

# CHAPTER I

## INTRODUCTION

The researcher presents research context, research focus, research objective, definition of key terms, significance of study, previous study, as well as review of related literature.

### **A. Research Context**

Humans are unique creatures. They interact with each other, help each other, and that is every day of their lives. We, as humans, are not alone on this planet. We live alongside others, uniting to make a small difference in the world while pursuing the same objective of happiness, and it is called society. In society, we cannot behave as we want, and we must not be too self-centered, because society has its own set of rules. What we do is recognized by those around us; they will judge, and what is good and what is terrible will not be overlooked. Blaming others is also a weakness, and it indicates our potential. Before making judgments or criticizing someone's faith in anything they care about, we should learn more about the community.

Culture is like a pulse for the community, and where there is culture, there must also be a community, which is called society. Will there be no culture if there is no society? Yes, since culture is a feature that occurs among a group of people who share a common interest and work together to meet their needs. The term "culture" has many different meanings and connotations. Culture, according to others with anthropological definitions, consists of patterned ways of thinking, feeling, and behaving, acquired, and

transmitted mostly through symbols and representing the characteristic achievements of human communities including their representations in artifacts. Traditional concepts, especially their associated values, form the essential core of culture.<sup>1</sup>

According to Adelia in her research, Ahimsa-putra said culture is defined as all the symbols and signs that humans learn during their lives and utilize to create and adapt to their worlds. Meanwhile, Kroeber said in order for culture to embody the values it seeks to symbolize, it is conveyed through social interactions that are wrapped in patterns regularities of form, style, and meaning. Through the principles it accumulates and the ways in which a group agrees, the lessons that individuals acquire will influence the value within the group. Culture can be defined as something that is studied, shared, patterned, and significant.<sup>2</sup>

Value is a state of being. Nothing could justify the appearance of worth at some point in human thought or in the system of things if it had not been present from the start.<sup>3</sup> No one can judge a person's character, yet since we live in a society, it is the same as a rule. Values are held in high regard and are vital to society. A group must have values where everyone in it has a variety of opinions that agree on what values they consider right and wrong, from all of that will arise things that are mutually agreed upon. Nevertheless, how they are applied in action and morality is what matters. As a result, there

---

<sup>1</sup> Geert Hofstede, *Cultures Consequences: Comparing Values, Behaviors, and Organizations Across Nations*, second (California: Sage Publications Inc, 2001).9.

<sup>2</sup> Adelia Hanny Rachman, "Different Perspectives in Defining Culture," *Indonesian Journal of Social Sciences* 13, no. 2 (October 31, 2021): 87, <https://doi.org/10.20473/ijss.v13i2.29918>.

<sup>3</sup> Etienne Gilson, *Moral Value and The Moral Life the Ethical Theory of St. Thomas Aquinas* (USA: Herder Book Co, 1961). 79.

is a division as to whether a person's behavior is good or bad in the eyes of society. The society will recognize some value that reflects both the positive and negative aspects, and then the mindset of many people in society will create symbols or norms in society. As a result, cultural values arise in every culture, whose many rules are both similar and dissimilar. Members of society are exposed daily to the conventions, laws, norms, scripts, and organizational procedures that are influenced by and express the existing cultural values. This exposes them to both the explicit and implicit value emphases that characterize a culture. Cultural values are the abstract beliefs that are implicitly or consciously held by a society about what is right, proper, and desirable.<sup>4</sup>

Learning cultural values does not always have to come from books; it can also come from things we enjoy doing, such as watching movies, which contain many cultural values unconsciously. Moving visuals, images of time, location, sound, and story are what a movie is all about that is all become a visual media to convey the messages. Movie is not only telling stories, but also showing ideas and values held by many people nowadays. When it comes to the audience, they may have diverse meanings and interpretations, but it doesn't rule out the potential that movies have a significant impact on people.<sup>5</sup> Movie has a part in life as well, each one has a message that we may use in our daily lives, and they continue to send messages to an audience that may never be aware of the type of values. Movie can also be a good option

---

<sup>4</sup> Shalom H. Schwartz, "A Theory of Cultural Values and Some Implications for Work," *Applied Psychology* 48, no. 1 (January 1999): 25, <https://doi.org/10.1111/j.1464-0597.1999.tb00047.x>.

