



Social-Cultural Values Embodied in the film of Bumi Manusia

Geofakta Razali ¹, Melva Silvira ², Andree Marlis ³, Neil Marly ⁴

¹ Institut Ilmu Sosial dan Manajemen Sekolah Tinggi Ilmu Administrasi Mandala, Indonesia

³ Islamic State University of Mahmud Yunus Batusangkar, Indonesia

³ Ecole Supérieure Polytechnique, Mauritania

⁴ Mbarara University of Science and Technology, Uganda

Corresponding Author: Geo Fakta Razali, E-mail: faktageo@gmail.com

Article Information:

Received April 25, 2022

Revised May 30, 2022

Accepted June 31, 2022

ABSTRACT

The purpose of this study is to find the values conveyed in the film of Bumi Manusia regarding the social values of the Javanese people and to find out the cultural values conveyed in the film of Bumi Manusia regarding Javanese society. This research is included in qualitative research. The type of research that researchers use is research (documentary research). The data collection technique carried out is to identify several images and dialogues contained in shots and scenes which depict the social and cultural values of the Javanese people. By using descriptive methods and content analysis methods, namely analyzing scenes, and character dialogues based on social and cultural values. The results of this study are expected to be able to answer research questions about social and cultural values in a film and later can be scientifically accounted for and provide advice to young filmmakers in their work.

Keywords: *Social Values, Cultural Values, Bumi Manusia Film*

Journal Homepage

<https://ejournal.staialhikmahpariangan.ac.id/Journal/index.php/judastaipa/>

This is an open access article under the CC BY SA license

<https://creativecommons.org/licenses/by-sa/4.0/>

How to cite:

Fakta Razali, G., Silvira, M., Marlis, A., & Marly, N. (2022). Social-Cultural Values Embodied in the film of Bumi Manusia. *JUDASTAIPA: Jurnal Dakwah STAI Pariangan*, 2(1), 39–45. <https://doi.org/10.55849/jidc.v2i1.108>

Published by:

Sekolah Tinggi Agama Islam Al-Hikmah Pariangan Batusangkar

INTRODUCTION

Human life in the world cannot be separated from communication activities, since communication is an integral part of the system and order of human social life or society (Christenson & Flora, 2019). Communication activities can be seen in every aspect of human daily life, namely from waking up in the morning to humans going to bed at night (Aker dkk., 2019).

Communication plays a very important role in the formation of society (Ameliola & Nugraha, 2015). In this phenomenon, human beings are engaged in communication activities in social life, so that humans can be 'close to each other in a community (Bai

dkk., 2021). Communication is already part of our daily activities (Mrabure, 2019). It is rarely realized that in principle no one can extricate himself from communication activity (Meireis & Rippl, 2019).

Communication has several forms of communication between individuals, groups, and mass communication (Heiner dkk., 2019). Mass communication is communication using mass media to convey messages such as an author conveying messages through certain languages or symbols to the audience (Adnan, t.t.).

The development of film media with various effects has been raised, it is all a continuous development of the current globalization, and in the end, it has been able to create the life of modern society (Bai dkk., 2021). The characteristics of modern society, include having an openness to new experiences and ideas, being oriented to the present and the future, having the ability to plan and believing that humans can control nature and not the other way around (Gkargkavouzi dkk., 2019).

The fact that film exerts influence on society makes the film a tool to present a "social reality" that is presented as a media reality (Guimarães dkk., 2020). The reality of the media built by the film is the result of the thinking of the filmmakers, who in its development follow the demands of the market (Catalfo & Giustra, 2020). Society and the media are two elements that need each other (Catalfo dkk., 2021). On the one hand, the lifestyle of a large part of society is influenced by the media, there is a possibility that the mass media will confirm the social values that already exist in society (Zhang, 2019). However, the media offers new ideas that are contrary to the agreed values and can be underestimated. Some films or soap operas fight more against cultures that do not meet the demands of the times (Devi & Wallang, 2022).

This film is packaged so interestingly, the storyline that advances, backward, and the storytelling of conflicts make the audience more familiar with the history and enlightened, making this film even better and of higher quality (Shodiq & Madjid, 2021). However, a good and quality film is not only seen from the storyline but must have social and cultural values that want to be conveyed to the audience (Catalfo dkk., 2021). The film is worth watching, besides that the cinematography is good, and the audience will learn valuable lessons from the film (Ameliola & Nugraha, 2015; Chen & Thorson, 2021).

For example, the film of Bumi Manusia tells the story of two human children who concoct love on the stage of the struggles of colonial land in the early 20th century. This is the story of Minke and Annelies (Meireis & Rippl, 2019). The love that was present in Minke's heart for Annelies, made him experience endless inner struggles. He, an indigenous youth, Javanese took. While Annelies, the Indo-Dutch girl is the son of a Nyai. Mr. Minke, who had just been appointed regent, never agreed to Minke being close to Nyai's family, because Nyai's position at that time was considered as low as that of pets (Yuliana, t.t.).

