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## An Analysis Of Cross-Cultural Communication Through Asian Player In Genshin Impact

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**Abstract.** This study aimed to analyze the assumption of similarities in English language through some Asian player of the game and language differences from the game chat. In order to analyze both the assumption of similarities in English language and language differences, this study used a descriptive qualitative method, taking multiple steps of playing and communicating together with some Asian player, taking several screenshots of the game chat. According to Genshin Impact's producer interview video, Asian Genshin Impact player had different expressions in the conversation such as vocabulary, utterance and even had different cultural background from where they live. Finally, because this is related to the world of fantasy games, the researcher invites readers to include participation to increase the effectiveness of communication between fellow players to support the development of English in the world and in anticipation of persuade young generations and general people to learn more their background culture.

**Keywords:** Cross-Cultural Communication, Genshin Impact, Language Differences.

### INTRODUCTION

The use of language is crucial for cross-cultural communication. Interaction between people from various cultural backgrounds is referred to as intercultural communication (Liu, & Gallois, 2011). Due to their differences, verbal and nonverbal communication let them express their beliefs, thoughts, feelings, routines, values, and identities. These two forms of communication are inherently different across cultures and can result in both positive and negative intercultural communication phenomena.

The term "social culture" describes a cultural phenomena that results from social interactions that have served a specific purpose in the dissemination of knowledge and the fusion of ideas within society. Game tremendously facilitates people's social contact in the modern media environment. Without physically interacting, people can communicate with one another and develop social norms in various new media environments. Such social connection is entertainment on one side only. It is also the blending and clashing of several cultures. People shift from having an individual identity to having a collective identity through social interactions, and the identity of the group members forms the basis of the collective identity. It exhibits emotional characteristics as an emotional expression and appeal.

Respect and honor are the two main principles that define Asian communication. Speaking patterns and the emphasis on listening that Asian youngsters are taught from an

<sup>2</sup> early age make these characteristics quite obvious. This translates into the fact that most Asians will wait for a phrase to end and a few beats of silence to pass before responding. Cotton claims that by giving their opponent time to consider their words, they are demonstrating their respect for them. However, it might confuse many Westerners during negotiations because Asians tend to hide a lot of information with their body language and facial expressions.

Edward T. Hall (1976) stated that some cultures utilize "high context" in their daily conversation, while others use "low context." <sup>7</sup> Germany, for instance, has a Low Context Culture where people express their opinions clearly and verbatim. Germans are thought to be among the most efficient (and unfunny) people in the world because they demand the same thing from their communication partner and use interpretation to avoid any misunderstandings.

The fact that there is significant global enthusiasm for online games, coupled with the communication features embedded within these games, presents an intriguing topic for exploration in the field of intercultural communication. This research aims to examine the role of online games as a communication medium, considering both their positive and negative aspects. To achieve this, a qualitative descriptive research method will be employed, providing an overview of how online games are used as a means of cross-cultural communication.

## **THEORETICAL FRAMEWORKS**

According to Samovar et al. (2011), language cannot be held responsible because ambiguity can still arise even when a speaker has proficient language skills. This is due to the fact that many expressions with cultural roots cannot be understood in a denotative sense without sufficient cultural background. <sup>15</sup> People unavoidably carry multiple layers of mental programming within themselves, corresponding to different levels of culture, as <sup>15</sup> almost everyone simultaneously belongs to a variety of different groups and categories of people. <sup>4</sup> He stated that the purpose of cross-cultural approaches is to be more diplomatic or sensitive, and they typically go a little further. Through trade and cooperation, they take into account some interaction and recognition of difference, which leads to the development of some limited understanding—for example, bowing instead of shaking hands or giving small but thoughtful gifts.

Asian people are "usually described as compliant and deferential, if not submissive, to those of higher status," according to Chen and Tjosvold (2006). They favor concessions above "conflicts and aggressive ways of dealing with them" in order to maintain interpersonal bonds and one's demeanor. Additionally, they strive to avoid having open debates about controversies and opposing viewpoints and avoid having disagreements face-to-face. If dissatisfaction and disagreements are kept quiet to preserve an outwardly harmonious environment, these Asian peculiarities in behavior make it rather difficult for a foreign manager to identify, let alone resolve, any conflicts in the team.