<sup>5</sup> Nia Nafisah, "Film Studies: An Introduction," *Teachers Education Collage* 01 (2019) 1.

for folks who do not want to read because they represent real-life situations, making them less boring to watch.

Researcher is interested in researching the “Encanto” movie because this movie was a hit because it was the first time Disney defied the beauty stereotype that had long been debated. The film also includes music that has been trending on YouTube in the United States for days. The film's cast is also from Latin America, and their symbols, cultures, and customs are noticeable. Encanto Movie was also nominated for numerous awards, winning 31 out of 70 nominations, one of which is pride because Encanto won Best Animated Film at the Oscars in 2022. Encanto film competed with Disney and Pixar animations at the time, which was a huge accomplishment. extraordinary.

In this movie there is a lot of cultural values that related with Madurese culture, where they still believe in the traditions, they also believe that men are the proper family leaders, how the characters could describe something that important when they act in society. The film also talks about the culture that exists in Latin America, namely in Colombia to be more precise. We must learn excellent things to avoid making mistakes or misunderstanding about society’s believes that harm others and ourselves. This film is also not too challenging, especially for children who are learning a second language for the first time. The text is simple to comprehend, and the pictures are semi-animated to keep you entertained. there are many lessons that a family can use to take care of their children, how they grow and develop not only brain but also mental attention.

The focus of this study is on the cultural value in this movie “Encanto.” The researcher believes that the reader will see the importance of cultural values because of this study, how they will get much ability about their county especially in Madurese and another country. As a result of the foregoing explanations, the researcher performed research under the title “*The Analysis of Cultural Values in Relation to Madurese Culture in Bush’s Encanto Movie.*”

## **B. Research Focus**

Research problems are a general educational issue, concerns, or controversy addressed in research that narrows the topic.<sup>6</sup> The formulation of the problem in this research is as follow:

1. What are the cultural values contained in Bush’s “Encanto” movie?
2. How do the cultural values relate to Madurese culture in Bush’s “Encanto” movie?

## **C. Research Objective**

Research objective is a purpose and John W. Creswell state in his book that a purpose is the major intent or objective of the study used to address the problem.<sup>7</sup> The research objectives of this study are as follows:

1. To describe the cultural values contained in Bush’s “Encanto” movie.
2. To find out cultural values in Bush’s “Encanto” movie related to Madurese culture.

---

<sup>6</sup> John W. Creswell, *Educational Research Planning, Conducting and Evaluating Quantitative and Qualitative Research*, Fourth Edition (Boston: Pearson, 2012), 60.

<sup>7</sup> Creswell, 60.

#### **D. Significance of the study**

The findings of this study are expected to provide some theoretical and practical information for the following parties:

##### **1. Theoretical Significance**

The researcher hopes that the findings of this study will contribute to the development of cultural values inspired by the movie “Encanto.” In addition, the writer hopes that this result will provide readers with information on how to delve deeper into the cultural value of the movie.

##### **2. Practical Significance**

###### **a. Students**

The researcher hopes that the results of this study can inspire the students about the importance of cultural and leadership values as depicted in the movie, as well as to provide information about the cultural values of the movie.

###### **b. Readers**

This research can give contribution to the readers, especially for students of English Education Department of IAIN Madura, in enlarging reference coordinated with the movie’s cultural value.

###### **c. The researchers**

To know more about cultural values in the movie, so that the researcher can practiced in the real life and knowing that even though movies are artificial, they still give a message to life.

