

**A COMPARATIVE ANALYSIS OF CULTURAL DIMENSIONS WITHIN
COMMUNICATION DEPARTMENTS OF LOCAL-BASED AND FOREIGN-BASED
INTERNATIONAL SCHOOLS IN GREATER JAKARTA**

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ABSTRACT

A COMPARATIVE ANALYSIS OF CULTURAL DIMENSIONS WITHIN COMMUNICATION DEPARTMENTS OF LOCAL-BASED AND FOREIGN-BASED INTERNATIONAL SCHOOLS IN GREATER JAKARTA

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This study aims to compare the cultural dimensions of different communication departments in foreign-based and local-based international schools in the Greater Jakarta area by using Hofstede's six cultural dimensions as its framework. With the framework, this study analyzes the website content of five different international schools, as well as conducting two interviews with the communication practitioners of Deutsche Schule Jakarta and BPK Penabur Intercultural School. The findings show that the educational origins of an International school plays a significant role in the communication identity of the school, with foreign-based schools reflecting values that are low power distance, feminine, and moderately indulgent. Local-based schools, on the other hand, exhibit high power distance, and display masculine and restrained orientations, which are aligned with Indonesian norms. Two dimensions remained as contextual constants across the schools, collectivism and long-term orientation, which suggests some cultural adaptation by the schools.

Keywords: Cultural Dimensions, Intercultural Communication, Comparative Analysis, Indonesia, International Schools, Hofstede

DEDICATION

I dedicate this work to my family who have helped me push through with unwavering belief
in my abilities and the support they have given me mentally.



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