

INTERNATIONAL MARKETING COMMUNICATION IN DIFFERENT CULTURES: A CASE STUDY ON HIGH- CONTEXT AND LOW-CONTEXT CULTURES

UNDERGRADUATE THESIS

**Proposed to fulfill requirements
in Obtaining Bachelor Degree in Economics and Business
Management Department**



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I am fully aware that this thesis is far from perfection. Therefore, advice and criticism from readers are expected to improve the next research. Hopefully, this thesis would give guidance to those who want to carry out further research.

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ABSTRACT

This research is aimed to analyze and understand the difference between international marketing communication strategy among cultures. It is expected that this research can shed lights for marketing professionals on designing an effective and efficient way of marketing communication. The author will specifically analyze the characteristics of marketing communication strategy used in Kentucky Fried Chicken (KFC)'s website around the world. The analysis will analyze KFC's website on Japan, China, Brazil, Saudi Arabia, German, Sweden, and Switzerland. The countries are differentiated into their cultural characteristics, those are: High-Context Culture and Low-Context Culture. This analysis is based on the cultural framework proposed by Hall and Hofstede.

Keywords: International Marketing Communication, Low-Context Culture, High-Context Culture, Marketing Communication Mix