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THE ANALYSIS OF INTERCULTURAL COMMUNICATION IN BORAT'S MOVIE

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ABSTRACT

The analysis of intercultural communication is essential to provide those who intend to learn a new culture and to communicate with other people from different cultural backgrounds. The study aims to analyze intercultural communication contained in Borat's movie that pictures the encounter of Kazakhstan American culture. Descriptive qualitative method is applied in analyzing the movie, and streaming, documentation, and identification were done to collect the data. The findings of the research are; first, the researcher found that in the movie, there are surface and deep cultural differences between Kazakhstan and American culture. The surface culture found are people, buildings, dress, language, and behavior. Then, the deep cultures that are found are values and attitudes. Second, intercultural communication works when the main character and people in the USA share their culture. Last, as the main character, Borat changes his mindset about Jews and shares the Christian religion with Kazakhstan's people he adopts from the USA.

Keywords: *Culture Different, Intercultural Communication, Surface & Deep Cultures*

ABSTRAK

Analysis komunikasi antar budaya sangat penting untuk membantu orang mempelajari budaya baru dan mengkomunikasikan budaya mereka sendiri kepada kelompok / negara lain. Karena banyak orang mungkin salah menafsirkan budaya baru, komunikasi antar budaya penting untuk dipelajari. Tujuan penelitian ini untuk menganalisis perbedaan antara Kazakhstan dan budaya Amerika terhadap komunikasi antar budaya yang ada dalam film Borat. Penelitian ini menggunakan metode deskriptif kualitatif dalam menganalisis sebuah film berjudul Borat movie: Cultural learning of America for Make Benefit Glorious Nation of Kazakhstan yang disutradarai oleh Larry Charles. Streaming, dokumentasi dan identifikasi dilakukan untuk mengumpulkan data. Temuan penelitian ini adalah; pertama, peneliti menemukan bahwa dalam film ada perbedaan permukaan dan budaya yang mendalam antara Kazakhstan dan budaya Amerika. Budaya permukaan yang ditemukan adalah orang, bangunan, pakaian, bahasa, dan perilaku. Kemudian, budaya dalam yang ditemukan adalah nilai dan sikap. Kedua, komunikasi antar budaya bekerja ketika karakter utama dan orang-orang di Amerika Serikat berbagi budaya mereka. Yang terakhir, sebagai karakter utama, Borat berubah pikiran tentang orang-orang Yahudi dan berbagi agama Kristen dengan orang-orang Kazakhstan yang ia adopsi dari Amerika Serikat.

Kata kunci: *Perbedaan Budaya, Komunikasi Antar Budaya, Budaya Permukaan & Mendalam*

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INTRODUCTION

Culture is a characteristic that can distinguish a community from other communities. According to Gründler & Köllner (2020), culture determines the individual's different communications, work ethics, and approaches to solving the problem among team nation. The different cultures among each other can be observed from the rituals, customs, and symbols. Culture is not only constructed as one meaning but described in several meanings. According to Alma et al. (2020), cultural structure elaborates more than one concrete meaning as institutionalized patterns of social life. The differences in the culture of each country create a uniqueness that certain countries can be proud of.

However, the culture may become a habit and may impact to the behavior of the people of a country. can cause some problems (Nirwana & Darmadali, 2021). This problem due to cultural misunderstanding when the actor interpreting an action or speech. Cultural differences influence the feeling of people, which brings depression and anxiety in communication because they may feel unfamiliar with the new culture (Nur et al., 2021). Patel et al. (2011) stated that culture is a significant factor in how society communicates and believes in communication. It implies that culture affects society's perception and communication. The problems often faced by the migrant population that needs to adapt to the new culture in dominant they move into. Sometimes, many people have their judgment about the other culture because of their interpretation.

The existence of problems with cultural differences makes communication not go. People may face the culture shock of the new culture. Culture shock defines as the persons' condition of anxiety, surprise, and confusion with a new environment or culture (Junaid & Pertiwi, 2017). The response of the individual to an unaccustomed situation is defined as the cultural shock (Nur et al., 2021). Cultural divisions can also occur because people with different cultures are wrong in interpreting other cultures. Often with the different cultures, a person or a group may assume that their culture is the best. With these problems, people tend to find it difficult to open their minds about other cultures than their own. One way that people appreciate cultural differences is through intercultural communication analysis. This analysis can be done through everyday life, vacations to countries with different cultures, or just by watching movies. Here, intercultural communication is important to analyze.

