
Looking into Cultural Diversity through *90 Day Fiancé*: Intercultural Couple Analysis of Nicole and Azan's Scenes

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ABSTRACT

This article analyzes comfort and enjoyment between networks and viewers is seen in reality show's popularity. This study conducting skeptical post-modern by Rosenau (1991) as for the approach. The study-case approach focuses on the planning and execution of research. It appears that the cultural diversity that is being portrayed on the reality TV program *90 Day Fiancé* through Nicole and Azan's scenes is intended to be a well-liked sub-genre of alternative fiction. As a result, the scenes and everything else in the show might all have been made up to suit the preferences of the viewers. Thus, there are two opposing viewpoints among viewers in this case: first, those who criticize *90 Day Fiancé* while also bringing up the subject of cultural diversity as a result of their critical thoughts; and second, those who do so without bringing up the subject at all because they only view the show as entertainment.

Keywords: *90 Day Fiancé*; intercultural couple; cultural diversity; reality show

Article information
(Filled by Editorial
Management)
Received: 16 Mar, 2023
Revised: 22 Apr, 2024
Accepted: 22 Apr, 2024

DOI : <https://doi.org/10.22146/rubikon.v11i1.83171>

Available at <https://journal.ugm.ac.id/rubikon/article/view/83171>

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INTRODUCTION

As reality show previously breaches the lines between information and entertainment, it is usually categorized as infotainment. Thus, viewers can refer to the informational

components in these reality shows as "learning opportunities" since viewers have the chance to learn from the advice given in the programs, but they are also free to decide whether to take

it up or act on it, as well as in the way audiences make sense of information in popular factual television. Hill (2005) noted that reality show has been reclassified as reality entertainment because it is no longer factual. For viewers to respond to programs and themselves in conscious and unconscious ways, often in contradictory ways, genre work needs comprehensive and reflective modes of engagement with factual genres.

Watching television is considered to have the most influence on the public, as television becomes an ever more persuasive and powerful medium, and audiences see the changes brought by TV programs, this trend will continue to escalate. Making every genre of TV exerts influences on certain audiences. Nonetheless, there are possibility that some viewers are doubtful of the truth of other reality formats precisely because these genuine people's stories are amusingly delivered. Kilborn (2003) notes the genre fiction's influence on reality show, particularly on character- and speech-focused that might produce entertainment, which gives support to this. These amusing reality TV elements are derived from imaginary genres

such as soap operas and add the mainstream to the already mainstream factual television.

Most reality TV shows use social media as the main component of their marketing strategy, and a variety of social networking sites provide internet-based material (Deller, 2019). Social media's undeniable power is in the information it offers. For instance, Facebook has a sizable big user base that actively creates updates every minute of the day and shares ideas. The social networking site's YouTube comment section appears to have distinguished itself as a popular destination for users to express their judgment-based comments. Therefore, mass communication media influence the public's view of the events. The central events that are packaged by the media can be a tool for forming values. Furthermore, every genre of TV application may give influence certain viewers (Gerbner, 1998).

As it is impossible to overlook the reality that the United States is a transnational core for trade, culture, and contact with the outside world with influence extending to areas outside of its borders. Assuming that the circumstances in which transnational practices are

articulated to existent geopolitical structures determine their meaning and import is the basis for making transnational share (Shu and Pease, 2016). Additionally, people nowadays from all around the world can access freely and even enjoy American reality shows through internet media, such as YouTube; as one of several competing services aiming to remove the technical barriers to the widespread sharing of video online (Burgess and Green, 2009). There, people can express their thoughts about every video that is uploaded there (a reality show video is no exception) through a comment section.

Watching a television show may lead to people having their ideas depending on how they caught the pieces of information through their view. The *90 Day Fiancé* is an American reality show that might provide insight into the lives of an intercultural relationship. This reality show allows the viewers to watch the intercultural couple's portrayal of the cultural barriers and is followed by the shock that is bound to face the intercultural couple (especially American citizens with non-American from non-Western countries in this

case). Viewers get a better grasp of the globalized world we live in by seeing glimpses into the various traditions, languages, and beliefs that influence this couple's lives through narratives that revolve around them. Furthermore, by digging into the struggles and achievements these couples encounter navigating cultural boundaries; these portrayals frequently start discussions about acceptance, assimilation, and identity on a global scale; allowing viewers to examine the points where many cultural origins converge, highlighting the intricate details of cross-border connections.

