

Cross-Cultural Adaptation and Communication of Thai Daughters-in-Law Abroad: A Case Study of the YouTube Channel *Jayy Crane*

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Abstract

This research article, titled “Cross-Cultural Adaptation and Communication of Thai Daughters-in-Law Abroad: A Case Study of the YouTube Channel *Jayy Crane*” aims to analyze the adaptation and cross-cultural communication strategies of Thai daughters-in-law abroad: A Case Study of the YouTube Channel *Jayy Crane*. The researcher selected a purposive sample, namely four video clips from the YouTube channel named *Jayy Crane* that had the most views. The research methodology employed documentary research and textual analysis of video clips. Cross-cultural communication theory is then employed as a framework for analysis, utilising the Integrative Model of Cross-Cultural Adaptation theory of Young Yun Kim (2001). This model posits that cross-cultural adaptation is a process of integrating the acquisition of a new language and culture with one's original identity, culminating in the ability to coexist within that society. The results of the research were presented in a descriptive analysis format. The study identified two main aspects of “Thai living.” The first concerns food, exemplified by a video promoting Thai cuisine internationally, reflecting cross-cultural integration and the dissemination of “Thainess” by Thais abroad. The second relates to language use, with Thai employed alongside English in programs for narrative interpretation and language instruction. Accurate and intelligible Thai usage was observed, underscoring its cultural significance. In academic contexts, English predominates, yet Thai translations and explanations appear consistently, indicating adaptation to foreign cultures while maintaining core elements of Thainess.

Keywords: cross-cultural, adaptation, communication, Thai daughters-in-law abroad

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Introduction

Communication is the process of transmitting messages from a sender to a receiver through various channels and strategies such as writing, speaking, gestures, or symbolic sounds. Its purpose is to create mutual understanding between communicators, ensuring that the message intended by the sender is correctly perceived by the receiver. The medium of communication is language, which may be spoken or written and is used as a means of expression by a particular community. Each community has its own language, which may include both verbal and non-verbal forms; for instance, Thai people use the Thai language. Language is thus regarded as a fundamental tool of human communication. As Watthanapradit (2017, p. 1) asserted, language functions as an instrument of interaction among humans, whether through reading, listening, speaking, or writing, all of which possess distinctive characteristics and undergo constant change.

At present, communication has become increasingly convenient, both locally and globally, owing to the significant role of the internet. Consequently, cross-cultural communication is now more prominent than in the past. The factors that drive such intercultural communication extend beyond commerce and education to include migration and settlement abroad. Particularly notable is the case of individuals who marry and relocate to live with their spouses in foreign countries, which has become an important dimension in the study of cross-cultural communication.

There are multiple theories of intercultural communication; however, one theory that explicitly addresses cross-cultural adaptation is the Integrative Model of Cross-Cultural Adaptation proposed by Young Yun Kim (2001, pp. 180–200). Kim posits that cross-cultural adaptation is a dynamic process in which individuals living outside of their own cultural milieu (“strangers”) must continuously interact with the host environment in order to function effectively and maintain psychological well-being. The model emphasizes both internal factors (such as predisposition, attitudes, and personality) and external factors (including host receptivity, conformity pressure, ethnic social networks, and broader socio-environmental conditions) that collectively influence the adaptation process.

The outcomes of successful adaptation are reflected in one’s ability to perform everyday tasks within the host society (functional fitness), accompanied by enhanced psychological health, including self-confidence and overall mental well-being. Ultimately, this process leads to the development of an intercultural identity, wherein individuals do not completely abandon their original culture but instead create a hybrid identity that exists “in-between” cultures, integrating elements of both their heritage and host societies.

Adaptation toward the integration of Thai ways of life into foreign cultures is of critical importance for individuals who relocate to live in unfamiliar environments characterized by different languages, traditions, and cultural practices. Human beings are naturally accustomed to the environments in which they were raised; however, migration—particularly to other countries with divergent languages, beliefs, and lifestyles—inevitably requires processes of adjustment to new surroundings. Once adaptation occurs, cultural integration follows, wherein one’s original culture and the host culture blend organically. Such integration manifests in everyday life, dietary practices, and even belief systems.

In contemporary society, many individuals have chosen to share their experiences of living abroad as foreigners in order to present their identities as Thai people residing overseas.