## E. Definition of Key Term

According to Donal Ary, key terms led to the words used in research.<sup>8</sup>

In order to avoid unclear or ambiguous meaning, key terms are words that are employed as identification in this research and that need to be defined. As a result, the presence of crucial phrases can protect readers from confusion and misunderstanding of the researcher's words of concepts. The researcher gives the definition of key terms based on the title as follow:

1. Cultural Values: environmental adaptations, historical factors, social and economic evolution, and contact with other groups. Individuals develop cultural perceptual patterns that determine which stimuli reach their awareness.
2. Madurese Culture: can be defined as the overall embodiment of the mind, intelligence, and intellect of an ethnic group that is accumulated based on lessons learned from life experiences especially in Madurese.
3. Movie: collection of moving images that form a tale known as a movie or video. A movie as an audio-visual medium that is put together as a whole and has the power to capture cultural social reality, can undoubtedly use visual media to convey the message it conveys.
4. Jared Bush: a writer and producer has previously in the Hollywood industry, *Zootopia*, *Moana*, *Raya and the Last Dragon*, *Penn Zero: Part-Time Hero*, and *Encanto* are his work.
5. *Encanto*: an American animated film that tell story about family Madrigal whose members were each granted magical gifts.

---

<sup>8</sup> Donald Ary et al., *Introduction to Research in Education*, 8th ed (Belmont, CA: Wadsworth, 2010), 548.

## **F. Previous Study**

The writer discovered a previous study that inspired her to write on the cultural value found. The research has been conducted by Fadilla Ayu Nalaraya “An Analysis of Cultural Values in “Peekay” Movie in Relation to Indonesian Culture.” This research talked about the cultural value in the movie which has relation to Indonesian culture. The writers employ the same issue of culture in this study, as well as how that portion of culture might be the same in two distinct countries. The difference is in the movie, the researcher chose a different movie and different place than the previous writer, and the character’s reach is also broader, encompassing more than just the main character.

The researcher also found the research that has been conducted by Auliana Rahmah “Cultural Analysis in English Textbook.” This research talked about cultural values that appear in textbook, and there are some elements of cultural proposed. The researcher employs culture as an analysis, and what culture has been successfully analyzed in this research. The different with this study is in the previous study used using text and visual images in textbook, meanwhile the researcher using movie to analyzing cultural values.

The last research has been conducted by Gayuh Prayogo “The Comparison of Cultural Values Analysis of ‘Joker’ Movie And ‘Marlina Si Pembunuh Dalam Empat Babak’ Movie and Its Contribution in Cross-Cultural Understanding Teaching.” The writer analyzes the cultural values included in the film, which is a similarity in this study. The previous



researcher compares the two films and how they relate to cross-cultural understanding in this study, which is unique. This research talk about how to compare two movies between Indonesian Movie and American movie, also how these movies contributed to Cross-Cultural Understanding.

Several studies relating analyzed cultural values has been conducted for decades. However, the researcher is looking at the cultural values in Madurese. Therefore, it is worthy to employ this research since it is totally new context.

## **G. Review of Related Literature**

### **1. Literature**

How best, then, to us, to describe literature? Sometimes we casually look for names in the dictionary, when typing literature into it, we will know what literature is. According to Collins English Dictionary, Literature is written information produces by people who want to sell you something or give you advices.<sup>9</sup> Is that enough to say as literature? When we learn from childhood, many people mention the word literature, but we do not know what it is. So, according to Collins that literature is a written information, other than that which provides information that is heard and seen, is it including literature?

Klarer said in most cases, literature is referred to as the entirety of written expression, with the restriction that not every written document can be categorized as literature in the more exact sense of the word. It is still called that literature is written. But there is an expert said that literature is

---

<sup>9</sup> Dictionary English Collin, "Literature," accessed April 7, 2022, <https://www.collinsdictionary.com/dictionary/english/literature>.

a uniquely human activity, born of man's timeless desire to understand, express, and finally share experiences.<sup>10</sup> It is mean that literature is a work that wants to convey the author to people understand what the author is expressing and tells the author's experience, because there are so many meanings contained in literary works and people can interpret them with various perceptions.

Literature is the human mind at the very height of its ability to express and interpret the world around us, does not simplify, but it enlarges our minds and sensibilities to the point where we can better handle complexity.<sup>11</sup> So literature itself is things that are around us, then made as unique as possible by the author so that people are interested, where we can find many specific intentions that the author gives, of course in any form, whether it's poetry, drama, novels, movies and many more.

## 2. Cultural Values

Culture is important of human life. Culture greatly influences people's life, especially in Javanese people. They still hold on to culture which has become a tradition for generations. That's why Indonesia has a motto "Bhineka Tunggal Ika" which means different but still one. Even though it consists of many different cultures, Indonesia remains peaceful because of respect for one another. Ahimsa-Putra defines culture as all the signs and symbols that humans receive either through the process of learning in their lives as citizens and utilize to develop and adapt to their

---

<sup>10</sup> Jeffrey D. Hooper James H. Pickering, *Concise Companion to Literature* (New York: Macmillan, 1981), 1.

<sup>11</sup> Sutherland John, *A Little History of Literature* (US: Yale University Press, 2013), 6.

surroundings.<sup>12</sup> Steps can be used to describe culture. Because there isn't enough information in the structure of the individual's thinking, the individual must switch to another similar individual. If we consider a human being acting under correct information conditions, we can easily conclude that this creature does not need the support of others in decision making.<sup>13</sup> Culture is taught, communicated, organized, and valuable, based on a simple definition. This is a public acknowledgement that culture is the outcome of human social construction.<sup>14</sup> So, culture is something that is created by the opinions of every individual in a society and that has been collectively decided upon.

Values can be defined as desirable ends with different relevance that act as guiding principles in people's lives. The type of motivational goals expressed for what reason is an important component that defines values.<sup>15</sup> Values are the fundamental principles that guide human behavior. If a person follows basic life principles, they will be unaffected by their surroundings. This principle will direct how someone behaves. Values represent a person's positive potential. Values are the guidelines by which we make decisions about what is right and wrong, what should and should not be done, what is good and what is bad. It also tells us which values are more or less important, which is useful when we must choose between

---

<sup>12</sup> Rachman, "Different Perspectives in Defining Culture," *Journal of social sciences*, October 2021, 87.

<sup>13</sup> Marek Tamm, ed., *Juri Lotman - Culture, Memory, and History: Essays in Cultural Semiotics* (Cham: Springer International Publishing, 2019), 46, <https://doi.org/10.1007/978-3-030-14710-5>.

<sup>14</sup> Rachman, "Different Perspectives in Defining Culture," 87.

<sup>15</sup> Shalom H. Schwartz and Lilach Sagiv, "Identifying Culture-Specifics in the Content and Structure of Values," *Journal of Cross-Cultural Psychology* 26, no. 1 (January 1995): 94, <https://doi.org/10.1177/0022022195261007>.

meeting one value and meeting another.<sup>16</sup> As we learn from the way we treat our environment, as a result the environment influences where values are located. Values dictate what is important. They serve as a guide for the ideals and behavior of members of a culture. As guided by its values, culture can be seen as a dynamic system of symbols and meanings that involves an ongoing, dialectic process where experience, which in turn affects subsequent meaning. Cultural values provide patterns of living and prescribe rules and models for attitude and conduct.<sup>17</sup>

Cultural values are abstract concepts about what is good, right, and desirable in society that are shared implicitly or overtly. These cultural values serve as the foundation for specific norms that instruct people on what is suitable in certain contexts. It manifests itself in social institutions such as the family, education, economy, politics, and religious systems. how it works, its purpose and way of operation in highlighting the importance of cultural values.<sup>18</sup> Cultural values are formed through environmental adaptations, historical factors, social and economic evolution, and contact with other groups. Individuals develop cultural perceptual patterns that determine which stimuli reach their awareness. Cultural values guide interactions, and these values can come into conflict with the values of a dominant cultural group and can lead to acculturative stress. Cultures are not confined to racial or ethnic groups. Cultural values

---

<sup>16</sup> Sari Nurlaela, "The Importance of Teaching Moral Values to The Students," *Journal of English Language and Education*, June 2017, 154.