Intercultural communication is the concept of a variety of meanings and interpretations. Mayer et al. (2021) define intercultural communication as the interaction between people with different cultural perceptions and symbol systems. This theory focuses on how the society interpret the world by using the perceptions and systems around them. Intercultural communication is essential to help people learn a new culture and communicate their own culture to other groups/countries. Pekerti et al. (2020) stated that Intercultural communication serves to teach and introduce cultural values to other communities. Nowadays, people may no longer need to go to other countries or groups to learn intercultural communication. It can be learned from the movies we watch every day. One example of a movie that contains intercultural communication is Borat's movie.

“Borat movie: Cultural learning of America for Make Benefit Glorious Nation of Kazakhstan” is a movie released in 2006 and directed by Larry Charles. This comedy movie tells the story of a famous reporter in Kazakhstan who is sent to America to study American culture and bring American culture to its origin to advance its region. This movie

contains many elements of intercultural communication, either surface or deep culture. The researcher explores the differences between Kazakhstan and American culture toward intercultural communication in the movie through the Borat movie. The specific purpose of this study is to explore the surface and deep culture between two nations through the main character in Borat's movie.

Cultural differences experienced by the main characters in Borat's movie can be seen through the analysis of surface and deep culture in each country. Patel et al. (2011) stated that culture is presented in many forms, such as surface and deep culture. Surface culture is described objectively as people, buildings, artifacts, art, dances, music, songs, food, dress, language, behavior, actions, and gestures. Meanwhile, in the deep culture of subjective culture, people try to describe culture through feelings, emotions, values, and attitudes. In this research, the researcher tries to explore the aspects of surface and deep culture as soon as possible. Through analyzing the aspects of surface and deep culture, the problem of misunderstanding the interpretation of two different cultures can be reduced.

An analysis of intercultural communication was done by Alma et al. (2020), entitled "Cultural Structuring of Urok Practice: An Intercultural Communication of the Bego Tribe in Kalinga Province, Philippines." The study aims to analyze the cultural structuring of the Urok practice of the Bego tribe. In this study, the researcher investigated the indigenous community members through a qualitative research design. The interview was used in this research with 12 informants. The findings of the research are; first, the practice of Urok as social culture symbolizes love and mutual value. Second, it is a description of harmonious relationships. Lastly, Urok symbolizes a form of moral sympathy and solid action. Urok has an important piece of the community that gives rise to reciprocity and friendship. From the above exposure analysis, using intercultural communication can help in learning a certain culture. Using intercultural communication analysis can also help avoid misunderstanding in interpreting a culture. The researcher tried to analyze the surface and a deep culture in Kazakhstan and the USA through the "Borat" movie.

In this study, the researchers conducted research from cultural aspects, namely surface culture and deep culture. Both forms of culture are studied because they are most commonly encountered in social environments but are not realized. The research questions of the study are:

1. What are the differences between surface and deep culture toward the intercultural communication of Kazakhstan and American cultures in Borat's movie?
2. How do surface and deep culture aspects reduce the misunderstanding of interpretation of two different cultures contained in Borat's movie?

Intercultural communication research on the surface and deep culture aspects have several benefits. This research can avoid misunderstanding culture by being open-minded about the meaning of what is conveyed by people in different cultures. The next benefit is that analyzing the culture in Borat's movie can provide values from different cultures. The cultures in the movie can be implemented in the real world and adapted to the situation in the community. Another benefit is to change a narrow mindset about cultural differences and to be a wise person in response to cultural differences. The last benefit is facilitating communication to live together with people who have different cultures.

LITERATURE REVIEW

Theoretical Review

a. Culture Differences

Culture is part of life that reflects our way in society. Some experts define culture by their various perspectives. Farnsworth (2021) defines culture as a unique characteristic of the values and norms of a social group. Kirchhoff et al. (2019) stated that culture can be thought about and can be learned by some countries. They also explained that the culture was formed depending on what humans could think, imagine, and learn. Besides, culture is the way people live. Culture is defined as the attitude of certain people regarding values and beliefs. The existence of culture can give rise to a sense of ownership and identity in a belief. The number of cultures that exist will encourage people to interact with other cultures.

Cultural diversity can lead to different processes from cultures to each other. Guermazi & Halioui (2020) mentioned that a different process is a process that brings different values and ideas into a group with different cultures. Cultural diversity can affect convergent processes. A convergent process is a process that aims to equalize goals and commitments. Different cultures will decrease the convergent process. From diverse cultural differences, it will make a cultural process also different. Cultural differences will change the process of communicating, interacting, and making the society understand the culture with a different interpretation.

This study uses the cultural diversity theory from Guermazi & Halioui (2020) to analyze the data. The data were analyzed by communicating, interacting, and interpreting cultural society in the movie between the people from Kazakhstan and USA. Data analysis with process communicating while the main character in the movie did the conversation with the people from the USA. The interaction and interpretation analyze how the characters convey their habits and behaviors in a different country.

b. Intercultural Communication

King & Bailey (2021) define intercultural communication as the variety of meanings and interpretations between two or more cultures. Intercultural communication is the theory that focuses on how a society with different cultures and symbols communicates their culture to each other. There is a positive and negative impacts of intercultural communication. Wang et al. (2020) suggest positive outcomes from language standardization, including cost reduction in codifying and transferring knowledge. Meanwhile, the negative impact can be a misinterpretation of the meanings of the message. The analysis of intercultural communication was also done by Alma et al. (2020). The study found that intercultural communication in Uruk has benefits as social culture symbolizes love, mutual value, description of harmonious relationships, and a form of moral sympathy of solid action. In this study, the researcher used the theory of Wang et al. (2020) to explore the positive and negative outcomes of intercultural communication in the movie. Intercultural communication occurs due to several factors. According to Patel et al. (2011), the factors that affect intercultural communication include behavior towards mass media, quality of intercultural contact, language, and misinterpreting.

The first factor that affects behavior in intercultural communication is mass media. The media has the role of influencing our opinion, judgments, and perceptions about other cultures. The second factor is the quality of intercultural contact, and intercultural contact

has increased significantly in recent years around the world. It happens because of technology that has faster access and increased migration. The third factor is language. Language is a medium of communication that has the potential to communicate cultural values and beliefs. Some people who have different ways of speaking can cause miscommunication. This is where language is very important in intercultural communication. The last factor is about misinterpreting. In communicating a culture, there is often misinterpreting. It happens because individuals or groups make assumptions about what they see or listen to. The misinterpreting factor is very influential in intercultural communication.

c. Surface Cultures & Deep Cultures

The factors that influence intercultural communication bring culture to two levels, namely surface culture and deep culture. Patel et al. (2011) mentioned that the culture is presented in many forms, such as surface and deep culture. Surface culture is described objectively as people, buildings, artifacts, art, dances, music, songs, food, dress, language, behavior, actions, and gestures. Surface culture is easier to find or recognize. Meanwhile, deep culture, usually called subjective culture, describes culture through feelings, emotions, values, and attitudes. Deep culture is harder to find because deep culture cannot be seen immediately but needs to be studied in more detail.

Empirical Review

“Borat movie: Cultural learning of America for Make Benefit Glorious Nation of Kazakhstan,” directed by Larry Charles, becomes interesting to analyze because the movie delivers the different cultures toward jokes. It makes the audience not bored while watching the movie. Therefore, many people are interested in reviewing some studies related to Borat's movie from several perspectives. The first article, "The Role of Kazakhstani Society in the State Development" by Bortolotti (2020), aims to examine the strategies of the Kazakhstan government, which focus on developing national identity. The data analysis uses formation through semi-structured questionnaires. The findings of the study are, first, to define the concept of nation branding strategy in Kazakhstan. Second, nation promotion becomes a permanent feature, and these branding strategies can affect the local population.

The second article, entitled "Communication between Population of Germany and German-Speaking Switzerland: Intra- or Intercultural Communication?" by Takhtarova et al. (2019). The study was about facing problems due to communicative shock and conflicts in communication with speakers of the same language. The aim of the study is to analyze the communicative interaction between the society of Germany and the German-speaking cantons of Switzerland. The data were analyzed through a systematic review of recent works related to the German communication style. The study results are that Germany shows characteristics of communicating with a low style context, while German-speaking cantons of Switzerland show a high context communication style. These differences lead to stereotypes and clichés that will affect intercultural communication.

