

**REPRESENTATION OF INTERCULTURAL
COMMUNICATION IN MINARI FILM
(Analysis Semiotics Charles Sanders Peirce)**

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Abstract

This study discusses intercultural communication in Minari Film which aims to know and collect signs related to Intercultural Communication in the film "MINARI". In this study, we made the MINARI Film as the main object in the research by considering the storyline and impression messages contained in the film which is dominated by cultural and other values. This research is focused on To study intercultural communication in the film "Minari" Semiotics is a science or method of analysis to study signs. Signs are devices used in trying to find a way in this world, among humans and with humans. The author uses Charles Sanders Peirce's semiotic analysis. . In general, Semiotics is the study of signs in human life. Semiotics can be classified into two, namely structural semiotics and pragmatic semiotics (Hoed, 2011: 28). In Peirce's semiotics, icons, indices and symbols are key to his analysis (Fiske, 2012: 80). The author uses this method to represent intercultural communication. Research data through qualitative methods and processed descriptively. Researchers use film as an instrument to find out more valid data. This research was conducted to increase and expand the knowledge of readers about intercultural communication in a film. Based on the results of research that the author did on the film "Minari" using Charles Sanders Peirce semiotica analysis. We can see that the film uses various signs to communicate cultural differences and challenges faced by Korean immigrant families. This Minari film uses various signs such as sequences, scenes, dialogues and shots to analyze the meaning in the film. The author concludes that the results of the signs used in the film reveal the tolerance and intermingling of the two cultures due to long-term communication which is intercultural communication.

Keywords: *representation, intercultural, minari*

Abstrak

Penelitian ini membahas tentang intercultural communication dalam Film minari yang bertujuan untuk mengetahui dan mengumpulkan tanda yang berhubungan dengan Intercultural Communication dalam film “MINARI”. Dalam penelitian ini, kami menjadikan Film MINARI sebagai objek utama dalam penelitian dengan mempertimbangkan jalan cerita dan pesan kesan yang terkandung dalam film tersebut yang di dominasi nilai-nilai budaya dan lainnya Penelitian ini di fokuskan pada Untuk mempelajari intercultural communication dalam film “Minari” Semiotika adalah suatu ilmu atau metode analisis untuk mengkaji tanda. Tanda-tanda adalah perangkat yang dipakai dalam upaya berusaha mencari jalan di dunia ini, di tengah-tengah manusia dan bersama-sama manusia. penulis menggunakan analisis semiotika Charles Sanders Peirce. Secara umum, Semiotika adalah ilmu yang mempelajari tanda (sign) dalam kehidupan manusia. Semiotika dapat digolongkan menjadi dua yakni semiotik struktural dan semiotik pragmatis (Hoed, 2011:28). Dalam semiotika peirce, ikon, indeks dan symbol adalah kunci dari analisisnya (Fiske, 2012:80). Penulis menggunakan metode ini untuk merepresentasikan intercultural communication. Data penelitian melalui metode kualitatif dan di olah secara deskriptif. Peneliti menggunakan film sebagai instrument untuk mengetahui data yang lebih valid. Penelitian ini di lakukan untuk menambah dan memperluas pengetahuan para pembaca tentang intercultural communication dalam sebuah film. Berdasarkan hasil penelitian yang penulis lakukan pada film “ Minari” menggunakan analisis semiotica Charles Sanders Preice. Kita dapat melihat bahwa film ini menggunakan berbagai tanda (sign) untuk mengkomunikasikan perbedaan budaya dan tantangan yang dihadapi oleh keluarga imigran korea. Film Minari ini menggunakan berbagai tanda seperti sequence, scene, dialog and shot untuk menganalisis makna dalam film. Penulis menyimpulkan hasil daripada tanda-tanda yang digunakan dalam film mengungkap sikap toleransi dan pembauran dua budaya yang disebabkan komunikasi jangka panjang yang merupakan intercultural communication.

Kata kunci: *representation, intercultural, minari*

A. INTRODUCTION

According to Tubbs and Moss, intercultural communication is communication that occurs between people who have different cultures (it can

be different races, ethnicities, religions, or socioeconomic, or a combination of all these differences. Culture is a way of life that develops and is embraced by a group of people and lasts from generation to

generation. The verbal and nonverbal communication aspects raised in the film are not related to specific intercultural communication issues. Communication between two different cultures often occurs in everyday life, therefore studying intercultural communication can provide many benefits for society, especially for countries known as multicultural countries including Indonesia.

Communication between people who come from different cultures. With globalization, intercultural communication becomes very important because it is very useful when we visit or interact with interlocutors from other regions or countries. The film tells the story of a Korean immigrant family who moves to rural Arkansas in the 1980s to start a new life. In "Minari", we see how members of this family interact with the surrounding society which is predominantly American culture. They face challenges in adapting to new cultures, different languages, and different social norms. Those conflicts and differences create opportunities to learn and understand each other.

The term communication comes from the Latin "*Communicatus*" which means "to share" or "to belong together". Thus, communication means an effort aimed at sharing to achieve togetherness (Ardianto, 2011: 20). Another definition

of communication is the process by which individuals in group, organization, and community relationships create and use information to relate to each other and the environment (Ruben, 2013: 19). The film presents realistic cultural conflicts, such as differences in understanding work ethics, religious perceptions, gender roles, and family values. Through this intercultural conflict and dialogue, "Minari" illustrates the challenges and opportunities that arise when interacting with people from different cultural backgrounds.

A common phenomenon that occurs in Minari's film is that the large number of Korean immigrants to America is the main cause of acculturation and cultural assimilation between the two countries. Moreover, this phenomenon is displayed through film media that can represent the second reality of human life. Representation itself is the ability to describe or imagine (Hall, 2005: 18-20). These representations are in the form of signs that have certain meanings, one of which is language.

Research Objectives The purpose of this study was to find out and collect signs related to Intercultural Communication in the film "MINARI". In this study, we make MINARI Film the main object of research by considering the storyline and impression message contained in the film which is dominated

by cultural and other values. With this research, we hope to help readers find out more about the unique things about Minari films that are not widely known.

The film is a literary work in the form of moving images in which some scenes illustrate a storyline. In the context of this study, the film is a text that contains a meaningful and multi-interpretation narrative composed of iconic signs, indexes, and symbols. This is to Peirce's idea of dividing signs into three categories namely icons, indexes, and symbols in creating meaning.

Object of The Research

1. 2020 American-South Korean drama film "MINARI"
2. Unit of analysis in scenes in the form of sequences, scenes, shots, and dialogues that contain elements of culture and intercultural communication in the film.

B. LITERATURE REVIEW

• According to Bigdan and Tayrr, methodology is a research mechanism that produces descriptive data in the form of words, be it written or spoken from people, and behaviors that can be observed by researchers. (Moeloeng, 2002:3).

Semiotic Theory In general, Semiotics is the study of signs in human life. Semiotics can be classified into two, namely structural semiotics and pragmatic semiotics (Hoed, 2011: 28).

To study intercultural communication in the film "Minari" the author used the semiotic analysis of Charles Sanders Peirce. In general, Semiotics is the study of signs in human life. Semiotics can be classified into two, namely structural semiotics and pragmatic semiotics (Hoed, 2011: 28). In Peirce's semiotics, icons, indexes and symbols are key to his analysis (Fiske, 2012: 80). The author uses this method to represent intercultural communication. Research data through qualitative methods and processed descriptively.

Peirce divided signs into three types: icons, indexes, and symbols. An icon has something in common with an object. This is often seen in visual signs such as Photos, maps, and signs on toilets symbolizing men and women are iconic. An index is a sign with a real direct relationship with the object it represents. Smoke is an index of fire, sneezing is an index of the flu. A symbol is a sign whose association with an object is a matter of convention, agreement, or rule. In general, words are symbols. The red cross is a symbol. Numbers are symbols (Fiske, 2012:80).