<sup>17</sup> Geert Hofstede, Gert Jan Hofstede, and Michael Minkov, *Cultures and Organizations: Software of the Mind; Intercultural Cooperation and Its Importance for Survival*, Rev. and expanded 3. ed (New York: McGraw-Hill, 2010), 45.

<sup>18</sup> Schwartz, "A Theory of Cultural Values and Some Implications for Work," 25.

can be found in diverse groups by gender, sexual identity, class, country of origin, disability, or a variety of variables.

a. The Concept of Cultural Value

Cultural differences manifest themselves in several ways. From the many terms used to describe manifestations of culture, the following three together cover the total concept rather neatly: symbols, heroes, and rituals.

1) Symbol

Symbols are what include signs that are generated through a more complicated cognitive building process that results in the difference between the meaning and existence of these signals, and symbols are essentially cultural imprints.<sup>19</sup> Symbols are words, gestures, visuals, or things that have a specific meaning that only those who share the culture understand. New symbols emerge quickly, and old ones fade away; symbols from one cultural group are frequently reproduced by another.<sup>20</sup> Therefore, symbols have been put into the outer, most superficial layer of culture whether collectivism or individualism, how to do dress, object, word or action, and something represents abstract ideas or concepts.

---

<sup>19</sup> Rachman, "Different Perspectives in Defining Culture," 87.

<sup>20</sup> "Cultures Consequences Comparing Values, Behaviors, Institutions, and Organizations across Nations," n.d., 10.

## 2) Hero

Hero is derived from the Greek word heros which simply means "hero." A hero is someone who has given his life, either physically or by committed service to others. The title hero refers to the high price or worth that people place on a person to express their gratitude and respect for their exceptional generosity.<sup>21</sup> Heroes are persons, alive or dead, real, or imaginary, who possess characteristics that are highly prized in a culture and thus serve as models for behavior, even fantasy or cartoon. Such as parents are highly respected in a life. Then the memories start. Who were your role models, and what was your life goal? Your parents or older siblings were most likely your heroes, and you sought to emulate them. Whether they want to or not, parents tend to reproduce the education they received. Many values are unconscious to individuals who possess them since they were acquired so early in our lives.<sup>22</sup>

## 3) Ritual

Rituals are communal acts that are technically unnecessary to achieve desirable results but are considered socially meaningful in a culture. As a result,

---

<sup>21</sup> Katerina Belik, "Heroes in Historical, Social, and Cultural Aspects," n.d., 1.

<sup>22</sup> "Cultures Consequences Comparing Values, Behaviors, Institutions, and Organizations across Nations," 10.

they are carried out solely for their personal advantage. Examples include greetings and showing respect to others, as well as social and religious rituals. Discourse, the way language is employed in texts and speech, in everyday encounters, and in transmitting beliefs, is an example of a ritual.<sup>23</sup> Superstition, which is regarded rare and only a fairy tale, is a part of the ceremony itself. A ritual is an action that summons supernatural forces to accomplish a human aim explanation with magic, even though rituals have significant impacts because they symbolize the sacred ideals of culture and the essential ties of society.

### 3. Madurese Culture

The cultural development of the Madurese followed the same path as that of most other Indonesian ethnic groups from the beginning, according to history. The pace of progress is also moving at a pace that is in line with other tribes, but due to environmental factors that are less supportive, differences have been achieved. In simple terms, Madurese culture can be defined as the overall embodiment of the mind, intelligence, and intellect of an ethnic group that is accumulated based on lessons learned from life experiences, a characteristic and ability that distinguishes humans from animals.<sup>24</sup> The Madurese are known for their distinct culture,

---

<sup>23</sup> "Cultures Consequences Comparing Values, Behaviors, Institutions, and Organizations across Nations," 8.