These personal narratives often highlight the processes of adaptation to host cultures that differ from their native cultural contexts. Importantly, such stories are disseminated widely through various online platforms, including Facebook, TikTok, Instagram, and YouTube. One prominent example is the YouTube channel *Jayy Crane*, which has gained significant popularity and viewership by showcasing the integration of Thai ways of life into foreign cultural environments.

The YouTube channel *Jayy Crane* presents the lifestyle of “Jah,” a Thai woman who married and relocated to the United States to live with her spouse. The content primarily highlights aspects of daily life and the preparation of interesting dishes, particularly Thai cuisine prepared for foreigners or her husband’s relatives. Jah conducts the program mainly in English, with Thai subtitles provided throughout each video. In certain segments, however, she also incorporates spoken Thai into her narration. This demonstrates a seamless integration of the two cultures, both linguistically and culturally, within her channel’s presentation.

The research team is therefore interested in studying and analyzing video clips that depict the lifestyle of Thai women who have married and relocated abroad, with particular reference to the YouTube channel *Jayy Crane*. The aim of this study is to explore the processes of adaptation and the intercultural communication strategies employed by Thai women living in foreign cultural contexts. The findings of this research may provide valuable insights and serve as a guideline for promoting Thai identity and culture to a wider international audience. Furthermore, it is anticipated that readers will gain a deeper understanding of cultural adaptation and intercultural communication strategies, thereby contributing to both academic knowledge and the practical advancement of intercultural communication studies.

Research Objective

The objective of this study is to analyze the processes of cultural adaptation and the strategies of intercultural communication employed by Thai women living abroad: A case study of the YouTube channel *Jayy Crane*.

Scope of the Study

This study focuses on analyzing the processes of cultural adaptation and the strategies of intercultural communication employed by Thai women living abroad, with a specific case study of the YouTube channel *Jayy Crane*. The channel presents the personal life of “Jah,” a Thai woman who married and relocated to the United States. Through her video content, she documents her everyday lifestyle and experiences as a foreign resident, seamlessly integrating Thai cultural elements into the host society.

The scope of the research emphasizes video clips produced by *Jayy Crane*, which highlight the blending of Thai traditions and practices—particularly in daily life and food culture—within a cross-cultural context. The channel uses English as the primary language of narration while providing Thai subtitles throughout, occasionally incorporating spoken Thai as part of the presentation. As of the time of study, the channel had approximately 702,000 subscribers and featured 118 videos, indicating its considerable popularity and influence among audiences in Thailand and abroad.

In this study, the sample was drawn from the YouTube channel *Jayy Crane*, focusing on four video clips with the highest number of views. These clips were selected as the primary corpus for analysis because their popularity demonstrates a high level of audience engagement and indicates their effectiveness in representing Thai cultural practices to a wider international audience.

The rationale for selecting popular videos lies in the fact that such clips serve as cultural texts that have resonated most strongly with viewers. By attracting millions of views, these videos reveal not only the intercultural communication strategies employed by the content creator but also the reception and recognition of Thai cultural elements by diverse audiences. Analyzing these widely viewed videos thus provides a reliable basis for examining how Thai women living abroad integrate their cultural identity into new environments and communicate across cultures.

The chosen clips cover a variety of themes—ranging from festive gatherings and traditional Thai cooking methods to iconic dishes and unique Thai desserts—which collectively illustrate the processes of cultural adaptation, the blending of Thai and host cultures, and the communicative strategies used to bridge cultural differences. Therefore, the sample scope is specifically limited to these four clips as they embody the most impactful examples of intercultural adaptation and communication from the channel.

Research Methodology

This study employed **documentary research** in combination with **textual analysis** of selected video clips from the YouTube channel *Jayy Crane*. The research procedure was carried out through the following steps:

1. Review of Theories and Related Studies

The researchers reviewed concepts, theories, and previous studies concerning intercultural communication to establish the theoretical foundation of the study.

2. Collection of Relevant Data

Information related to intercultural communication and the experiences of Thai women living abroad was gathered, with particular focus on content available through online media platforms, specifically YouTube.

3. Determination of Research Scope and Sample

The scope of the study was defined by purposive sampling of four video clips from the YouTube channel *Jayy Crane*. The clips were selected based on their high view counts, representing the most widely engaged content on the channel.