Due to *90 Day Fiancé* reality show is currently available in the media and on networks, it might provoke a variety of reactions from viewers after they watch the show. Since the reality TV show is about the experience of watching the growing genre of factual television, issues raised in this study proposal are interesting, and important, which need to be explored. Watching a television show may lead to people having their ideas depending on how they caught the pieces of information through their view. Therefore, this study focuses on finding

the context of the impact on the viewers' self-definition and perceptions in consuming cultural diversity through Nicole and Azan's scenes on *90 Day Fiancé*.

The content analysis is carried out on the *90 Day Fiancé* YouTube Channel's comment section. Given that viewers had different perspectives, the content analysis that was required in analyzing the comments that were chosen as the study's data was separated into two parts. For the first specification, to evaluate the audience's skepticism toward the discussion of cultural differences or their criticism of the presentation, this study will first select one to five remarks (depending on the issues that will be uncovered later on from each of the episodes. The second specification is identical to the first. The audience's positive reaction to the show or their complete lack of criticism must be included in the comments, nevertheless, as they just saw it as entertainment.

METHODOLOGY

The case study research design was employed in this study as a qualitative research technique. The primary goal of a qualitative

study is to develop a method for looking at and understanding the meaning that individuals or groups gave to a human or social situation. Qualitative procedures rely on the interpretation of data using philosophical assumptions, strategies of inquiry, and methods (Creswell, 2009). This research is also used in seeing a particular social phenomenon, with the characteristic of natural, interpretive, and critical of the collected data (Marshall & Rossman, 2016). Based on the explanation above, the author will raise a discussion of this study in taking ideas of what cultural diversity represented like (which is being portrayed by Nicole and Azan) on *90 Day Fiancé* episodes.

DISCUSSION

The *90 Days Fiancé* reality show covers the lives of Americans who have fallen in love with foreigners, it comes down to the fact that aspects of cultural diversity would be considered as part of it. Moreover, it cannot be doubted that diversity has "a feature that may exist independently of race or any history of violent exclusion. In the case of cultural variety, it becomes a strength just as bringing up race or racism at

all was considered disrespectful and implied "playing the race card". The events on *90 Day Fiancé*, particularly in Nicole and Azan's scene, show the reactions of white people who have subjective notions, the majority of which are negative, about a location and its culture with which they are completely unfamiliar or foreign. This effect might result in a negative attitude toward cultural differences, which leads to distortion of the experience of foreign cultural imagery. After misinterpretation, it might result in the construction of stigma in the eyes of white people against black people. Everything that these white people have done is seen by the larger society as either an example of their inherent racial inferiority or as an eccentric outlier, with those from the middle-class ethnic groups being seen as similarly expressing their own cultural traditions, which Matory (2015) confirms with this assertion.

90 Day Fiancé Reality Show: A Tool that Conveys Stigmatizing Images

On the *90 Day Fiancé* reality show, inaccurate assessments of the US citizen and his/her partner (which are non-US citizen)'s character,

whether it is true or false in reality are shown. These evaluations are presumptions about the individual or group that society question in relation to the behavior that the couple has conducted, which is undoubtedly stigmatized by society at large. This case is supported by the sociologist Erving Goffman's (1963) observation that stigma refers a thing called "to an attribute that is deeply discrediting". Stigma also occurred one way when a group achieves this is by asserting that their group has a distinctive culture that, perhaps not universally valuable, is at least superior to the morality, ethics, perhaps not universally valuable, is at least superior to the morality and ethics and way of life of the stigmatized other group that is valued "underclass", which this statement is supported by Matory (2015).

The "underclass" example is visibled from Nicole and Azan's episodes, which Nicole's family criticizes Azan and uses him as a topic to advocate their negative opinions about his homeland and culture. Later on, from one of the episodes, there are scenes of Azan is having a perspective that Nicole does not like his culture Nicole

having a break down because of a culture shock, which making her look like she dislike having herself in Morocco after they have a fight, etc.; which, making the situation and their relationship worsen for both of them.

Nevertheless, *90 Day Fiancé* (TLC, 2014-present), Lindemann (2023) supports the idea of a couple and love are culturally associated. The program focuses on Americans who have applied for or are currently applying for K-1 visas for their foreign *fiancés*. The *fiancés* are allowed to visit them in the US for ninety days, after which they must get married or depart the country. The persistent challenge of whose relationships are "genuine" weighs heavily over the entire effort. The couples on the show are frequently criticized for their, apparently, transnational relationships by friends, family members, and viewers.