The third article entitled "Can 'the other' ever become 'one of us'? Comparing Turkish and European attitudes towards refugees: A five-country study” by De Coninck et al. (2020). The study discussed about a large number of people in Europe caused some European residents to evacuate to other countries. The purpose of the study was to find out how refugees were accepted in five European countries. Besides, this research also examined the perception of the population of refugees. The data analysis used face-to-face

interviews and online surveys. The findings of this study are positive socioeconomic conditions due to the positive attitude of some countries that accept refugees. Besides that, the findings obtained show that the attitudes of refugees who are considered negative are increasing. It is influenced by the economic class, religion, and conditionality of the settlement of each individual.

The fourth article with the title "Translation of Film Titles Based on Intercultural Communication" by Qin (2018), discussed culture shock. This research aims to illustrate the cultural differences between China and the western world through translated film. The study was analyzed from the film and several theories collected by researchers. The findings of this study are that cultural differences have a major impact on translation work. Besides, this study lists four translation methods that can be used. The methods are literal translation, transliteration, free translation, literal translation, and free translation. The methods are the results after analyzing how English and Chinese-speaking countries differ in the way they think and talk.

The last article is "The Effects of Film Appreciation on Improving the Students' Intercultural Communication Competence" by Xue & Pan (2012). This research was conducted because of the increasing integration of the global economy, which caused the importance of fostering communication between the worlds. This research aims to explore the effects of English film appreciation on improving the intercultural communication competence of English language learners in China. This study does not emphasize how to obtain data such as test usage. This study only explains how film can improve intercultural communication in students. Through exploring several theories, researchers found several findings. The findings include that film appreciation has many theories and obvious superiority. Also, with film appreciation, students can find differences in value that can be used to improve intercultural communication.

In this study, the researcher explores the surface and deep culture that contains Borat's movie. Surface and deep culture are explored because of the problems with misinterpreting culture to happen. It is closely related to intercultural communication as the way two or more cultures communicate. Surface and deep culture are parts of intercultural communication. Some researchers also did their studies related to intercultural communication with a different subject. Through intercultural communication, two different cultures can share and learn their culture to avoid misinterpreting its meaning.

RESEARCH METHOD

This study used a qualitative research design proposed by Miles, Huberman, and Saldana (2014). This study identified a movie entitled Borat movie: Cultural learning of America for Make Benefit Glorious Nation of Kazakhstan," directed by Larry Charles. Streaming, documentation, and identification were done in collecting the data. Streaming was aimed to understand the movie by watching it repeatedly, while documentation was aimed to support the data collected in the form of pictures and texts. Identification was aimed to divide the movie into some sequences. This could help the researcher determine the data that reveals the intercultural communication between Kazakhstan and American culture in the movie.

In collecting data, the researcher watches the movie and conducts the documentation. The steps in collecting data were watching the movie and taking notes, finding and reading

the literature related to the topic, finding out some theories from articles, and the last step classifying intercultural communication based on the movie. Then, in data analysis, the researcher selected the classified data based on the cultural communication between Kazakhstan and America. The data that did not belong to those criteria were then reduced. The analyzed data then were interpreted by described in the form of paragraphs. After that, the researcher draw a conclusion based on finding and discussion. Those processes were completed in a cyclical manner in order to obtain trustworthy data.

FINDING AND DISCUSSION

a. Findings

The results of the analysis revealed that intercultural communication used in Borat's movie is divided into two types, namely surface and deep culture. Borat's movie tells the story of a journalist named Borat who comes from Kazakhstan. The story begins when Kazakhstan has economic and social problems. The Government of Kazakhstan trusted Borat to make a documentary film about people's lives in the USA to help improve life in Kazakhstan. Borat, accompanied by a famous manager named Azmat, went to the USA. Arriving in the USA, Borat tried to adapt to the culture there. During his duties, Borat fell in love with a woman named Pamela from California. After Borat's wife in Kazakhstan had died, he was determined to meet Pamela. During the journey of discovering Pamela, he learned much about a culture from others. However, his love was unrequited, and he decided to return to Kazakhstan by bringing a new culture and teaching the locals.

In Borat's movie, the surface and deep culture between Kazakhstan and the USA can be explored. The culture that can be explored is as follows:

1) The surface culture found in Borat's movie.