Geert (1980) defined culture as the collective mental training that separates members of one group or category of people from those of another. It is a common phenomenon among those who have experienced or have lived in the same social setting as the phenomenon was learned, at least in part. Not inherited, but learned, is culture. It is a social environment-based trait rather than a genetic one. Culture should be seen as separate from both human nature and an individual's personality.

## RESEARCH METHOD

In this study, the researcher employs a qualitative methodology with descriptive analysis to examine the video game Genshin Impact. According to Creswell (2012), qualitative research is a means for exploring and understanding the meaning individuals or groups ascribe to a social human problem. Process and meaning are highlighted in qualitative research. The rationale for using qualitative research is its inherent aim to identify characteristics and phenomena within a certain category. Moreover, the researcher seeks to understand the relationships between phenomena by comparing the differences and similarities in the traits of various observed occurrences. The researcher then categorizes phenomena with shared characteristics and formulates "generalizations" to develop theories. The theoretical foundation serves as a guide to ensure that the research topic is in line with the available data. This theoretical foundation is also helpful for giving a broad picture of the study environment and for serving as a starting point for examining the research findings.

The data sample is taken from several objects, taking a screenshot from the chat of some Asian player and taking multiple steps of playing and communicating together with some Asian player. The reason why the researcher choose this data for examine is

because in this game, the researcher seeing a lots of Asian players in the Genshin Impact game who have different cultural backgrounds and also how they communicate with other Asian players. Besides that, the researcher is also interested in analyzing and presenting methods that are included in cross-cultural communication such as the language, non-verbal communication, and social norms.

In this instance, the researcher will describe how the game is used as a medium to communicate with people from different cultural backgrounds. This description involves comparing the game's functionality to that of typical social media applications. Generally, social media platforms offer features that allow users to communicate with others through calling, messaging, or sending voice notes. These features have made social media widely used by the public due to its efficiency and ability to meet communication needs.

## **RESULTS AND DISCUSSION**

The intercultural communication theory employed in this research draws from the works of Liliweri and Edward T. Hall. According to Liliweri, intercultural communication refers to the personal interaction between individuals who come from distinct cultural backgrounds. From Liliweri's definition, intercultural communication encompasses differences in beliefs, values, or behaviors typically observed within each communicator's environment.

On the other hand, Edward T. Hall defines intercultural communication as the interaction between people of different cultural backgrounds, including ethnic, racial, and social groups. This definition places greater emphasis on the differences in ethnicity, race, and social groups within societal life.

Despite the substantive differences in understanding intercultural communication as presented by these experts, the essence of intercultural communication in both theories lies in the differences in communication styles executed by communicators and communicants during interaction. These differences include language style, choice of words, speech intonation, and more. Naturally, these differences are influenced by ethnicity, race, and social groups.

Genshin Impact offers multiple servers for gameplay, including those designated for America, Asia, Europe, and a combined server for Taiwan (TW), Hong Kong (HK), and Macao (MO). Before diving into the game, players are prompted to select their

preferred server. It's crucial to choose correctly, as players can only interact with others on the same server. For instance, a player on the American server cannot engage with someone on the Asian server, and vice versa. This setup enables players to communicate with a diverse group of individuals from various cultural backgrounds, such as Japan, China, Thailand, and other countries.

In this study, the researcher describe and analyze all of components in cross-cultural communication that consist language, non-verbal communication, and social norms that applied to Asian genshin player in communicating with other Asian player. Some of Asian player have a difference of their culture background, language verbal, social norms, the gestures, etc.