Knowledge in Contributing to Cultural Diversity

In the matters that are happening on *90 Day Fiancé* - specifically, on Nicole and Azan's episode scenes - there were some scenes that showed about the responses of white people who have subjective ideas and most of them are

unfavorable ideas about a place and its culture which they are completely unfamiliar or foreign with. This phenomenon can produce a response that develops as a negative opinion of cultural differences, which leads to misinterpretation of the experience towards foreign cultural images. After misinterpretation, it might result in the construction of stigma in the eyes of white people against black people. Everything that these white people have done is seen by the larger society as either an example of their inherent racial inferiority or as an eccentric outlier, with those from the middle-class ethnic groups being seen as similarly expressing their own cultural traditions, which Matory (2015) confirms with this assertion.

It goes back to the days when Americans or Europeans had a historical background as pioneers who created Americans to be seen as superior by the general view. Perhaps because of by its brilliant, organization, and vantage point retain for a while its hold on government, education, finance, and the direction of the industry. Furthermore, open institutions and universal education have tapped into the highest

tension in people's ambitions for the sake of their country and the world. As a result, it is the cause of racial superiority. Thus, the public's perspective may create a stigma that eastern people are less capable and efficient than white people in the west.

The polarization between two dominant groups. First, whose bodies and way of life are assumed to represent all that is honorable and desirable for humans in general, and a stigmatized group. Second, for those whose bodies and way of life are defined as fundamentally dishonorable and inferior, may also be included as a result of hierarchical social systems. This may serve to unintentionally illustrate the hierarchical nature of the world's order, in which individuals of Northwest European ancestry. Thus, in this case it is applied to the description of Nicole and her family -have historically dominated the system while those of African ancestry- which, in this case it is applied to the description of Azan and his family have historically or traditionally occupied the lowest rank. The unmarked pole of inborn privilege is now seen as whiteness, whereas the marked

pole of inborn stigma is seen as blackness.

Cultural Blindness Moments in Nicole and her Family

Episode (on 90 Day Fiancé)	Time	Dialogue(s)
<i>Why Nicole?</i>	(00:54-00:56)	Nicole's Step Mom said, "I don't know if they have pork in Morocco".
	(00:58-00:59)	Nicole's brother asked, "Did you do a research?".
	(01:00-01:01)	Nicole said, "On Morocco? No".
	(01:19-01:21)	Nicole's Step Mom said, "... and it's a Moslem country".
	(01:56-02:04)	Nicole's mother said, "Customs are so different there, Nicole. You don't...you're not familiar with a lot of the things that they do or don't do or so...".
	(01:34-01:36)	Nicole's brother said, "But, this is kinda different though. This is like...".
	(01:38-01:45)	Nicole's brother said, "... you're switching

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		different nationalities and different work ethics and religions and everything is different".
	(01:01-01:04)	Nicole's Step Mom said, "A lot of pick pocketing; you know...".
	(01:15-01:18)	Nicole's Step Mom said, "There's warning to American tourists and travelers in that part of the world".
	(02:04-02:08)	Nicole's mother, "... I mean kids have gone over to other countries and wound up getting caned because they did something wrong".

talked in Nicole's family. The chosen words of their opinions about Morocco representing their level of knowledge of its culture. It turned out that Morocco seemed very foreign to them since none of them try to search or looking out for further information about that country and its culture. This can be observed in the statement that Nicole's stepmother made about there is no pork in Morocco, while they were eating together as they usually do. It sounded like she was insulting Nicole about her partner, Azan. Since he was from a different nation by making references that touched on religion, given that Morocco is a Muslim country and have a different bring up environment than them. As for Nicole and her family's background is Christianity bring up, which can be seen in the manner in which they prayed together before meals when they all sat down at the dinner table.

The manner in which Nicole's stepmother warned American tourists and travelers about the dangers that can occur in Morocco without citing her source for the information might give the wrong impression of the country gave the image that Nicole's family was degrading the nation. When Nicole's

In these scenarios, Nicole and her family have cultural blindness moments, which causes them to assume the most improbable conclusions of other nation that may not actually be true. (Scenario's dialogues source from *90 Day Fiancé* episode)

It can be seen from the phenomenon that occurs on *90 Day Fiancé* episode entitled *Why Nicole?*; cultural diversity topics were being

brother asked Nicole whether she has been looking for research about Morocco, the description of Nicole and her family speaking is merely based on interpretation because they did not actually learn more about the truth of facts about Morocco. Nicole's response that she had no idea came as no surprise. This incident highlights the importance of information in promoting cultural diversity. Representation cannot be split by knowledge in order to be absorbed by the emergence and development of knowledge. It is a fundamental process that supports the growth of the mind, the self, society, and cultures (Jovchelovitch, 2007). This supports the presence of activities that 'viewing-culture' as something that humans acquire, namely through knowledge, is supported by this. When it comes to knowledge, people have a tendency to look up information on topics we are unfamiliar with.

