

CHAPTER I

INTRODUCTION

1.1 Background

In this era, the phenomenon of globalization has expanded and evolved into a transformation that affects various aspects of life, not merely the economic and social spheres. Giddens (1990) explains that globalization is a process of intensifying global social relations that links distant regions such that an event occurring in one place is caused by similar events occurring elsewhere. The concept of “time-space compression,” introduced by David Harvey (1989), relates to the phenomenon of shrinking space and time, whose effects are particularly evident in major cities across Indonesia, including Semarang. Semarang has transformed into an international hub or meeting point no longer constrained by geographical boundaries. As one of the major educational, commercial, and industrial cities in Central Java, Semarang has experienced increasing intercultural interactions through the presence of international students, expatriates, foreign professionals, and tourists. This condition has strengthened the city's role as a multicultural environment where people from diverse cultural and linguistic backgrounds interact in their everyday lives (Pratama, 2020). This has created opportunities for cultural exchange, human migration, and the easy influx of languages from various countries into the Semarang region. One such development is the emergence of a diaspora that requires specific strategies for social interaction (Rizani & Ratnawati, 2022).

Diaspora refers to individuals or communities who reside outside their country of origin while maintaining social, cultural, or emotional ties with their homeland. Within the context of globalization, diaspora communities contribute to the exchange of languages, values, and cultural practices while simultaneously adapting to the norms and customs of the host society (Curiel et al., 2024). In Semarang, this phenomenon of globalization is specifically marked by the presence of a diaspora from native English-speaking countries, such as the United States, the United Kingdom, Australia, and Canada (Al-Mutairi, 2019, p. 86). This claim is supported by official data from the Class I Immigration Office with TPI Semarang, which indicates that a number of foreign nationals from these countries hold Permanent Stay Permits (ITAP), evidence that Semarang has become a destination for long-term international migration.

Perbandingan WNA Pemegang ITAP per Tahun - 5 Negara Terpilih			
<i>Posisi akhir tahun (Des 2024, Des 2025) & posisi terakhir (Mei 2026) - data laporan bulanan WNA</i>			
Kebangsaan	2024 (Des)	2025 (Des)	2026 (Mei)
Amerika Serikat	4	8	8
Kanada	0	1	1
Inggris	3	5	5
Australia	3	6	6
Afrika Selatan	1	1	1

Figure 1. 1 Permanent Stay Permits Diaspora Native English.

The focus on diaspora from native English-speaking countries is particularly relevant because English functions as the dominant international language, enabling initial communication across different cultural backgrounds (Febria & Orenzah, 2023). To understand the dynamics arising from this, it is important to note that the

diaspora brings their cultural and linguistic capital into the public sphere in Semarang. Their presence creates a unique international community, where their original identities intersect directly with local values and the wisdom of the local community. Therefore, in this context, Semarang becomes a center of social dynamics worth observing, as individuals from vastly different cultural backgrounds strive to build connections within the same geographical area.

However, as Giddens (1990) defines it, globalization also brings risks and uncertainties. In the context of Semarang's international interactions, the process of social interaction between diaspora and local communities is not without challenges. Cultural differences influence how messages are formulated and interpreted, both verbally and non-verbally. This dynamic often creates communication barriers, ranging from language difficulties to clashes in social norms stemming from a lack of intercultural understanding (Fardien et al., 2025). These challenges are essential to explore to understand the extent to which social integration can be achieved. Social interaction and communication are not merely exchanges of linguistic messages, but also negotiations of identity that determine the harmony of relationships between migrants and local communities.

