"Language Analysis And Crosscultural Communication In The Movie "Ajari Aku Islam" By Haris Suhud And Yunita R Saragi

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Abstract

Intercultural communication involves participants from different cultural backgrounds that influence the way they communicate. This study aims to analyze language and cross-cultural communication in the film "Ajari Aku Islam" by Haris Suhud and Yunita R Saragi, using critical theory based on the thoughts of Robert N. Entman. The analysis was conducted on different ethnic, religious and cultural backgrounds. This research applies a descriptive qualitative method with data collection using documentation techniques, as well as listening and note-taking techniques. This movie displays conflicts in a family with different religious and cultural backgrounds, which result in barriers in intercultural communication. The results showed that intercultural communication can run well if there is tolerance, an open mindset towards cultural differences, and the ability to adjust to the values, norms, and religions adopted by individuals or community groups.

Keywords: Film, Intercultural Communicatin

1. Introduction

Humans are social creatures who cannot live without interaction with others. Human life and development depend on relationships and cooperation with others. Communication is one of the main ways to connect and cooperate. In culturally diverse social activities, communication becomes the main channel of the interaction process. Through communication, a person can easily convey information, knowledge, ideas, and concepts to others, and through communication, humans are recognized as members of society. The cultural construction that a person gets from childhood greatly influences the way of thinking and behaving in interacting and communicating with people from different cultures. Cultural clashes occur because of the tendency to consider one's own culture as the right one and see the behavior of people from other cultures subjectively. The process of interaction in cultural diversity allows intercultural communication to occur as a daily phenomenon. As social beings living in cultural diversity, there is a relationship between couples of different ethnicities, as depicted in Haris Suhud and Yunita R. Saragi's drama film "Ajari Aku Islam".

Culture and communication are inseparable because they determine who talks to whom, the topics of conversation, the way messages are delivered, the meaning of messages, and the conditions for sending, attending to and interpreting messages. Our behavior is strongly influenced by the culture we live in. Culture is the basis of communication, and cultural diversity results in diversity in ways of communicating (Mulyana and Rakhmat, 2010: 19).

In Haris Suhud and Yunita R Saragi's movie “Ajari Aku Islam”. An interesting romance ensues between a Chinese Medan man, Kenny Huang/Aliang (Roger Danuarta), and a Malay Muslim woman, Fidya Lubis (Cut Meyriska), who meet accidentally in a crowded place. Interest begins to grow between them, each for different reasons. Kenny wants to learn more about Islam, while Fidya is impressed by Kenny's background and motivation. However, the problems in their respective lives raise doubts, especially when other figures such as Fahri (Miqdad Addqury) and Chelsea (Shinta Naomi) appear. While Fidya's attraction to Kenny and Kenny's learning about Islam continues to grow, the pressure from their families mounts.

2. Method

In carrying out research, a design is needed so that the research can run as expected. The research design used is descriptive qualitative. According to Moleong (2014: 6), qualitative research aims to understand the phenomena experienced by research subjects, such as behavior, perceptions, motivations, and actions thoroughly, through descriptions in the form of words and language. This research is conducted in a natural context by utilizing various scientific methods.

This research aims to analyze language and cross-cultural communication, as well as personal and situational factors that influence communication patterns. Over time, the rapid development of technology has expanded the range of communication. The rapid development of technology directly changes the forms of communication. Foreign cultures are becoming easier to enter due to the growth of technology, which causes cultural friction.

Based on the background and research focus, the researcher formulates two main problems: how are the communication barriers that occur in the film Bidadari Mencari Wings by Aria Kusumadewa, and how is the intercultural framing analysis in the film Ajari Aku Islam by Haris Suhud and Yunita R. Saragi. Robert M. Entman is one of the experts who underlie framing analysis in media content studies. Entman's concept of framing is used to describe the process of selecting and emphasizing certain aspects of reality by the media.

3. Results and Discussion

Intercultural communication involves the process of sharing information, ideas, or feelings between individuals who come from different cultural backgrounds. This process can be done orally, in writing, through body language, personal style or appearance, or with the help of other elements that clarify the message (Liliweri, 2003: 9). According to Lusting and Koester (1993), intercultural communication is a symbolic, interpretive, transactional, and contextual process carried out by a group of people. Due to differences in interests, they give different interpretations and expectations of certain behaviors as meanings are exchanged (Liliweri, 2003: 11).