<sup>24</sup> Mien Ahmad Rifai, *Manusia Madura "Pembawaan, Perilaku, Etos Kerja, Penampilan, Dan Pemandangan Hidupnya Seperti Dicitrakan Peribahasanya"* (Yogyakarta: Pilar Media, 2007), 41.

which has been stereotyped and demonized. The concept "typical" alludes to the fact that Madurese ethnic entities have cultural characteristics that differ from those of other ethnic groups. The cultural differences can be evident, among other things, in the words "obedience," "submit," and "submission," which they used. The most fundamental issue is a meaning culture of obedience in the context of subordination, hegemony, exploitation, and losing one's position throughout one's life.<sup>25</sup>

Madura, like the rest of Indonesia's ethnic minorities, is a devout society with a strong traditional Islamic culture. Based on loyalty to parents, kiai, and teachers, as well as respect for adat, they are nearly identical to other traditional Muslim community groupings throughout the archipelago. As well as local culture Its customs and culture hold fascinating mysteries to be revealed to the public. Madura attractive and intriguing to investigate in terms of behaviors, behavior, human qualities, culture, and nature.<sup>26</sup>

As a result of the creation of mind, intellect, and reason, Madurese culture is a condition of progress that encompasses the level of intelligence development, utilization, development, customs, beliefs, and social order. Everything is codified and then used as the foundation for social behavior and modality standards in their daily lives.<sup>27</sup> The extent of a Madurese culture is as follows.

---

<sup>25</sup> Taufiqurrahman, "Identitas Budaya Madura," *Karsa: Journal of Social and Islamic Culture* 11 (1), 1–11 (2012): 3, <https://doi.org/10.19105/karsa.v1i1.143>.

<sup>26</sup> Nikmah Suryandari, "Identitas Kultural Masyarakat Madura: Tinjauan Komunikasi Antar Budaya," *Madura: Masyarakat, Budaya, Media, dan Politik*. n.d., 30.

<sup>27</sup> Rifai, *Manusia Madura "Pembawaan, Perilaku, Etos Kerja, Penampilan, Dan Pemandangan Hidupnya Seperti Dicitrakan Peribahasanya,"* 42.



a. Symbol

As can be expected, the development of religious life in Madura is in line with the trajectory of its social and cultural history. Indicates that the religious feeling of the Madurese has been ingrained from the first. This belief is widespread in villages, villages, or hamlets.<sup>28</sup> One of the symbols in Madura culture is family order, which describes how the ins and outs of the family are established, how marriage is made between two separate families, and the system of kinship and friendship.<sup>29</sup> Women have a significant role in the construction of Madurese culture since they become a symbol of a family's prestige and honor. Marriage in Madurese society typically begins with the matchmaking process, followed by engagement. Matchmaking is an attempt to match a man with a woman on the initiative of parties other than the bride. The majority of Madurese are still looking for or determining a suitable husband for their daughter. In such circumstances, it is almost guaranteed that matchmaking occurs without the woman's agreement and only with capital family approval from both parties.<sup>30</sup> Although such activities are beginning to fade as people's attitudes shift, this does not indicate that

---

<sup>28</sup> Rifai, 42.

<sup>29</sup> Rifai, 83.

<sup>30</sup> Masyithah Mardhatillah, "Perempuan Madura Sebagai Simbol Prestise dan Pelaku Tradisi Perjodohan," *Musāwa Jurnal Studi Gender dan Islam* 13, no. 2 (December 3, 2014): 171, <https://doi.org/10.14421/musawa.2014.132.167-178>.

matchmaking in Madura society is extinct. As a child girl grows up, her parents or even his extended family will become restless if there is no family or a specific person from a prospective male partner who applies directly or just asks where the girl, as is usually known.<sup>31</sup>

b. Hero

The cultural distinctiveness can be evident, for example, in the hierarchy of obedience, submission, and surrender to four key persons in life, particularly in religious practice. Buppa,' Babbu, Guru, ban Rato' is the fourth figure (Father, Mother, Teacher, and Leader government). Madura, the people's hierarchical allegiance to the principal characters, manifests itself in the praxis of their socio-cultural existence.<sup>32</sup> There are reference standards conformance with important figures in the Madurese community's socio-cultural life in a hierarchical manner. In this context, obedience to parents (father and mother) is provided since there are religious-cultural structures that structure in the form of religious obligations and ethics, as well as culture, because they have given birth to and nurtured adulthood. One culture is emerging in

---

<sup>31</sup> Mardhatillah, 171.