### Language

Being able to speak another language considerably increases one's ability to interact with others from different cultural backgrounds because <sup>22</sup> verbal communication is the most common way that people express themselves to one <sup>13</sup> another. The biggest roadblock to unrestricted contact is linguistic hurdles, which they can remove once they've conquered them. It could only be necessary to have fluency at the conversational level. The linguistic disparities indicate that there are barriers preventing the discovery of other groups' cultures. When examining the nonverbal behaviors, <sup>14</sup> relationships, and cultural norms that govern a particular nation, the intercultural communication continuum is particularly crucial. <sup>14</sup> The advent of modern media has eliminated the cultural barriers that existed in older societies, reducing the necessity of learning a language when studying in another country. The example is taken from dialogue of chat between Asian player from several countries includes Malaysia (RTX Barbarian), Thailand (DASHim), and Philippines (Hotaru).

Sample:

*DASHim: can someone suggest me an anime that can chill the bones?*

*RTX Barbarian: Mairimashita! Iruma-kun*

*DASHim: Already watched it. I'm into blood and violence. Like R-Rated animes*

*Hotaru: do you want to try some thing psychological?? I have some stash*

*DASHim: Sure*

*Hotaru: Happy Sugar Life. rated R15/PG15. Its a hit of miss. Because it has some controversial element in it*

*DASHim: Arigato (ありがとう)*

This sample contains 3 Asian players have a difference of countries that have different verbal communication. On the other hand, one of Asian player use Japanese language *arigato* (ありがとう) in romanized style because he want to show the language so that it is easily understood by most other Asian player. The several phrases that contains idioms aside chill the bones; Its a hit of miss said by another Asian player.

#### **25** **Non-verbal Communication**

Non-verbal communication plays a significant role in the interactions among Asian players in Genshin Impact, serving as a silent yet powerful medium that transcends language barriers and enhances the gaming experience. In a game where players from various Asian countries converge, non-verbal cues such as character gestures, emoticons, and in-game actions become a universal language, facilitating camaraderie and cooperation without the need for spoken words. These non-verbal elements are not only functional but also carry cultural significance, reflecting the subtle etiquettes and behaviors characteristic of Asian societies.

For example, bowing gestures or respectful salutations can be seen as an extension of real-world practices into the virtual domain, where players acknowledge each other's presence and achievements. The use of specific emoticons or stickers can convey emotions ranging from joy to empathy, mirroring the high-context communication style prevalent in many Asian cultures, where much is communicated through implicit messages rather than explicit words. Additionally, the strategic use of characters' abilities and movements during gameplay can signal intentions and strategies, fostering a sense of unity and shared purpose among team members.

The importance of non-verbal communication is further emphasized in Genshin Impact's design, where audiovisual elements such as character voice lines, sound effects, and music contribute to the storytelling and emotional depth of the game. These elements resonate with Asian players, who often place a high value on harmony and expressiveness in their interactions. The game's multimodal approach to communication, combining visual, auditory, and textual cues, aligns with the Asian preference for holistic and integrative forms of expression.

Sample:

The researcher met one of Asian player under nickname Narumi from Japan request help to finish daily quest in Genshin Impact and the researcher as a Asian player of Genshin Impact help him to finish daily quest. Then the Japanese player bowing 45

degrees to give a respond of thank you “ありがとう (arigatou)”. This can be seen the attitude and their expressions from Japanese people to bowing with someone using non-verbal communication.

### Social Norms

Social norms (rewards) for conformity and social sanctions (punishments) for non-conformity keep social norms in place from a young age, frequently beginning in infancy. People anticipate social acceptance or rewards if they follow the norm; if they deviate from it, they anticipate social exclusion or punishment. Diverse communication techniques result from different cultural conventions. Social norms may have advantageous or detrimental effects on people's wellbeing. They play a crucial role in the creation and upkeep of social order in society. Therefore, social norms are important because they bring together groups and cultures and encourage communal behavior. However, there are occasions when maintaining social order and community norms can sustain unequal power relations, breed discrimination, and produce social and gender disparities.

In the realm of Genshin Impact, Asian players often bring their cultural backgrounds and social norms into the virtual world, creating a unique gaming experience that transcends geographical boundaries. The game's community, while diverse, showcases a shared understanding and respect for certain values that are prevalent in Asian cultures. For instance, there is a strong emphasis on collective harmony and teamwork, especially in cooperative gameplay, where players often exhibit a high degree of politeness and consideration for others' strategies and experiences. This reflects the broader Asian cultural norm of valuing the group over the individual, promoting a sense of unity and collaboration.