To address the challenges that have been identified and to capture social realities that are often overlooked, the urgency to preserve and document the lives of the diaspora in a profound and honest manner has become increasingly clear, underscoring the importance of audiovisual works in the form of documentary videos. This research project, titled “Producing a Video Documentary on the Diaspora from Native English-Speaking Countries in Semarang: Building Social

Interaction,” is designed to visualize the complexities of social interactions that are often not captured in statistical data. According to Jain & Pooja, (2024), the strength of documentaries is in their authenticity in capturing real events and presenting reality in a structured manner. In addition to providing a comprehensive understanding of the patterns of diaspora interaction in Semarang, this research also aims to serve as an educational tool for the public to promote inclusivity amid the rapid pace of globalization.

Through documentary media, this study aims to examine how these diaspora members process and adapt to the local culture, as well as how they build relationships with the local community in relation to their daily lives in Semarang. Furthermore, this documentary not only records their experiences but also interprets them. In addition, this research aims to examine whether the native English-speaking diaspora is able to adapt easily in Semarang, given that English has become an international language. Several studies indicate that English as an international language does facilitate initial communication and reduce social anxiety (Tarp, 2025). Yet deeper social integration still depends on local language proficiency and active engagement in the local culture (Heinzmann et al., 2024). By combining a visual approach with a narrative drawn from real-life experiences, this documentary aims to present a reality that is often neglected in text-based academic research. Unlike previous studies that primarily emphasize theoretical discussions of diaspora and intercultural communication, this research adopts the Research and Development (R&D) approach to produce an educational documentary video while evaluating audience responses toward the resulting audiovisual product. Therefore,

this study contributes not only to academic knowledge but also to the development of educational media that can be utilized to increase public awareness of intercultural understanding and social inclusivity, with the wider local community in Semarang as its intended audience.

Therefore, the production of this documentary holds significant value from both academic and social perspectives. From an academic standpoint, this research will enrich the study of diaspora by emphasizing the importance of social interaction and everyday life experiences within the local context of Semarang, while shifting the focus from macro-structural analysis to more micro-level aspects based on individual experiences. From a social perspective, this documentary is expected to contribute to a greater understanding of intercultural relations and to demonstrate how local communities and the diaspora can interact harmoniously amid the various challenges they face. By presenting these real-life stories in an easily accessible audiovisual format, it is hoped that awareness of the importance of inclusivity and respect for differences will continue to grow in this increasingly interconnected world.

1.2 Research Questions

1. How were the pre-production and the production processes for the video documentary on the diaspora of native English speakers in Semarang and their social interactions?
2. How is the audience's response to this video documentary about Native English-speaking countries in Semarang, "In Building Social Interaction"?

1.3 Research Objectives

The objectives of this research are:

1. To describe and analyze the production process of the video documentary on the diaspora of native English-speaking countries in Semarang, covering pre-production (planning and research), production, and post-production editing.
2. To identify and analyze audience responses to the documentary, specifically regarding their levels of understanding, acceptance, and awareness of the social interactions between the diaspora and local people in Semarang.

1.4 Significance of the Research

- Theoretical Benefits

1. To contribute to the academic literature on intercultural communication and social interaction among the native English-speaking diaspora in Semarang.
2. To serve as a reference for future research.

- Practical Benefits

1. To serve as an educational and informational resource in the form of documentary videos that are easily understood by the general public.
2. To provide the public with information about the lives and social adaptation processes of the native English-speaking diaspora in Semarang.
3. To serve as a reference for students or documentary video creators in producing documentary works on social and cultural themes.

1.5 Output

The result of this research preparation is a documentary video with a duration of approximately 20 to 25 minutes. This documentary aims to describe the social interaction patterns and the integration process of the English-speaking diaspora living in Semarang.

In addition to serving as a source of information, this video is also expected to serve as a reference for cross-cultural understanding for the general public and the academic community, to bridge cultural gaps, and provide insight into how the diaspora builds relationships within the local environment. Through this documentary, a glimpse of their daily lives and social contributions is shown, representing the dynamic presence of the international community in Semarang and the importance of building social harmony through meaningful interaction. This video will be published on the official YouTube channel of the Applied Foreign Languages Study Program, Vocational School, Universitas Diponegoro.