<sup>32</sup> Taufiqurrahman, "Identitas Budaya Madura," *Karsa: Journal of Social and Islamic Culture* 11 (1), 1–11 (2012): 4, <https://doi.org/10.19105/karsa.v11i1.143>.

society. Madura has a strong regard for the cultural pillars of Madura<sup>33</sup>

c. Ritual

In accordance with the traditional Javanese court system which is used as the mecca, lineage, or inheritance of position, so that the kinship system that is enforced feels one-sided. Madurese family relationships are generally arranged based on the principle of lineage, such as superstition and belief something that unreal.<sup>34</sup> Until now, certain magical rites appear to have been performed in Madura. They must confront the fact that magic is regarded as a profane activity. It is further stated here that, in the context of modernity (at least) for Indonesia and Madura, magic plays a dynamic function in the current system of social, cultural, and political interactions as a sort of what the French sociologist. Magical services can be utilized for nearly any reason, including enhancing any area of a person's job opportunities and occasionally just to provide the advantage of 'luck'.<sup>35</sup>

---

<sup>33</sup> Moh Hefni, "(Studi Konstruktivisme-Strukturalis tentang Hierarki Kepatuhan dalam Budaya Masyarakat Madura)," no. 1 (2007): 16.

<sup>34</sup> Rifai, *Manusia Madura "Pembawaan, Perilaku, Etos Kerja, Penampilan, Dan Pemandangan Hidupnya Seperti Dicitrakan Peribahasanya,"* 95.

<sup>35</sup> Bangun Sentosa D. Haryanto, "The Dukuns of Madura: Their Types and Sources of Magical Ability in Perspective of Clifford Geertz and Pierre Bourdieu," *Makara Human Behavior Studies in Asia* 19, no. 2 (December 1, 2015): 2, <https://doi.org/10.7454/mssh.v19i2.3479>.

#### 4. Movie

Movie is the story or event recorded by a camera as a set of moving images and shown in a theater or on television, a motion picture. It is difficult to define, but the element of the movies is instantaneous and universal. Motion movies are both an art form and a means of mass entertainment, and they have a substantial sociological impact in the latter capacity. They also come from a scientific and technological background.<sup>36</sup>

The visual vocabulary of film is intended to play upon those same instincts that we use to navigate and interpret the visual and aural information of our "real life," as most movies seek to engage viewers' emotional responses and transport them inside the community presented onscreen. This is to say that movies involve much more than meets the casual eye or ear.<sup>37</sup> This frequently undetectable cinematic language, which is made up of numerous interconnected techniques and concepts rather than words, draws us into the narrative while purposefully hiding how it does so.

Every film has layers of intricacy and meaning that may be examined, dissected, and enjoyed, even the most overtly commercial ones. watching movies actively as opposed to simply. You will learn how to identify the various techniques and guiding principles used by filmmakers to create tales, transmit ideas and information, and create emotions in the

---

<sup>36</sup> Dictionary Oxford, "Definition of Movie," November 18, 2021, <https://en.oxforddictionaries.com/definition/us/movie>.

<sup>37</sup> Richard Meran Barsam and Dave Monahan, *Looking at Movies: An Introduction to Film*, Fifth edition (New York: W.W. Norton & Company, 2016), 3.

audience.<sup>38</sup> Furthermore, Lorimer states that films can record culture, and they can treat social or political issues and other aspects of societies to capture relationship difficult to be communicated by other means.<sup>39</sup>

Based on the definitions above, it can be concluded that a movie is a type of literature that includes a story, a play, history, culture, incidents, science, and other elements that are captured on video and shown in cinemas, television, theaters, or other broadcast media with the primary purpose of providing entertainment. Every film has a message intended for the viewers. The director tells the story in a unique way, through the characters' dialogue and actions. The above-mentioned messages include moral principles. And it is intended that by evaluating moral ideals, the audience will develop a good character.

a. Encanto Movie

Encanto is an American animated musical fantasy comedy film produced by Walt Disney Animation Studios. It was released on November 24, 2021, in the United States and is the 60th animated feature in the Disney Animated Canon. Directed by Byron Howard and Jared Bush, the film was written by Bush and Charise Castro Smith.