The message of the film as a medium of mass communication can take any form depending on the mission of the film, and the value of the film is to use the mechanism of symbols that exist in the human mind in the form of the content of messages, voices, words, conversations and so on (Amrina & Mudinillah, 2021; Dewi S dkk., 2022; Dovchin, 2020; Gabriela dkk., 2022; Qureshi dkk., 2022). Therefore, the author wants

RESEARCH METHODOLOGY

Based on the observations that researchers made on the film of Bumi Manusia obtained data related to the social and cultural values contained in the film of Bumi Manusia. The research that researchers are currently doing is a type of document research. Researchers examined the film of Bumi Manusia as an object of research viewed from the social and cultural values in the film.

The social and cultural values contained in the film of Bumi Manusia are shown a lot in the scenes, dialogues between characters, and the responses of the characters in responding to things. In a film, of course, there is dialogue like in direct conversation in general so that it is easier to see over and over again. At this point, the researcher will describe the social and cultural values contained in the film of Bumi Manusia, adjusted to the study of the previous theory which is guided by several values.

Qualitative research makes humans the main research instrument (Sanusi dkk., 2022; Susanto dkk., 2022; W dkk., 2022; Yul Fanani dkk., 2022; Zakaria dkk., 2022). The reason is that things do not yet have a definite form. The problem, the research focus, the research procedures, the hypotheses used, and even the expected results, cannot be determined definitively and clearly in advance. Everything still needs to be developed throughout that research. In those uncertain and unclear circumstances, there is no other option and only the researcher himself as the only tool can achieve it.

RESULT AND DISCUSSION

As for the social and cultural values contained in the film of the human earth, researchers can see from two sub-focuses as follows: Based on the observations that researchers made on the film of Bumi Manusia obtained data related to religious values. The data obtained are various religious values: Relationship with God: Having faith and devotion to a god who is one

Having faith and devotion to god is very important. Proving one's faith is by carrying out the teachings of the lord. Be it keeping His commandments or staying away from All His prohibitions (Heiner dkk., 2019). Man must live his life by the provisions set forth by god. Then they can be said to be obedient to His commands. This is found in scene 02.22.56 Minke creates an article and then makes it a newspaper to defy European law based on his marriage to Annalies because his marriage is said to be invalid by Europeans because Annalies is a minor. The one entitled "European law in the eyes of indigenous law".

Be patient and patient at god's trials

Man in living life always encounters trials from god. It is God's way of testing one's faith. The key to that success depends on how we respond to it. Those who are getting that ordeal can face it or vice versa. There is a scene of 02.46.05 when Annalies is going to Amsterdam. Below are screenshots of the visuals of the film and the dialogue.

Based on the results of the analysis, it is known that the condition of Indigenous cultures told in the film of Bumi Manusia is still very simple. In addition, their cultural conditions also reflect social conditions that uphold the culture and social status. The

various cultural values that researchers have done on Bumi Manusia films are as follows:

How indigenous peoples dressed with Europeans

The simplicity of the Indigenous peoples is particularly evident in their way of dealing and the style of the language. Scenes or visuals show the simplicity of the way indigenous peoples dress and dialogue. The plain-dressed natives only use lemon for girls and boys do not wear their lower clothes wearing jarik. Jarik cloth is a fabric that has batik motifs with various patterns. Annalies wear European dresses and wear hats and Minke as modern natives use suits and hats.

Customs of Europeans and indigenous peoples

The cultural conditions of Europeans are superior and dominate the culture of indigenous peoples. The cultural superiority of Europeans that can be a factor in shaping the practice of use in the film of Bumi Manusia is seen in the form of Language seen by the use of the term monkey. It can be seen in the visuals and dialogue in scene 04.21.

Based on the results of data analysis related to the socio-cultural values contained in the Human Earth, the researcher elaborates as follows:

Social Values

Religious Values

Based on the observations of researchers religious values contained in the film Bumi Manusiacan be seen from Minke, this was aimed at the time when Minke was defending his marriage, by creating an article. His marriage was said to be illegitimate because Annalies was a minor.

1. Please HelpBased on the researcher's observations please help contained in the film Bumi Manusiacan be seen from Nyai ontosoroh, where he made a field and gave jobs to 500 people without burdening the farmers.
2. Forgive Each Other
3. Based on the observations of researchers forgiving each other contained in the film Human Earth, it can be seen Minke apologizing to his mother for not replying to a single letter from his mother.
4. Compassion
5. Based on the observations of researchers the affection contained in the film Bumi Manusiacan be seen from Minke who rejected the decision from the judge over the custody of Annalies and analyses to be brought to Amsterdam. Where he opposed the judge during the hearing.
6. Responsibility
7. Based on the observations of researchers the responsibility contained in the film Bumi Manusiacan be seen from Minke. It was intended when Minke was told by his father to be the translator of his speech into Dutch. As Mike made his speech he was responsible for raising the degree of indigenusness and uniting two nations, the European and Indigenous peoples.
8. Filial Piety to Parents

9. Based on the observations of filial researchers the parents contained in the film Bumi Manusiacan be seen in Robert. Robert is an unkind example. She has no respect and respect for her mother.