4. Textual Analysis

The selected video clips were analyzed through textual analysis, focusing on the themes of “cultural adaptation and intercultural communication strategies of Thai women living abroad: A case study of the YouTube channel *Jayy Crane*.”

5. Theoretical Framework

The research was guided by the **Integrative Model of Cross-Cultural Adaptation** proposed by Young Yun Kim (2001), which provided the conceptual framework for analyzing processes of adaptation and intercultural communication.

6. Presentation of Findings

The results were reported using **descriptive analysis**, with emphasis on interpreting the patterns of adaptation and strategies of intercultural communication observed in the selected video clips.

Research Findings

From the analysis of video clips on the YouTube channel *Jayy Crane*, the research team examined the processes of cultural adaptation and the strategies of intercultural communication employed by Thai women living abroad. The findings can be summarized as follows:

Adaptation and Integration of Thai Identity in Foreign Contexts

Food and Culinary Practices

One of the most significant areas of adaptation and cultural integration is food. Given the geographical and environmental differences between Thailand and foreign countries, the availability of ingredients and cooking methods inevitably varies. As a result, Thai women living abroad adapt by substituting or modifying ingredients to resemble traditional Thai flavors as closely as possible.

Clip 1: Thai Food Party at Home with Parents-in-Law and Neighbors

A clear example is illustrated in the video “*Thai Food Party at Home with Parents-in-Law and Neighbors*,” which has received 3.2 million views, making it the most-watched video on the channel. The video presents a celebration that combined a wedding anniversary and a belated birthday party for a friend. In this event, the channel owner, a Thai woman known as Jah, prepared Thai dishes such as Pad Thai, dim sum, and grilled pork ribs for her husband and friends. The preparation utilized both Thai seasonings and local ingredients available in the host country, with flavor adjustments made to suit Western tastes. This reflects an intentional cultural adaptation that harmonizes Thai and Western food cultures. At the conclusion of the video, the foreign guests expressed appreciation and admiration for the taste and quality of the Thai dishes presented.

Clip 2: Hey Roasted Chicken

The video “*Hey Roasted Chicken: Thai-Style Straw-Roasted Chicken Surprises Husband and Neighbors*” has received 2.8 million views, ranking among the most popular clips on the *Jayy Crane* channel. In this video, the creator showcases a traditional Thai cooking method, namely *kai ob fang* (straw-roasted chicken). The presentation highlights the challenges of replicating traditional Thai cooking techniques in a foreign context where the necessary tools and resources are often unavailable.

Instead of using conventional Thai methods—such as digging a pit or employing traditional containers—the creator demonstrates creative substitutions, such as constructing a stove with bricks and replacing a tin can with a stainless steel barrel. These adjustments illustrate the adaptive process of Thai women living abroad, who must reconcile cultural authenticity with the limitations of their host environments.

The video demonstrates both resilience and creativity in maintaining Thai culinary traditions despite material constraints. Its reception, reflected in the high number of views and positive responses, indicates that the adaptation was not only successful but also well appreciated by foreign audiences. This underscores the intercultural communication strategy of preserving

Thai identity while simultaneously adapting to the host culture in a way that makes the tradition accessible and engaging to others.

Clip 3: Papaya Salad, Grilled Chicken, and Sticky Rice on Island

The video “*Papaya Salad, Grilled Chicken, and Sticky Rice on Island*” has received approximately 2 million views, ranking among the most popular clips on the *Jayy Crane* channel. In this video, the creator highlights three iconic Thai dishes—papaya salad (*som tam*), grilled chicken, and sticky rice—all of which are widely recognized as representative of Thai cuisine. By presenting these dishes, the creator underscores their symbolic connection to Thailand, where they are considered cultural staples.

The analysis reveals clear evidence of culinary adaptation, as not all of the traditional Thai ingredients were available in the host country. Despite these limitations, the creator adjusted the recipes and cooking methods to approximate Thai flavors as closely as possible, demonstrating creativity and resilience in maintaining culinary authenticity.

Beyond the food preparation, the video also features a cultural practice: eating sticky rice and papaya salad by hand. In doing so, the creator explained this dining custom to her foreign husband, thereby introducing him to a traditional Thai eating style. This not only served as a cross-cultural exchange but also highlighted how everyday practices, such as eating habits, function as vehicles for communicating cultural identity.

The popularity and positive reception of this video suggest that the creator’s intercultural communication strategy—using food as a medium—successfully fostered cultural sharing and mutual understanding between Thai and foreign audiences.

Clip 4: Thai Dessert in Bamboo

The video “*Making Thai Dessert in Bamboo for Husband and Neighbors*” has garnered 1.4 million views. Unlike the other videos, which feature dishes well-known both in Thailand and internationally, this clip introduces *khao lam* (Thai bamboo sticky rice dessert), a delicacy that is relatively unfamiliar to foreign audiences.

In this video, the creator demonstrates the entire process of preparing *khao lam*, using locally sourced bamboo as containers, along with ingredients similar to those traditionally used in Thailand, such as sticky rice, black beans, and other essential components. The step-by-step presentation includes mixing the ingredients, filling the bamboo tubes, roasting them until cooked, and explaining how the dessert is consumed.

At the conclusion of the video, the creator invited her foreign husband and neighbors to taste the dessert. For them, *khao lam* was a novel and exotic dish, yet it was well-received and appreciated. This example illustrates not only the preservation of a traditional Thai culinary practice but also the sharing of a lesser-known element of Thai culture with international audiences.

The success of the video reflects the effectiveness of intercultural communication strategies that utilize food as a medium for cultural exchange. By introducing a traditional dish that is less globally recognized, the creator both preserved and disseminated a distinctive part of Thai cultural heritage, fostering curiosity and acceptance among foreign audiences.

From the above analysis, it is evident that the creator of the YouTube channel *Jayy Crane* consistently integrates Thai cultural elements, particularly those related to food, into her content. The videos demonstrate intercultural blending by showcasing Thai culinary traditions within a foreign cultural setting. This can be interpreted as an effort to maintain and disseminate Thai identity abroad while simultaneously adapting to the host culture.

Based on the selected video samples, it is clear that the creator actively seeks to represent Thai ways of life through the production of video clips that emphasize Thai food culture. This illustrates the process of cultural integration, in which two cultures—Thai and foreign—are presented in ways that acknowledge, respect, and complement one another.

This also reflects the ways in which adaptation occurs in relation to the host culture and environment. For example, the creator grows her own vegetables in a home garden, which includes both local plants from the host country and Thai herbs and vegetables specifically cultivated for preparing Thai food. Beyond food-related adaptation, adjustments in lifestyle practices are also evident, such as clothing choices and greeting customs, which have been modified to align with the cultural norms of the society in which she resides.

Language and Cultural Adaptation

In terms of language and culture, it is clearly evident that Jah, the creator of the YouTube channel *Jayy Crane*, primarily uses English as the main language of narration and presentation. However, Thai translations are consistently provided in all of her video clips. In addition, certain segments also include explanations in Thai, thereby incorporating bilingual elements into the content. This practice reflects her adaptation to the host culture by employing the local language, English, as the primary medium of communication, while simultaneously retaining and integrating her Thai identity by interspersing the use of the Thai language throughout the videos.

Intercultural Communication Strategies of Thai Women Living Abroad

Intercultural Communication Through Food

Food is a fundamental necessity of life, and both culinary practices and eating habits vary according to geography and culture. Environmental and geographical differences shape the availability of ingredients and cooking methods across societies. In the case study of Thai women living abroad, represented by the YouTube channel *Jayy Crane*, it was found that food functions as a key medium for cross-cultural communication.

Through her video productions, Jah, the channel's creator, introduces Thai food to her local community abroad while simultaneously sharing it with a global audience via online platforms. These videos not only make Thai cuisine known to foreigners in her host society but also promote awareness of Thai culture among international viewers.

The Thai dishes selected for presentation—Pad Thai, papaya salad (*som tam*), sticky rice with grilled chicken, straw-roasted chicken (*kai ob fang*), and bamboo sticky rice dessert (*khao lam*)—have become the most popular content on the channel. Each dish serves as a cultural symbol that effectively communicates Thai identity, while also reflecting the creator's adaptation to a new cultural environment.

Intercultural Communication Through the Use of the Thai Language

The Thai language is an essential marker of Thai identity, as language reflects the knowledge and abilities individuals acquire throughout their upbringing and education. In the case study of Thai women adapting to foreign cultures, as exemplified by the YouTube channel *Jayy Crane*, it was found that Thai language use plays an important role in intercultural communication.