The problem of cultural diversity is not an exception to the rule of knowledge; so, when dealing with this issue, information can be utilized and cared for. Yet, on *90 Day Fiancé*, which in this case is Nicole and her family scenes, they frequently choose to hypothesize and even construct

assumptions about Morocco and its culture, about which they know little to nothing, and they also do not investigate further. Nicole and her family are examples of "culturally blind" people because they believe cultural differences have been explored and that everyone is aware of them. This phenomenon may also be connected to the rise of stigmatized attitudes because, if Nicole and her family keep their kind of attitudes just like on their episodes, it may give rise to assumptions or opinions about people from other cultures. Which, if we cling to that notion and apply it equally to all people from particular cultural backgrounds, without acknowledging the potential that there is a mistake in the basis of the stereotype as well as the unique differences within a culture, can be dangerous and destructive; despite the fact that most individuals do not recognize the distinctions.

Nicole's family is clearly a case of cultural blindness because they exhibited normalization of social prejudice, racial inferiority, and paternalism. When referring to crimes committed in Morocco, they frequently discriminate. Consequently, without them

getting to know him well first, they created the image of not feeling appreciated, welcomed, and had lower expectations for Nicole's partner, who happens to belong in a different nation. Nevertheless, it's important to keep in mind that Nicole and her family, who are white, are portrayed in this image from their point of view.

Nicole does not Trying to Interact Directly to the Local

Image 1. Azan asks the merchants for the good's price instead of Nicole asking it herself.



Source: *90 Day Fiancé*, Episode Don't Hug Me (00:51)

Image 2. Azan translates what his mother is saying in Marrakesh into English to Nicole.



Source: *90 Day Fiancé Rewind*, Season 4, Episode 4, (01:54)

English is the most widely spoken language in the world, so having it as a mother

tongue is undoubtedly advantageous. The majority of people believe that it is spoken in most countries, as a better medium of communication, especially when visiting non-English speaking nations. Of course, English is a *lingua franca*, which means it is used to link people whose mother tongues are different, which Pitzl, M., & Osimk-Teasdale, R. (2016b). likewise agrees with this assertion. The widespread use of English surely provides enormous opportunities, yet it may or can also have negative effects. It cannot be denied, nonetheless, there must be some individuals out there who believe that English-speaking travelers from other nations should learn their native tongues instead of the other way around. Such case can be seen in Nicole and Azan scenes from the tables that are attached above.

The drawback in this scenario is that those scenes may portray white people as preferring to use the services of those who explain things to or speak directly with locals instead of learning the local's language. Nicole, who is a tourist and also a guest in this situation, also had little interest in acquiring Azan's native language while staying in Morocco. This case

may make the audiences think and give the negative impression of white travelers that they do not want to learn even the basic words of the local's native language while they are there. It may make audiences to think that the "white" travelers are disrespectful for making absolutely no effort to learn another country's language, do not have the intention in forming new connections with the people there, not creating positive experiences, being ignorance, giving impression that they do not like to sharpen their mind, and to get out of their comfort zone.

The Portrayed of Morocco's Sceneries that are Exotic

Image 3. A snake charmer is spotted



Source: *90 Day Fiancé*, Episode Don't Hug Me (0:20)

Image 4. The scene of the traditional market in Morocco is exposed



Source: *90 Day Fiancé*, Episode Produce Shopping In Morocco Isn't What Nicole Is Used To (0:24)

Image 5. A camel is showed at the Marrakesh dessert as a traditional vehicle



Source: *90 Day Fiancé*, Episode Nicole Can't Keep Up (01:05)

People's perceptions of a situation can be diverse depending on their cultural background. In other words, they concentrate on or notice a certain aspect or portion of it, which in this case it can be called as a term of "social fact" that can be referred as the "material" type; because, it has to do with anything that can be observed, handled, and seen; which Durkheim (in Ritzer, 1975) accepts this notion.

It appears that *90 Day Fiancé* tries to draw viewers' attention to the primary thing in the foreground while also focusing on some of the surrounding objects (background). As seen in Nicole and Azan's scenes, there are occasions in the program where peculiar occurrences are displayed, such as the practice of snake

charming, the appearance of camels in a specific location (which just so happens to be in the desert), and the fact that all Moroccan women are covered by a hijab because the country's citizen mostly are Muslim. Because of these unique occurrences, audiences may get the idea that Morocco is emanating a unique ambiance. In other words, it might have just conveyed Morocco's "exotic vibes" Since the term "exotic" itself refers to a collection of qualities ascribed to nations with a different climate, culture, and unique to our civilization, exotic travel implies visiting places that are remote both in terms of distance from home and in terms of cultural norms.

90 Day Fiancé has Provided a Role-Model of Intercultural Couples that Viewers could not Experience It

Nowadays, watching television is one of the simplest methods to learn about people in the form of an image, whether from direct sources or from actors and actresses who play various characters, and may teach us what they value and how they live. As a result, viewers of TV shows may obtain and absorb knowledge about American society, such as daily family life, workplace dynamics, how

to use common words, fashion trends, and hot topic to argue for. They can also provide insight into American ideals and traditions.

However, people are aware that reality show does not accurately portray actual life, as Jhally, S. (2020b) supports. Despite the fact that it is obviously fiction - everything on Television often exaggerated versions of real life- American reality TV shows still able to make viewers hook to the TV the entire time it is airing. According to psychologists, viewers of reality show occasionally experience the illusion that they are living through the characters or participants of the show that they are watching. The subjects of various reality shows frequently have interesting lives; viewers can take comfort in the knowledge that even the unpleasant experiences portrayed on reality show do not even actually happen to them, which Bobic (2022) agrees.

Goldy Ali : if I was going to meet my boyfriend for the first time I would dress up to the max, she came looking like they've been married 10 years lol (The comment is taken from episode *Azan Anticipates*

Nicole's Arrival in Morocco | 90 Day Fiancé).

Hähnchen : Nicole is one of those people who think they need a partner to feel complete and fulfill themselves. You need to love yourself first 100% before finding a partner (The comment is taken from episode *Produce Shopping In Morocco Isn't What Nicole Is Used To | 90 Day Fiancé*).

Milos : Mom- she's not the most beautiful girl I wonder why she needs validation from strange foreign men (The comment is taken from episode *Why Nicole? | 90 Day Fiancé*).

Reality TV shows are apparently turning into documentaries or doc-series (document-series), which may be one of the remaining media formats with a stronger connection to reality, whether viewers adore it or find it difficult to understand, which these information are backed up from www.distractify.com by Bobic (2022). From those statements it can be taken that documentaries frequently provide a similar insight into the lives of actual people and can be viewed from the comfort of the viewer's home makes them an informative subgenre of reality media. One category

of reality show that is instructive, fascinating, and entertaining is documentaries. Hence, seeing people's real lives on TV is "far more engaging" since viewers may learn about how they live, which is sometimes extremely different from the viewer's daily life. These arguments support the assumption that reality program watchers, in particular, do so because "they do not represent reality." *90 Days Fiancé's* themes of cross-cultural relationships, cultural diversity, and oftentimes cringe-inducing love stories are particularly intriguing and insanelly funny.

Another justification is that viewers of reality show may get the impression that they are living through the characters on the programs they are viewing. According to psychologist Dr. Eva M. Krockow, subjects on various reality shows frequently lead fascinating lives. This is supported by www.distractify.com. Watchers may unintentionally feel as though they are gaining from viewers' life experiences without actually going through the unpleasant parts. It can also be demonstrated by the fact that by observing characters on the show make poor choices, viewers form

their own ideas or thoughts when observing them in diverse situations; and the best part is, if the bad things that viewers see on reality show do not affect them, which they can seek comfort in that. Since these shows feature a wide range of personality traits and relationship concepts, viewers frequently discover characters they can identify with, which these statements are backed up by a social cognitive theory named of Dr. Ferris taken from www.goodhousekeeping.com by Cheney (2020). Characters on a reality program who happen to be portrayed as going through the same experience as viewers could serve as an example of this case and situation, and if viewers are going through a similar experience, their ideas might be influenced by the TV show's depiction. From this concept, viewers of reality TV shows can "escape from reality" for themselves. Reality TV shows can provide viewers with something valuable, such as a risk-free opportunity to live subconsciously through the life of the participants involved in the series, particularly those they aspire to be like, or reflect their own selves.