Culture

1. How to Dress
2. Based on the observations of researchers on how to dress contained in the film of Bumi Manusia, it can be seen that indigenous people use simple clothes, which are characteristic of blangkon in men and kebaya in women.
3. European and Indigenous customs
4. Based on the observations of researchers of European and Indigenous customs contained in the film Bumi Manusiacan be seen from the form of language. Dutch is rated higher than indigenous. Europe has a native name, namely monkeys. So monkeys are forbidden to use Dutch.
5. Wedding
6. Based on the observations of researchers the marriage contained in the film The Bumi Manusiain combines two cultures at once. The marriage contract used Javanese customs and the provisions of the Islamic religion and the reception, the event used European culture and was accompanied by gamelan music.
7. Squat Street
8. Based on the observations of researchers, squatting in Bumi Manusiafilms is carried out by a person who is considered to be inferior in degree in the presence of a person who is considered to be higher in degree. Can be seen when Nyai Ontosoroh, who attended the trial of her husband's murder case when was about to enter the courtroom she was told to squat because she was a mistress of the natives.

CONCLUSION

In the thesis entitled "The Construction of the Social Reality of Javanese Society on the film of Bumi Manusia By Pramoedya Ananta Toer," there are several conclusions that can be concluded by researchers, including: The Bumi Manusia movie doesn't just tell the story of the romance between Annalies and Minke. But it is also about indigenous resistance to Europe, Indigenous against the injustice that Europe is doing, European power, and harassing the dignity of indigenous peoples. Racial differences are seen in the class conflict between people of European and Indigenous descent. Where the Europeans did not have a binding culture like indigenous cultures.

The social values contained in the film of Bumi Manusia are found as religious values, the value of affection, the value of responsibility, the value of helping, the value of mutual forgiveness, and the value of filial piety to parents. It can all be seen from the scenes of the characters and can also be seen in the dialogues between the characters in the film of Bumi Manusia. The cultural values contained in the film of the Bumi Manusia such as the way of dressing indigenous and European nations, the Customs of European and Indigenous Nations, marriages, and squatting roads can all also be seen in the scenes of the characters and the dialogues between the characters of the Bumi Manusiafilm

REFERENCES

- Bai, B., Wang, J., & Nie, Y. (2021). Self-efficacy, task values and growth mindset: What has the most predictive power for primary school students' self-regulated learning in English writing and writing *Cambridge Journal of Education*. <https://doi.org/10.1080/0305764X.2020.1778639>
- Catalfo, P., & Giustra, M. (2020). The Value of the Relationship Between Architecture and Social Engagement: Imre Makovecz's Work Within the Faluházak Project. ... , *Participation and Entrepreneurship in the Cultural* https://doi.org/10.1007/978-3-030-46796-8_8
- Chen, W., & Thorson, E. (2021). Perceived individual and societal values of news and paying for subscriptions. *Journalism*. <https://doi.org/10.1177/1464884919847792>
- Dewi S, Y., Rasyid Umar, A., Ali Khan, A., & Aziz, A. (2022). Fun Arabic Teaching With Media Song For Early Child Education School. *Journal International of Lingua and Technology*, 1(2), 140–156. <https://doi.org/10.55849/jiltech.v1i2.80>
- Dovchin, S. (2020). The psychological damages of linguistic racism and international students in Australia. *International Journal of Bilingual Education and Bilingualism*, 23(7), 804–818. <https://doi.org/10.1080/13670050.2020.1759504>
- Gabriela, M., Cicerchi, G., Colin, H., & Ana, C. (2022). The Role of Parents in Helping Arabic Teachers to Improve Students' Vocabulary. *Journal International of Lingua and Technology*, 1(2), 131–139. <https://doi.org/10.55849/jiltech.v1i2.83>
- Mrabure, R. O. (2019). Indigenous business success: A hybrid perspective. *Journal of Enterprising Communities: People and* <https://doi.org/10.1108/JEC-10-2018-0076>
- Qureshi, M., Mahdiyyah, D., Mohamed, Y., & Ardchir, M. (2022). Scale For Measuring Arabic Speaking Skills In Early Children's Education. *Journal International of Lingua and Technology*, 1(2), 114–130. <https://doi.org/10.55849/jiltech.v1i2.81>
- Sanusi, S., Musnandar, A., Sutomo, S., Rafiu Ibrahim, A., & Lantong, A. (2022). Implementation of Character Education: Perspective of Love for All Hatred For None in Spiritual, Social and Humanitarian Characters Formation in SMU Plus Al-Wahid. *Al-Hijr: Journal of Adulearn World*, 1(2), 65–70. <https://doi.org/10.55849/alhijr.v1i2.11>
- Susanto, F., Pérez Ramos, P., & Alami, N. (2022). Strategies of English Lecturers in Facilitating Interactional Communication of English Students During the New Normal Period of the Covid 19 Pandemic at UIN Fatmawati Sukarno Bengkulu for the 2021-2022 Academic Year. *Al-Hijr: Journal of Adulearn World*, 1(2), 88–97. <https://doi.org/10.55849/alhijr.v1i2.12>
- W, M. F. W., Aswar M, A., Yunus, M., Ebabu, A., & Gibb, A. (2022). The Influence of Religious Character, Confident Character, and Responsible Character on the Entrepreneurial Interests of Students at State Elementary School 17 Bajoe, Bone Regency. *Al-Hijr: Journal of Adulearn World*, 1(3), 141–149. <https://doi.org/10.55849/alhijr.v1i3.32>
- Yul Fanani, I., Prakoso, R. D. Y., Bissessar, C., & Gligorovic, M. (2022). Implementation of the Jigsaw Type Cooperative Learning Model on Improving Achievement and Learning Motivation of Muhammadiyah in Mu'allimin Madrasah Muhammadiyah Yogyakarta. *Al-Hijr: Journal of Adulearn World*, 1(2), 71–79. <https://doi.org/10.55849/alhijr.v1i2.16>
- Zakaria, B. N. A., Fakhri, M. N., Saifuddin, S., Imani, A., & Said, H. (2022). Politeness Strategies Employed in Communication with Santri and Ustadz in an Islamic