Surface culture is defined as an objective description of the culture. In Borat's movie, the difference in surface culture between Kazakhstan and the USA can be seen in people, buildings, dress, language, and behavior. Here is a table of differences between Kazakhstan and American cultures.

Table 1. The Differences in Surface Culture Between Kazakhstan and American

No.	Aspect	Kazakhstan	American
1.	People	Traditional lifestyle: a. Transportation used horse b. Work as breeders c. Women and men are not equal in work	Modern lifestyle a. Transportation used car b. Work in office c. Women and men equal in work
2.	Buildings	Simple design: a. The houses are made from wood and soil b. The design of the room is narrow and not neatly arranged	Luxurious design: a. Tall and large buildings. b. All neatly arranged, clean, and very modern design
3.	Dress	a. People's clothes are still	a. Most people are

No.	Aspect	Kazakhstan	American
		<p>simple, and there are no striking models yet.</p> <p>b. The neat clothes are owned only by certain people</p>	<p>dressed in diverse designs.</p> <p>b. Those who work in the office already wear clothes in a suit, tie, and leather shoes.</p>
4.	Language	<p>The humor used is too vulgar, and the language is too harsh. The mental limitations of a person are also used as jokes.</p>	<p>The USA avoids jokes about something people do not want. The "not" joke in America is a joke made by making a statement that we pretend is true, but at the end of the statement, we add the word "not," which means not true.</p>
5.	Behavior	<p>a. Every time they meet someone, they have to say "hi" to each other.</p> <p>b. The behavior of kissing people who are encountered, even not the family, is considered natural.</p> <p>c. There is a behavior of eating cheese before the talks begin.</p>	<p>a. Everyone who meets people is not obliged to greet each other and be more individualist.</p> <p>b. There is no behavior of kissing people indiscriminately</p> <p>c. The beginning of the conversation is usually served hot or cold drinks</p>

In Kazakhstan, people are still traditional, but people have advanced and have a modern lifestyle in the USA. Then, in Kazakhstan, the building is still relatively simple than in America, with tall and large buildings. The difference in surface culture was also shown in how they dressed and conveyed humor. People in Kazakhstan have simple clothes and no striking model. It is opposite from USA model clothes that most people are dressed in diverse designs. Humor in Kazakhstan is more vulgar than in the USA. The last differences are their behaviors in greeting someone and their different appetizers. Surface culture is a culture that can be realized easily. However, deep culture requires deepening in interpreting a culture.

2) Deep cultures found in Borat's movie.

Deep culture is the part of intercultural communication that describes the culture subjectively. Deep cultural differences contained in Borat's film are in values and attitudes. The difference between the two nations is represented through the main character of the movie. Here is a table of differences between Kazakhstan and American cultures.

Table 2. The Differences in Deep Culture Between Kazakhstan and American

No.	Aspect	Kazakhstan	American
1.	Values	There are still racist values attached. Every time they meet the Jews, the people of Kazakhstan think that they will be killed and exterminated.	USA country is more emphasize individualism value. The society there focuses on their work without fear of racism or oppression. This is because there are already strict laws from the government.
2.	Attitudes (the manner of eating)	There is no special manner of eating	The manners of eating are very noticed. a. Having lunch at a long table is best to chat with the person next to us. b. When eating, should not scream. c. If you want to go to the toilet, use the word "excuse me."

In the deep culture between Kazakhstan and the USA, Borat learning about racism against Jews is wrong. Borat was initially very afraid of the Jews and thought that all Jews were dangerous until he bought a bear to protect himself. After Borat met the peace worshippers in the USA, he changed his mindset. Since then, Borat no longer hates Jews and spreads Christian teachings in Kazakhstan. The other deep culture that can learn by Borat is when he dinner in the USA. Borat learned how to use the sentence "Excuse me" when he went to the toilet while eating.