Although English serves as the primary language of narration and presentation in Jah's videos, Thai translations are consistently provided in every clip. Moreover, in certain segments, she incorporates spoken Thai alongside English narration, thereby creating a bilingual mode of communication. This practice demonstrates her adaptation to the host culture by employing English as the dominant communicative tool while simultaneously preserving and integrating her Thai identity through the use of Thai.

Notably, the creator not only uses Thai herself but also introduces Thai vocabulary to her foreign husband. For instance, in one video, she taught him to say “อร่อย” (*aroi*, meaning “delicious”) and “เผ็ด” (*saep*, meaning “spicy and flavorful”). Such examples illustrate how language becomes a vehicle for cultural exchange.

The analysis shows that even though cultural differences in language may exist, they do not constitute barriers to human relationships. In the modern era of advanced technology and global interaction, intercultural communication has become increasingly natural. The integration of both Thai and English within the channel reflects an effective strategy of intercultural adaptation, enabling the sharing of Thai cultural identity with both domestic and international audiences.

Conclusion and Discussion

Conclusion

The findings of this study, based on the analysis of video clips from the YouTube channel *Jayy Crane*, can be summarized and discussed as follows:

Adaptation and Integration of Thai Identity Abroad

Thai women living overseas demonstrate creative adaptation and integration of Thai culture with that of the host society, particularly in the domains of food and language. With respect to food, local ingredients are substituted for Thai ingredients, while maintaining forms and flavors that reflect Thai cultural identity. Dishes such as Pad Thai, papaya salad (*som tam*), straw-roasted chicken (*kai ob fang*), grilled chicken with sticky rice, and bamboo sticky rice dessert (*khao lam*) were presented. These videos, which attracted high viewership and positive feedback from international audiences, reflect both the acceptance and the cultural exchange of Thai culinary practices. Importantly, the videos communicate not only the taste of Thai food but also Thai ways of life—for instance, eating sticky rice by hand and cultivating Thai herbs alongside local plants for cooking purposes.

Intercultural Communication Strategies

With regard to communication strategies, English serves as the primary language of narration, yet Thai remains a significant element throughout. This includes bilingual subtitles, Thai narration in some segments, and the teaching of Thai vocabulary to the creator's foreign husband, such as the words *aroi* (delicious) and *saep* (spicy and flavorful). This bilingual approach reflects a strategy of reaching both Thai and international audiences while maintaining Thai identity alongside adaptation to the new cultural environment.

Overall, the findings indicate that *Jayy Crane* employs intercultural communication through food and language as primary tools for promoting Thai identity abroad. This process reflects flexible adaptation and the creation of a harmonious integration between Thai and host cultures.

Discussion

Theoretical Implications

The results correspond with Young Yun Kim's Integrative Theory of Cross-Cultural Adaptation (2001, pp. 45–50), which explains adaptation as a cyclical mechanism of *Stress–Adaptation–Growth*. The analysis found that the creator encountered challenges regarding ingredients and language (*stress*), attempted to adjust food preparation and language use to suit the new context (*adaptation*), and ultimately achieved acceptance from foreign audiences while maintaining Thai identity (*growth*). The introduction of Thai dishes such as Pad Thai, papaya salad, straw-roasted chicken, and *khao lam*, together with bilingual communication, illustrates the development of an intercultural identity that blends Thai and foreign cultures seamlessly. This provides strong evidence that Kim's theoretical framework aligns with real-world intercultural phenomena in contemporary online spaces.

Relation to Previous Research

The findings are also consistent with the research of Chutrakul (2018), who studied the intercultural communication adaptation of Thai people living in Oxford, England. That study identified six dimensions influencing intercultural adaptation: host communication competence, understanding of a common language, participation in host activities, engagement with host society communication, social involvement, and access to local media. Similarly, *Jayy Crane* demonstrates how Thai women abroad adapt through food, language, and cultural participation, highlighting both individual strategies and broader intercultural dynamics.

Declaration of Generative AI and AI-Assisted Technologies in the Writing Process

The authors declare that generative AI and AI-assisted tools were used solely for language refinement and formatting purposes in the preparation of this manuscript. These tools were employed to proofread and enhance clarity, correct grammatical errors. No AI systems were used to generate research ideas, analyze data, interpret findings, or produce the academic content presented in this paper. All scholarly content is fully the responsibility of the authors.

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