- Boarding School in Indonesia. *Al-Hijr: Journal of Adulearn World*, 1(2), 80–87. <https://doi.org/10.55849/alhijr.v1i2.14>
- Zhang, M. (2019). “If you take learning seriously, I’ll assign you to a good seat”: Moralized seating order and the making of educational success in China’s public schools. *Ethnography and Education*. <https://doi.org/10.1080/17457823.2018.1441733>
- Anani-Bossman, A. (2022). Public Relations Management in Higher Education Institutions: A Case Study of Ghana. *Communicatio*, 48(1), 127–157. <https://doi.org/10.1080/02500167.2021.2011348>
- Anani-Bossman, A. A. (2021a). An exploration of strategic public relations management in Ghana. *Public Relations Inquiry*, 10(1), 73–96. <https://doi.org/10.1177/2046147X20979292>
- Anani-Bossman, A. A. (2021b). Role of Public Relations in Corporate Reputation Management: A Study of PR Practitioners in Selected Multinational Organisations in Ghana. *Corporate Reputation Review*, 24(4), 222–233. <https://doi.org/10.1057/s41299-020-00105-1>
- Bridge, G. (2021). Between a rock and a hard place: publishing issues in public relations and communication management. *Journal of Communication Management*, 25(4), 317–334. <https://doi.org/10.1108/JCOM-11-2020-0152>
- Chaikhamwang, S. (2018). The development of public relations for school of computer and information technology Chiangrai Rajabhat University using virtual reality technology. In *2018 22nd International Computer Science and Engineering Conference, ICSEC 2018*. <https://doi.org/10.1109/ICSEC.2018.8712744>
- Eroglu, E. (2020). Public Relations as Management Function of Modern State and Its Reshaping After 1980. *Amme Idaresi Dergisi*, 53(4), 139–167. https://api.elsevier.com/content/abstract/scopus_id/85129013009
- Fayette, R. (2018). A systematic literature review of qualitative research methods for eliciting the views of young people with ASD about their educational experiences. *European Journal of Special Needs Education*, 33(3), 349–365. <https://doi.org/10.1080/08856257.2017.1314111>
- Ferguson, M. (2018). Building theory in public relations: Interorganizational relationships as a public relations paradigm. *Journal of Public Relations Research*, 30(4), 164–178. <https://doi.org/10.1080/1062726X.2018.1514810>
- Galloway, C. (2018). Public relations and artificial intelligence: It’s not (just) about robots. *Public Relations Review*, 44(5), 734–740. <https://doi.org/10.1016/j.pubrev.2018.10.008>
- Groenland, E. (2019). Qualitative methodologies and data collection methods: Toward increased rigour in management research. In *Qualitative Methodologies and Data Collection Methods: Toward Increased Rigour In Management Research*. <https://doi.org/10.1142/11449>

Copyright Holder :

© Geo Fakta Razali et al. (2022)

First Publication Right :

© JUDASTAIPA: Jurnal Dakwah STAI Pariangan

This article is under:

