster in a short period of time. (Soewardikoen, 2019)

b. Interview

According to Bingham & Moore (1959), an interview is a discussion with a purpose. Interviews with respondents allow the researcher to understand deeply and personally about the matter of the field.

c. Literature Review

The researcher will find sources from books, journals, articles, and other similar sorts that correspond to the problem they currently research.

1.7 Analysis Method

Matrix Analysis

With the help of a benchmark, this technique is used to compare various visual objects to determine their similarities or differences.

1.8 Research Framework

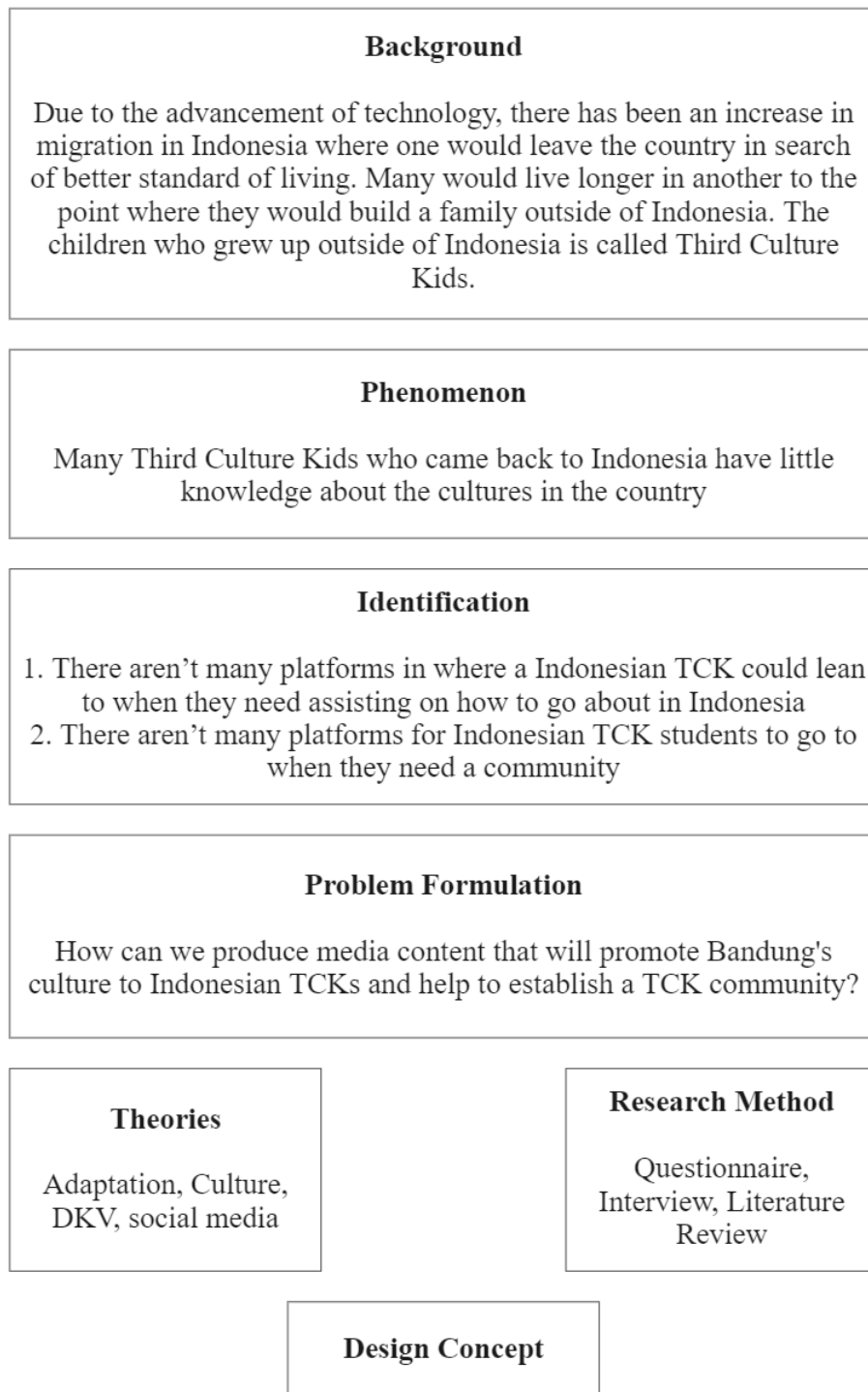


Figure 1.1. Research Framework

Source: Dalila Nadhiva, 2022

1.9 Chronology

a. CHAPTER I: INTRODUCTION

This chapter includes the main research background of the paper, the intended target audience, and the problem identification.

b. CHAPTER II: THEORY

Discusses relevant theories to understand deeper about the problem such as campaigns, visual storytelling, media, and design theories.

c. CHAPTER III: DATA ANALYSIS

To describe the data that was collected to be analysed and distributed to the target audience such as questionnaires and interviews.

d. CHAPTER IV: DESIGN CONCEPT

Showcasing the design and explaining the inspiration and references behind the idea of the concept

e. CHAPTER V: CLOSING

This chapter will conclude the thesis based on data and research done in chapters I, II, III, and IV and suggestions for alternative solutions to problems encountered in the process of making the thesis.