Sample:





Figure 1 Screenshot of In-game Chat



Figure 2 Screenshot of In-game Chat

The sample pictures above show that the conversation between researcher communicate with Asian player that Asian player have a good behavior because the Asian player said "Sorry if i kicked you i was in the middle of hanging out with a special friend" with polite expression. This could be a reference to Asian people being polite to people they met.

The complexity of Asian nations largely stems from their cultural diversity, with language being a key challenge in intercultural interactions. Language serves as a crucial conduit for cultural exchange, yet it also presents obstacles to effective cross-cultural communication within these countries. Tourism is a major economic driver for these nations, attracting numerous visitors and generating significant revenue, but it also

introduces issues such as language barriers. Moreover, underlying ethnic tensions and social dynamics contribute to the communication difficulties. The multicultural and multi-ethnic composition of Asian societies, marked by historical ethnic divisions and conflicts, further complicates matters. The region's economy, heavily reliant on tourism, coupled with the remnants of colonialism, weak political structures, and incomplete governance systems, hinders the development of new cultural exchange opportunities and exacerbates cross-cultural communication barriers.

The swift advancement of internet technology has catalyzed a new era of cultural interactions globally. In Asia, the rise of information technology has paved the way for virtual pathways that facilitate cross-cultural dialogue. Game, in particular, has established a distinctive social culture within this new media landscape. Its ease of use and speed have drawn players to actively participate in this digital social network. Cultural exchanges through game inclusive, unrestricted, and transcend geographical boundaries. The process of communication is interactive, egalitarian, and allows for the free expression of emotions and symbolism. This dynamic is particularly significant for cross-cultural exchanges in Asian countries, offering a means to navigate the complexities of language, ethnicity, and culture. Players can select languages at will, ensuring they can swiftly and accurately comprehend the information they seek. Crucially, the shift in game players' personal identities has emerged as a key driver of cross-cultural communication. This transformation has led to the formation of a unique collective social identity within online communities, which can surmount cultural exchange barriers. Within this collective social identity, individuals are part of a larger group, fostering a sense of belonging among members and reducing the perceived distance within the collective.

## **CONCLUSIONS AND SUGGESTIONS**

In this study, the phenomenon of cross-cultural communication through the lens of Asian players in Genshin Impact underscores the transformative power of digital gaming as a medium for cultural exchange. This game not only serves as a bridge connecting diverse cultures but also fosters a shared understanding and appreciation among its players. The interactions within Genshin Impact highlight the potential for virtual environments to transcend physical borders and linguistic barriers, creating a space where cultural nuances are both celebrated and explored. As players navigate through the

rich tapestry of the game's world, they partake in a form of digital diplomacy, contributing to a more interconnected and empathetic global community.

The game's servers, particularly in Asia, serve as digital crossroads where players from different countries and cultures interact, collaborate, and share experiences. This interaction is further enriched by the game's content, which draws from various Asian cultures, providing players with a sense of familiarity and a platform for cultural exchange. Through cooperative gameplay, in-game events, and community forums, Genshin Impact encourages players to communicate and learn from each other, breaking down language barriers and fostering a sense of unity and understanding. The game's success in Asia highlights the potential of digital platforms to bridge cultural divides and promote harmony. It underscores the importance of thoughtful game design that considers cultural diversity and provides opportunities for players to explore and celebrate their differences within a shared virtual universe. As Genshin Impact continues to evolve, it stands as a model for how online games can contribute to the broader discourse on intercultural communication and understanding in the digital age

Overall, it would be beneficial to further harness this interactive environment to promote cultural literacy and sensitivity. Game developers could consider incorporating more educational elements about different cultures and encouraging players to explore cultural narratives within the game. Additionally, creating forums for discussion and exchange could enhance the players' ability to communicate across cultures. By doing so, Genshin Impact could not only continue to be an entertaining and engaging game but also become a meaningful tool for bridging cultural divides and enhancing global interconnectedness.

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