Brings Up the Cultural Diversity Issues or Just Merely an Entertainment

Reality TV can rely on humiliation and confrontation to generate interest of viewers, since attention-grabbing is one of the aspect that makes reality TV stand out. Therefore, casting directors will pick actors who will stir up controversy, drama, and feelings. Furthermore, reality TV shows have received a lot of severe and widespread criticism in addition to becoming highly successful, which these statements are supported by Jaehnig (2022).

There is no doubt that the creator of television programming has to promote specific social values and to continue generating debates. The *90 Days Fiancé* has so far demonstrate portrayals of cultural diversity and intercultural couple's life with the result that viewers perceived ideas about those two aspects which affect viewers' perceptions on the couples' individual cultural background. Thus, viewers can infer what each of partner' cultures are like by seeing how the couple's attitudes reflect what those cultures are supposed to be like.

When watching reality TV show, some viewers could perceive the story lines with skepticism or perhaps take them too seriously. One of the instances, in this case, it is when a viewer criticizes the reality TV character because they don't like Nicole and her family's argument over Morocco, which paints a poor picture of reality that is not particularly valid. However, since reality TV rely on humiliation and conflict to generate excitement - it creates phenomenon, that may have contributed to a corrupt society. It can be said that reality TV's natural state is corrupting. Thus, reality show may convey to viewers through the portrayal of its characters that it is acceptable behavior and contributes to the development of a rude and selfish society, which Bobic (2022) acknowledges these statements.

Viewers' Comments who are Aware of Cultural Diversity Issue on *90 Days Fiancé*

Reality TV has solidified its place in the realm of modern entertainment, and its popularity will make it difficult to remove it from existence, nonetheless *90 Days Fiancé*. However, it can be criticized by both critics and casual viewers thanks to its idea of relying on audience

enjoyment for the humiliation and degradation of participants by bringing drama, emotion, and controversy. As a result, some viewers and critics accuse *90 Days Fiancé* of portraying reality in deceptive or even deceptive ways, such as through misleading information, which may instruct bias and discrimination on participants.

Levi : I live in Morocco and they made me feel as if I live in the most dangerous place in the world and as if we eat tourists. They need to travel that's all I'm gonna say. (The comment is taken from episode *Why Nicole?* | *90 Day Fiancé*).

Darwinian Blunder: How could Nicole's family allow her to go without doing any research on Morocco or having any understanding or respect for the Moroccan culture? It was obvious from the last episode when Nicole arrives in Morocco, that she has NO respect for Azan's country. She should be embracing his culture instead of insisting that Morocco should be more American. Shame on her for being so self-centered. (The comment is taken from

episode *Why Nicole?* | *90 Day Fiancé*).

soukaina benjelloun : I am Moroccan and I completely understand her family's point of view. They are worried about her safety it's normal. Honestly, I would be if my daughter travels across continents to meet a guy. It's not fair for everyone to bash them. They are just being overprotective. I feel like people should put themselves in their shoes. But Morocco is a wonderful country. We have tourists all year long. There's good and bad in every country. (The comment is taken from episode *Why Nicole?* | *90 Day Fiancé*).

舞 ``Lilac : I am moroccan and let me just say, this was so disrespectful . They need to learn some manners cuz they have NONE. (The comment is taken from episode *Why Nicole?* | *90 Day Fiancé*).

In this case, the audience questioned Nicole's plot concerning the statements that were spoken by Nicole's family members when they were advising and lecturing Nicole before she went to Morocco for the first time to meet her lover, Azan. The words spoken

by Nicole's family has made the viewers think twice, then questioning the portrayal of Morocco in *Why Nicole?* episode. The cause of viewers gave critical comments against that episode, because they definitely have their own reasons according to their point of view. Some viewers who criticized on the *90 Day Fiancé's* YouTube comment section claimed that they are natives of Morocco and they strongly believe that the portrayal of their country on *Why Nicole?* episode is inaccurate and makes them feel uneasy.

There are also viewers who criticized the behavior of Nicole and her family in *Why Nicole?* Episode. Due to they can imagine -if they were in the same specific situation just like in that episode- they would act differently so that there is no misleading information. The outcome in this situation is that viewers may disagree with the description presented on the reality show. Due to they have various opinions based on being able to see things from a different point of view or for other reasons that create controversy regarding how much that resembles reality.