When communicating with someone from a different culture, there will be differences in the communication itself, such as the level of knowledge, difficulty in predicting, ambiguity, confusion, a mysterious atmosphere that is difficult to explain, as well as uselessness or even the impression of unfriendliness. In a society with cultural diversity, interpersonal communication can include aspects of intercultural communication. The culture that is the background of life will affect human communication behavior (Liliweri, 2003: 12).

Intercultural communication is a process that influences the behavior of communicators and communicants, in which they intentionally code their behavior to convey messages through specific channels with the aim of influencing or eliciting certain attitudes or behaviors. The communication is considered complete if the receiver of the message understands and absorbs the meaning of the encoded behavior, and is influenced by that meaning.

Framing is the process by which a person classifies, organizes, and interprets his or her social experiences to understand himself or herself and the reality around him or her. In addition, framing serves to give identity to reality by marking it with certain labels. According to Erving Goffman, from a sociological perspective, the concept of frame analysis involves preserving our habits in classifying, organizing, and actively interpreting life experiences to make sense of them. This interpretation process is called frames, which allow individuals to localize, perceive, identify, and label events and information (Sobur, 2009: 163).

Film is a moving audiovisual media, or commonly referred to as a movie. The development of movies can reflect the social and cultural background of a country. Filmmaking requires large production costs as well as funds for publicity. The success of a movie is measured by the number of viewers, although the presence of famous stars does not always guarantee such success. Initially, movies were screened in theaters, but as technology develops, movies can now be watched through streaming apps and then broadcast on television.

relationship between movies in Communication has an important role in daily human interaction, especially in the family environment as the smallest unit of society. In communication, feedback is what is expected to achieve the desired communication goals. This means that communication involves one or more individuals sending and receiving messages that may be interrupted by certain barriers in a certain context, with certain influences, and there is an opportunity to provide feedback.

According to Effendy (2003: 13), communication science is a systematic effort to formulate the right principles in conveying information and forming opinions and attitudes. The delivery of messages, both verbal and nonverbal, has a certain meaning. It can be interpreted as the process of transferring information or ideas from one person to another, in the form of thoughts and feelings, through certain media or channels. In group communication relationships, people tend to identify themselves with certain groups. Every society has primary groups with more intimate relationships, as well as secondary groups with more formal relationships. The values shared by group members greatly influence the way they understand the message.

The movie, which takes place in Medan, with the setting of Al Mashun Grand Mosque, Maimoon Palace, and SIB Roundabout, tells the story of the love between Fidya (played by Cut Meyriska) and Kenny (played by Roger Danuarta). Fidya is a devout Malay Muslimah, while Kenny is a non-Muslim Chinese youth.

Frequent interactions between the two and Kenny's interest in learning about Islam made Fidya start to fall in love with him. However, their relationship was not easy because of religious and cultural differences.

“You know that I am a Muslim,” Fidya told Kenny one day at a mosque.

“Then why don't you try to make me fall in love with Islam, just like you made me fall in love with you,” Kenny replied.

In addition, Kenny's parents also hope that their son will marry a Chinese woman named Chelsea Tan (played by Shinta Naomi).

The main actors in this movie are:

- Roger Danuarta as Kenny Huang
- Cut Meyriska as Fidya S. Lubis
- Shinta Naomi as Chelsea Tan
- Miqdad Addausy as Fahri Hamzah
- August Melasz as Koh Billy
- Rebecca Regina as Salma
- Elkie Kwee as Koh Liang

4. Conclusion

Based on the research results, the movie “Ajari Aku Islam” by Haris Suhud and Yunita R Saragi illustrates that communication between communicants and communicators from different cultural backgrounds can cause conflict. Differences are not the cause of division, but can strengthen existing relationships. Different ethnic, cultural and religious backgrounds make humans understand that there is no dominant one, but everything has a place and positive and negative values. Communication is a medium that can overcome conflict, so it is important for us to understand intercultural communication, especially in diverse environments.

The movie conveys a message to the audience about the meaning of differences. The differences shown in this movie include religion, ethnicity, and culture, which are common for Indonesian people who are accustomed to diversity. Ajari Aku Islam tries to express the meaning through a negative point of view regarding different intercultural relationships, so that the audience can have the opinion that without tolerance, tolerance, and acceptance of other people's opinions, intercultural communication will be difficult and ineffective. The intercultural communication barriers in the movie Ajari Aku Islam are caused by several factors. Cultural acculturation in the movie is not fully effective because each party has difficulty accepting cultural differences.

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