Film semiotics more important semiotic system in film is the use of iconic signs to describe something intended in conveying a message to the audience. The iconic signs used in the

film signal a message to the audience and every signal received will be different, but if the story played has indeed formed a point of meaning, in this case, the meaning of the story displayed (Sobur, 2003: 128)

C. METHOD

This study used a descriptive qualitative method. Qualitative research is one of the research procedures that produces descriptive data, such as speech or written text and the behavior of observed people (Bogdan). Focusing on dialect analysis in films with descriptive methods, this study uses qualitative methods with Peirce's semiotic approach. Qualitative research is research that intends to understand the phenomenon of what is experienced by research subjects such as behavior, perception, motivation, action, and others holistically and using description in the form of words and language, in a special natural context by utilizing various natural methods (Moleong 2017: 6). The object of this research as a primary data source is a film entitled "Minari" directed by Lee Isaac Chung and screenwriter of the United States (US) film, lasting 115 minutes, with a drama genre, and released on January 26, 2020 / February 12, 2021 (United States).

To obtain the required data, the following steps are performed: 1) Watching the film as a whole, 2) putting

emphasis or marking on fragments as units of analysis, and 3) selecting appropriate data that indicate intercultural communication in the Minari film. The data is then presented with scenes and film dialogue and proceeds to analyze each quote using Charles Sanders' theory of Peirce as sequences, objects, and dialogue. This type of descriptive research is intended to provide an overview of a particular social phenomenon that is the focus of attention to be described. This type of descriptive research aims to make a systematic description of the facts and phenomena of the object under study (Sugiyono, 2011: 69).

D. FINDING AND DISCUSSION

1. Findings

International communication covers many aspects, namely verbal communication, non-verbal communication, cultural adaptation, and religious differences. Semiotic theory and study itself include many signs. International communication covers many aspects, namely verbal communication, non-verbal communication, cultural adaptation, and religious differences. Semiotic theory and study itself include many signs.

The term semiotics, coined in the late 19th century by American pragmatic philosopher Charles Sander Peirce, refers to the "formal doctrine of signs." Based

on semiotics is the concept of signs: not only are language and communication systems composed of signs, but the world itself—insofar as it is related to the human mind—is composed entirely of signs, for otherwise man would not be able to establish a relationship with reality.

In this film many semiotic signs are included in intercultural communication, one of which is an effort to respond to cultural differences. Based on analysis of footage of scenes in minutes 45.10 – 48.11, Jacob and his family visit a local church near where they live.

Knowing that Jacob's family was immigrants, the priest invited Jacob and his family to stand up and introduce themselves. In a racially and culturally diverse community, James' family was welcomed by the local community and pastors described them as harmonious. The scene does not depict a major cultural clash, but only features Jacob and his family as an Asian family trying to blend in with other Americans. There was no fear on the faces of Jacob's family, and indeed the Americans who belonged to the church. The local seemed to accept the presence of Jacob's family and was not worried. This presents particular challenges for Asian immigrants to the United States due to differences in appearance, race, and language.

Film Director Profile

Lee Isaac Chung is known as a film director and screenwriter from the United States (US). He was born in Denver, Colorado, USA, on October 19, 1978. Although born in America, Korean blood flows in his veins. The family lived briefly in Atlanta before moving to a small farm in rural Lincoln, Arkansas. Film Duration: 115 Minutes Genre: Drama Release Date: January 26, 2020/February 12, 2021 (United States).



Player Characters

Jacob Yi, appears as a representative of immigrants who have sky-high dreams, are ambitious, and selfish, and torture themselves when those dreams have not been achieved. and Monica Yi, Monica Yi's character portrays a strong, resilient, and loving

woman who struggles to support her family on the way to dreams and hopes. (Doc. Plan B Entertainment via IMDb).