Viewers Criticize Nicole as a Negative Stereotypical Image of an American

Moss piglets : Her ignorance and stupidity is beyond me. "I'm just an American to him." I'm sorry but you obviously showed him all the stereotype. (The comment is taken from episode *Azan Won't Defend Nicole, And She's Had Enough Of It* | *90 Day Fiancé*).

down4ce : This girl literally could not fit the typical american stereotype any more. (The comment is taken from episode *Produce Shopping In Morocco Isn't What Nicole Is Used To* | *90 Day Fiancé*).

Alina p : This girl's whole personality is being American (The comment is taken from episode *Produce Shopping In Morocco Isn't What Nicole Is Used To* | *90 Day Fiancé*).

Mary Jane Cima : It's actually embarrassing when people from America go and make a fool of themselves in other countries (The comment is taken from episode *Produce Shopping In Morocco Isn't What Nicole Is Used To* | *90 Day Fiancé*).

Americans who are selfish and self-centered tend to be

louder than others when expressing and defending themselves, so the media gives them extra attention and coverage; and this is exactly what is seen on *90 Day Fiancé* through Nicole on *Azan Won't Defend Nicole, She's Had Enough Of It*, and *Produce Shopping In Morocco Isn't What Nicole Is Used To* episodes. Nicole's experiences from those three episodes left viewers with the sense that negative perceptions about Americans tended to lead to the previous cases stated in the previous issue, namely, Americans were portrayed as cultural ignorance.

Which makes viewers assume that many Americans who travel lack knowledge of the culture and practices of the countries they visit, and worse, that they do not always appear to care enough to learn by engaging with individuals from different cultures abroad and attempting to see things from their perspective. It's because Nicole fails to see that when traveling, she should remember that she is a visitor in another country and should respect the norms and traditions of her host country. As a result, American tourists appear to have earned a reputation for entitlement.

**Viewers' Comments who are not
Aware of the Cultural
Diversity Issue on *90
Days Fiancé***

Reality TV shows have grown in popularity while also receiving severe and widespread criticism. One of the most serious concerns is that the shows rely on viewers' enjoyment of participants' humiliation and degradation. It is uncommon to find someone who is uninterested in such programs. Viewers will either hate reality shows or enjoy them.

Yet, the reality TV show is that most viewers simply enjoy watching it without examining any of the circumstances that not everyone agrees on. In other words, people are considerably more likely to watch it casually without providing any criticism. Because they only see it as fun. As a result, when it comes to this case, viewers are unaware of the cultural diversity difficulties. Instead, viewers are only focused on giving the topic of their comments, which are often references to shame on the physical and characteristics. Because of those factors, they became the basis for the emergence of bias and discrimination from viewers by throwing sarcasm to attack the participants on *90*

Day Fiancé, which are Nicole, Azan Nicole's family members, etc., but mostly Nicole.

The concept of discrimination is emphasized above bias because the former reflects actual attitudes and practices. As a result, many forms of bias are frequently predicated on an overgeneralized application of learned stereotypes. Stereotypes are unfavorable exaggerations or distortions of persons or groups based on their racial and ethnic traits.

**The Show Just Merely an
Entertainment for Some Viewers**

Just A Taurus : its so cringey but why can't I stop (The comment is taken from episode | *90 Day Fiancé*).

Jon Mann : This show is awful but I can't stop watching it (The comment is taken from episode *Nicole Takes Off for Morocco* | *90 Day Fiancé*).

Viewers are aware that it is a dramatized reality, straightforward authenticity, and pure entertainment. It has been demonstrated that viewers find it amusing to cheer or even mock Nicole, Azan, and other participants on the set. It is amusing to witness how insane certain People can

become, or what type of story twists can result from bringing together various major personalities in the same place. Reality TV show is simply an unfiltered documentary on people's behavior in its most trashy, compelling, and chaotic form. Sometimes people just need to watch reality TV show because it's light, easygoing entertainment that does not need much concentration; nothing is too weighty, terrible, dark, or deep. There's no need for the viewers to think hard, so that they are easily to follow the story plots because the majority of these titles are background shows.

Participants' Behavior on 90 Day Fiancé are Entertaining

Jenn : When your brother has to pray that your "boyfriend" actually likes you. Damn (The comment is taken from episode *Why Nicole?* | 90 Day Fiancé).

Vanessa Lin : "with this variety of women in the internet, why Nicole?"

Her mom is savage lmaoo (The comment is taken from episode *Why Nicole?* | 90 Day Fiancé).

Ayşe Beyza : I love how the step-dad is casually

eating, unbothered. (The comment is taken from episode *Why Nicole?* | 90 Day Fiancé).