The communication between Borat and people in the USA is implementing how intercultural communication works. Communication between both countries can fix the problems of misunderstanding in interpreting culture. Borat firstly misunderstood interpreting U.S. culture to try to communicate and follow the country's flow. After he met with some people and learned the culture, he can face the problems. At the end of the story, Borat adopts the Christian religion and shares it with society in Kazakhstan. Besides that, intercultural communication changes Borat to have open-minded about Jews. From those Borat's experiences, intercultural communication can help Borat adapt to the new country.

b. Discussion

In Borat's movie, misunderstanding in interpreting culture can be seen when Borat lives in the USA. When Borat arrived in the USA, he assumed that someone should kiss and hug him when meeting each other. Meanwhile, in the USA, it is considered strange. In

addition, the difference in buildings confuses Borat, for example on how to use hotel facilities. Here, Borat learns how to use the television at the hotel. Intercultural communication helps Borat to face some problems he met in the USA. The proof in the movie is a different joke between both cultures, *"My brother Bilo, has a funny retardation. He was beheaded like a madman, and when seduced by his sister we laughed at him"* (00:12:45). Meanwhile, in the USA, we have to avoid jokes about something people don't want. For example, a joke with the word "not." The "not" joke in America is a joke made by making a statement that we pretend is true, but at the end of the statement, we add the word "not," which means not true. The proof is, *"Here in America, we try not to laugh or make jokes about something that people don't want"* (00:12:10). It is in line with the research from Wang et al. (2020) that the positive outcomes of intercultural communication are transferring knowledge and equalizing the language standard. However, a study by Takhtarova et al. (2019) revealed that while facing the problems of communicative shock and conflict between the society of German and the German-speaking cantons of Switzerland, found that these different communications lead to stereotypes and cliches, not the equalization of the language standard.

Then, Borat also carried out intercultural communication with youth in the USA. Borat meets young men in a similar style to their idols. Borat learned it, but there was a misunderstanding in interpreting how to dress. Borat wears the style shown by some boys he met on the street to the hotel where the dress is inappropriate and should only be worn in certain places. These experiences make Borat learn that dressing should be adapted to the situation and with whom we will meet. Besides that, Borat also learned about sex humor or disrespectful in-laws performed in the USA. Borat stopped using such humor when joking with the people of the USA. The other study about cultural differences has a major impact on translation. Qin (2018) found that the cultural differences between China and the western world through the translated movie can help analyze how they think and talk in different cultures based on the situation.

In the deep culture between Kazakhstan and the USA, Borat learns about racism against Jews is wrong. Borat was initially very afraid of the Jews and thought that all Jews were dangerous until he bought a bear to protect himself. After Borat met the peace worshippers in the USA, he changed his mindset. The proof can be seen when Borat enters the church in the USA. He is warmly welcomed even though they do not know where Borat is and what his religion is. Proof from the movie says one of the people in the USA, *"Of course Jesus loves you, Jesus loves your son, he loves your brother, Bilo. Yes, he loves everyone. Jesus can cure your heartache"* (01:09:55). Since then, Borat no longer hated Jews and spread Christian teachings in Kazakhstan. The other deep culture learned by Borat is when he had dinner in the USA. Borat learns how to use the sentence "Excuse me" when he goes to the toilet while eating. Similar research conducted by Xue & Pan (2012) supports the effect of film appreciation can improve intercultural communication. This study explores the effects of English film appreciation on improving the intercultural communication competence of English language learners in China. The study found that film appreciation can respect the different values from different cultures. Then, it is used to improve intercultural communication.

The communication between Borat and people in the USA is the implementation of how intercultural communication works. Communication between both different countries

can solve problems of misunderstanding in interpreting culture. Borat firstly misunderstood in interpreting U.S. culture to try to communicate and follow the flow of the country. After meeting some people and learning the culture, Borat can face the problems. At the end of the story, Borat adopts the Christian religion and shares it with Kazakhstan society. Besides that, intercultural communication changes Borat to be more open-minded about Jews. From those experiences, intercultural communication can help Borat in adapting to the new country.

CONCLUSION

The study of intercultural communication that exists in Borat's movie is helpful to avoid culture shock. Since there is a potential problem regarding misunderstanding people from other culture background. Intercultural communication is very important to reduce the possible misunderstandings about culture. The analysis of intercultural communication on the surface and deep culture experienced by the main characters in the movie. The surface culture contained in Borat's movie, namely people, buildings, dress, language, and behavior. Meanwhile, the deep culture is about values and attitudes. The difference between the culture of Kazakhstan and the USA makes Borat have a different understanding of Jews and spread Christianity in Kazakhstan. So, it can be concluded that intercultural communication can help us understand the different meanings of culture.

SUGGESTION

This research still has some weaknesses, one of which has not been analyzed in detail or thoroughly about the structure in Borat's movie. Furthermore, other researchers are expected to conduct analyses of other aspects related to cross-culture understanding.

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