Taking place in the mountains of Colombia, the film centers on the Madrigals, a multigenerational family whose members were each granted magical gifts except for one, Mirabel.

---

<sup>38</sup> Barsam and Monahan, 4.

<sup>39</sup> Januarius Mujiyanto Putri Anggraeni, "The Implementation of Transposition Translation Procedures in English-Indonesian Translation of Epic Movie Subtitle," *Journal of English Language Teaching* 7 (January 2019): 3, <http://journal.unnes.ac.id/sju/index.php/elt>.

The second Disney animated film released in 2021 (following *Raya and the Last Dragon*), *Encanto* features original songs written by Lin-Manuel Miranda, whose soundtrack received widespread acclaim and topped the US Billboard 200 in 2022. A massive critical success (earning the Golden Globe for Best Animated Feature among other accolades), the film went on to become the highest-grossing animated feature of 2021.

## **5. Autobiographical of Jared Bush**

Jared Bush was born on June 12, 1974, in California, United States. Currently, Jared Bush is 48 years, began a lengthy career, including some from 2002 until the present. He is one of the most well-known men in Hollywood. Jared Bush has previously worked in the Hollywood entertainment sector, and his artwork has appeared in films in both English and Spanish. He is currently unmarried. He is not in a relationship. We don't know much about his previous relationships or previous engagements. He has no offspring, according to our records. Bush, a native of Gaithersburg who graduated from Quince Orchard High School in 1992 and continue to Harvard University graduate with a degree in English and American literature, is an enthusiastic traveler who has visited forty countries across six continents, as well as a skilled trombone player who has played with various symphonic band over the years. Bush now lives in Los Angeles, California.

Bush, who started his career as a script reader with Oscar-winning director Robert Zemeckis, was a staff writer on the Adam Arkin and Elliott

Gould comedy "Baby Bob." Bush enhanced his resume by serving as executive story editor and co-producer on Will Smith's "All of Us." Bush has created original TV shows for Revolution Studios, Fox, and NBC, as well as feature picture projects for New Line Cinema, Columbia or Tristar, and 20th Century Fox. His career began to shine after entering Disney and made him popular in the animated movie. Furthermore, receiving numerous important and valuable accolades strengthened his fame, since he is not only well-known as a writer, but also one of the most prominent persons at Disney.

Jared Bush is also an American screenwriter and producer, best known for co-directing and co-writing the 2016 Disney animated picture *Zootopia*, writing the Disney animated film *Moana* the same year, and co-creating and producing the Disney XD animated series. *Penn Zero* is a part-time hero. He also co-founded the production business Dark Castle Entertainment. He is also the Oscar winner for "*Zootopia*," the screenwriter for "*Moana*," and the executive producer of "*Raya and the Last Dragon*." He is also the co-creator, executive producer, and writer of "*Penn Zero: Part-Time Hero*," a Disney XD animated comedy adventure series. All his flicks have recently become highly popular. The final one is the *Final Encanto*, which is as well-known as his other works and is well-liked by many people.<sup>40</sup>

Jared Bush said that this movie is his way of showing the world that some parts of the country are different, they stick to the rules of the

---

<sup>40</sup> Disney Wiki, "Autobiography Jared Bush," *Fandom* (blog), June 6, 2022, [https://disney.fandom.com/wiki/Jared\\_Bush](https://disney.fandom.com/wiki/Jared_Bush).

past. About every movie he makes, all of them take the theme of heroes and coincidentally the theme in this Encanto movie is family, where bush says that his parents are the best support system and heroes for him. Bringing up a theme that mentions superstition is a new thing for Bush, because until now superstitions still exist and are believed in some country.<sup>41</sup>

---

<sup>41</sup> Sarah O'connel, Jared Bush & Byro Howard Interview