Anne (David's Sister), Diligent, smart in many things, sensitive to the situation and the environment, and very fond of her brother, David (Anne's brother) Obedient, introverted, but prone when something does not match her expectations.

Soonja's grandmother is quirky, and fun, and loves to watch wrestling. Regardless, Soonja remains a wise parent.

c. Movie Description

The film begins with Jacob Yi, Monica, Anne, and David's family traveling in a car. They arrive at a large plot of land with a square tenement in a remote village in Arkansas, California, United States.

Monica's high expectations for her husband's promise to give her family a decent place make her a little disappointed with the reality she faces. Nevertheless, she still accepts and supports her husband's decision, hoping

for better results. Jacob and Monica work at a chicken sex fixing company in the city, quite far from where they live.

2. Discussion

There are many elements in the film "Minari" that affect intercultural communication or transcultural communication between characters in the story. Price's theory is a theory that can be used to understand the dynamics of intercultural communication in the broader context of film.



Charles Sanders Peirce's theory emphasizes the importance of understanding cultural differences, values, and norms of intercultural communication. This theory states that conflicts and misunderstandings in intercultural communication often arise from ignorance or lack of understanding of different cultures and cultural contexts. In the film "Minari" the theme of intercultural communication emerges through several elements such as language differences, cultural values, and

immigration experiences. First, language is one of the things that reflects cultural differences in this film. The main character, Jacob Yi, is a Korean immigrant living in the United States. Language became a barrier to communication between James and the people around him who mostly spoke English. There are moments in the film where James or his family members struggle to communicate due to language differences. For example, when Jacob tries to talk to his English-speaking neighbors, misunderstandings and discomfort arise. In addition to language, differences in cultural values also affect intercultural communication in this film. The Yi family is a Korean immigrant family whose cultural values differ from their predominantly American neighborhood. For example, the Yi family adheres to strong family values and the importance of maintaining relationships between family members. On the other hand, their American neighbors tend to have individualistic values and are more open to change.

In this context, conflicts arise between characters with different cultural values. For example, James' wife, Monica, has a different outlook on life in the United States and has difficulty adapting to different environments. These differences in cultural values create tensions in relationships between characters and encourage dialogue about intercultural compromise and understanding.

In addition, this film also presents the difference in immigration experiences from different generations. James and Monica are first-generation Korean immigrants, while their children David and Anne were born in the United States. These differences give rise to conflicts and misunderstandings within families, where children are often exposed to American culture while their parents try to maintain their Korean roots.

3. Analysis

1) Tolerance



- Sequence: 22:10 – 22: 39 and 32: 01- 32: 49
- Object: Scene film
- Dialog :
Paul: can I pray?
Jacob: sorry?
Paul: thank you! God. Thank u for your family yi. HALELUYA!
HALELUYA!
Jacob: *silent!*

It seems like it's describing a situation where Jacob is observing Paul praying for himself with Christian conviction, and Jacob's reaction is one of silence. From this brief description, it's challenging to determine Jacob's specific thoughts or feelings about Paul's prayer.

However, silence can be interpreted in various ways. Jacob's silence could indicate respect for Paul's religious practices, disagreement or indifference toward religious matters, or simply the absence of a strong emotional response. Without further context or information about Jacob's beliefs and values, it's difficult to ascertain his level of tolerance or what his silence truly signifies in this situation.

2. Immigration has become a culture



- a. Sequence: 26:00 – 26:28
- b. Object: Narasi
- c. Dialog :
Anne: Dad!
Jacob: yes!
Anne: Isn't better to grow American Vegetables?
Jacob: Every year, thirty thousand Koreans immigrated to the US. Wouldn't they miss Korean food?
Anne: yes!