Reality shows are popular among the general public since most viewers like shows that are engaging and can keep them entertained. Viewers appeared to be not only entertained but also curious; they want to know about other people's lives. As a result, viewers express their curiosity by watching reality show to discover how other people live that kind of life. Not only that, but fans have become glued to the drama. The drama may captivate people not just because it is emotional and exhilarating, but also because it can offer them a sense of meaning.

Viewers are aware that it is a dramatized reality, straightforward authenticity, and pure entertainment. It has been demonstrated that viewers find it amusing to cheer or even mock Nicole, Azan, and other participants on the set. It is amusing to witness how insane certain People can become, or what type of story twists can result from bringing together various major personalities in the same place. Reality TV show is simply an unfiltered documentary on people's behavior in its most trashy,

compelling, and chaotic form. Sometimes people just need to watch reality TV show because it's light, easygoing entertainment that does not need much concentration; nothing is too weighty, terrible, dark, or deep. There's no need for the viewers to think hard, so that they are easily to follow the story plots because the majority of these titles are background shows.

Nicole Dumbness is Entertaining

Kevin Hofferth : When she dropped her bags all dramatic i almost threw up!! (The comment is taken from episode *She's Big A Little Bit | 90 Day Fiancé*).

ANG DICKEY : Why is she acting like farmers markets don't exist in the states (The comment is taken from episode *Produce Shopping In Morocco Isn't What Nicole Is Used To | 90 Day Fiancé*).

Godot : "I'm used to vegetables in a can"

You know damn well she's not eating any vegetables (The comment is taken from episode *Produce Shopping In Morocco Isn't What Nicole Is Used To | 90 Day Fiancé*).

Mondaris : She's probably thinking "what a weird looking walmart" (The comment is taken from episode *Produce Shopping In Morocco Isn't What Nicole Is Used To | 90 Day Fiancé*).

beatrice lim: Nicole's heavy breathing makes me feel like I'm the one struggling

(The comment is taken from episode *She's Big A Little Bit | 90 Day Fiancé*).

The cast members are willing to play a role that the viewers do not necessarily want to experience or cannot experience. Thus, in this case, having an ignorant family, behaving stupidly and allowing their opinions, which are not even filtered- then, may cause viewers feel offended to be uploaded on reality shows so that everyone around the world can see it and get the chance to be roasted by viewers. As a result, the factors stated may indirectly reflect or convey a cultural image of attitudes. Once again, viewers of reality television are drawn to the excitement that makes their lives appear less chaotic. It is undeniable that viewers want to see what other people have and are experiencing.

Reality show can provide an outlet for individuals to feel or pretend as if they could have experienced them without having to go through them in real life. It also makes people wonder if they had the life to know how to act in that kind of situation. Most people believe that reality show shows present drama and some bad scenarios in order to make viewers feel better. Moreover, viewers can feel indulged without feeling guilty or justified for viewing *90 Day Fiancé*. After all, these shows are effective for a reason: their appeal to the fundamental provides a framework for viewers to reflect on themselves, which is what makes them human and there is nothing shameful about that.

In other words, viewers enjoy drawing these comparisons because it makes them feel better about themselves, which may make them wiser and more clever in making better decisions. The thought of seeing people act against their consciences about diversity and conveying it as arrogant is thrilling, but for most of us, it's a lot more fun and safer to watch than experience it directly, as Nicole's family does when they

think negatively about Morocco.

CONCLUSION

Reality show will always influence its viewers, at some point; both, create and reflect societal conflicts and ideas. This television program uses underlying worries about cultural change to portray the shifting demographics of the American family. These trends, therefore, examine the genre's current state and its role as an early predictor of emerging trends in American media culture. When reality shows portray actual people and their presumably real problems on camera, this values-shaping dynamic is intensified.

Reality show is really damaging, and *90 Day Fiancé* stigmatizes people since viewers are frequently led to believe that what they see is true and honest when it truly is really not. Since so many people are ignorant of the stigma, they can subtly or indirectly affect how others feel by reflecting the stigma as it is shown on reality show. These explanations serve as evidence that there are two sides of viewers in this case that have been mentioned before in the beginning of this chapter: first, viewers that are criticizing *90 Day Fiancé* with mentioning the

topic of cultural diversity caused by their critical thoughts; second, viewers that are criticizing *90 Day Fiancé* without mentioning the topic of cultural diversity at all, since they just take it as entertainment only.

COMPETING INTEREST STATEMENT

Herewith the author declares that this article is totally free from any conflict of interest regarding the assessment, review and revision, and publication process in general.

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