In this conversation, Anne suggests growing American vegetables, possibly implying that it would be more practical or suitable in their context. Jacob responds by mentioning the annual immigration of thirty thousand Koreans to the US, implying that these individuals would likely miss Korean foods. Anne agrees with Jacob's point.

It seems that the discussion revolves around the cultural and culinary preferences of Korean immigrants in the US. Jacob raises the idea that growing Korean vegetables or having access to Korean food ingredients would be important to cater to the needs and preferences of this immigrant population.

3. Yi Family's Religion

- a. Sequence: 41:47 – 42: 30
- b. Object: Scene and Narration
- c. Dialog :



Monica: David! Let's pray! Mommy hear, a story about some children in Korea, who prayed to see heaven before going to sleep and god

heard their prayers. One kid, had a weak heart like you, when he woke up, he got healed! Why don't you pray to see heaven too?

David: You pray, Mommy. You look at heaven.

Monica: Mommy can't do it, just for children. Do you want to try it?

Soonja: Hey! (rebuke to Monica) You make this kid do bullshit stuff!

Monica: You scared me!

In that situation, Soonja's grandmother responded with skepticism to Monica's story about the myth of healing diseases. This could be because Jacob's family is described as atheists, meaning they may not have strong religious or spiritual beliefs. Soonja's grandmother may have different views and may have religious or spiritual beliefs that influence her skepticism of the myth.

Everyone has different views and beliefs regarding religion, spirituality, and myths. Therefore, conflicts in the family can sometimes arise when different views and beliefs meet. In this example, disagreements between Monica and Soonja's grandmother may arise due to their differing views on disease-healing myths.

4. Lonely



a. Sequence: 43:41 dan 45:11- 46:17

b. Object: Dialog and Shot

c. Dialog :

Jacob: You must be lonely here, not friends. Even the mother here doesn't give change.

Monica: Why are you suddenly saying this?

Jacob: I think we might go to church.

Shot: (at Church)

Visiting a church can be a good way for Jacob's family to interact with outsiders and overcome their loneliness in a secluded residence. Churches are often places where people gather and can be a place for communities that support and socialize with each other.

Here are some reasons why visiting a church can help Jacob's family communicate with outsiders: Welcoming communities:

Churches often have inclusive and welcoming communities. In the church environment, Jacob's family

was able to meet people who shared their interests and values, and were willing to help them adjust to life in America. Churches also often host social events and activities outside of worship, which can be a great opportunity to interact with community members.

Group worship and activities: Attending church services can allow Jacob's family to participate in group activities such as choirs, youth groups, or Bible study groups. Through these activities, they can meet people who have similar interests and hobbies, expand their social circle, and learn more about the local culture and customs.

Help in adapting: Churches often have programs or networks of assistance for immigrants or people who have recently come to the region. Jacob's family can seek support and advice from church members who have gone through similar experiences, including in terms of language, habits, and other challenges they faced in adapting to their new lives.

Teaching values: The Church also provides opportunities to learn about cultural and moral values that may differ from the Jacob family's home culture. Religious worship and instruction can help them understand the traditions and social norms that

exist in the local community, which can broaden their understanding of American culture and facilitate interaction with those around them.

E. CONCLUSION

Based on research that the author did on the film "Minari" using Charles Sanders Peirce's semiotic analysis. We can see that the film uses various signs to communicate cultural differences and challenges faced by Korean immigrant families. This Minari film uses various signs such as sequences, scenes, dialogues, and shots to analyze the meaning of the film. According to the authors, the results of the signs used in the film reveal an attitude of tolerance and intermingling of the two cultures due to long-term communication which is intercultural communication.

The film also uses behavioral cues and actions to illustrate the differences in social norms and value systems between the two cultures. For example, when a grandmother tries to treat her grandson with traditional Korean herbs, it illustrates the different medical concepts and practices between Korean and American cultures. Such activities create differences between cultures and create challenges in communication and adaptation to new cultures.

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