

ASEAN MULTICULTURALISM REFLECTED IN "RAYA AND THE LAST DRAGON" MOVIE

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ABSTRACT

Raya and the last dragon movie inspired to share the nature culture of the Southeast Asian countries. The movie reflected ASEAN cultural attributes were rated as more interest and focused in cultural aspects. The study will be analyzed to prepare student's knowledge about cross-cultural understanding in this era. This study used a qualitative method with the form of textual research. This research more specifically representation Stuart Hall Theory as a form of ASEAN cross-cultural relations. Cultural aspects can construct meaning in the representation story. In the use of this cultural aspect, elements and symbols used as code in visual images. The purpose is to represent to audiences the multiculturalism concepts we will find in the movie. This cultural aspect is the most important element which can build thoughts, ideas, and even feelings that are represented in a movie's project. Representation with cultural elements brought as code that can help visualize meaning processes when meaning is produced.

Key words : Southeast Asia, Multiculturalism, Raya and The Last Dragon

INTRODUCTION

ASEAN contained 600 million people from 10 member countries together. They consist of Thailand, Malaysia, Singapore, Indonesia, Philippines, Brunei Darussalam, Vietnam, Myanmar, Laos, and Cambodia. One of the main perspectives creating ASEAN is driven ASEAN socio-cultural to develop cross-cultural understanding among the ASEAN member countries. Cause CCU makes the learning more fun and makes you 'rich' . More people learn about other cultures, its clearly that person is able to understand and know his own culture. Learning something that against their culture, they will gain a better understanding about how culture influences attitudes and behavior of individuals and the way they communicate with others. Both kinds and what cultural contribution are contained in it and the benefits of this cross-cultural understanding. How multiculturalism used in the Raya and the Last Dragon movie directed by Carlos López Estrada and Don Hall. The researcher interest with this movie caused by reflected ASEAN cultural attributes were rated as more interest and focused in traditional aspects.

RESEARCH METHOD

This study used a qualitative method with the form of textual research, where in this study conducted analyze movie itself. Research method is a procedure as an effort to obtain data or information to gain the answers for problems in research. In detail, the research procedure used, as follows: This research more specifically representation Stuart Hall Theory as a form of ASEAN cross-cultural relations to find out the kind's cultural aspects in multiculturalism between certain cultural aspects in Raya's movie.

Qualitative data was required from the result of the research. Qualitative data was gained from analyze the movie itself that are analyzed by data triangulation. The data are analyzed through the following steps: Collecting the data, The data of this study comes from the result of collecting the data which is being done during watching movie. The researcher observed and wrote down every cultural object in the movie.

Documentation and Identification, It was done after collecting the data. The researcher captured the content of kinds of cultural aspects in the movie. Next, Classification, classifying all sufficient data based on a kind of cultural aspects in multiculturalism constructed in a movie.

FINDING AND DISCUSSION

Raya and The Last Dragon's Movie that produced by Disney on 2021. We know that Disney is movie production company from America. To ensure this, the researcher captured and identity which Southeast Asian cultural presented through Raya and The Last Dragon movie. Raya also represented and carried out a weapon kind of sword that resembles Keris. Keris is a stabbing weapon belonging to the dagger art origin from Java, Indonesia. Kind of Keris that used in Raya and The Last Dragon Movie is wavy Keris (00:16:48). Keris here represents national identity of Indonesia. Shape asymmetrical dagger from Indonesia. spread along Java islands throughout South-East Asia. These scenes are shown there is fabrics woven and cloths resembling as BATIK. The design pattern looks like Indonesian Batik and Batik as national identity from Indonesia (00:08:20). Batik has claimed from UNESCO as the Indonesian Identity. In 2009, UNESCO (The United Nations Educational, Scientific and Cultural Organization) approved Indonesian batik as a Masterpiece of Oral and Intangible Heritage of Humanity. Batik is one of the most greatly developed art forms of Indonesia's prosperous cultural heritage. Raya's movie is often depicted fighting movement with Pencak Silat movement especially "Silat Harimau" (00:06:24). It represents Raya's character a unique fighting harimau style that places an emphasis on moving like a tiger, pouncing on the opponent and targeting vulnerable pressure points. West Sumatran Traditions self-defense notable as Silek, using movement. Scrutinize the unique movement of traditional Minangkabau self-defense style known as the silek harimau. Tuk Tuk is one of characters in Disney's 2021 animated feature movie, named "Tuk – Tuk" (00:01:33) here its similar with public transportation named in Thailand that looks like a Bajaj. Thremlow Kuruan called in Thailand as Public Transportation. The kinds of tuk – tuk here includes in species of A third-pill bug, third-armadillo, and third-pug hybrid that life in southeast Asia in tropic climates.

In the scene when Raya enthusiastically discusses a few different ways to defend Heart, Chief Benja, or Raya's Ba, she shares the meal of Tom Yam from Thailand. The weapon used by Raya, namely the Kali. It's a dish that is shown when Raya and Namaari eat a meal together for the first time and look at the maps. Later at the very final river, Raya offers bánh tét to Sisu before the dragon magically realized. Representation multiculturalism in Raya and the last Dragon with encode – decode in melting pot concept though the movie story. Conceptually said, multicultural is a pejorative expression which smacks of regressive technique of 'adjusting' diversity into the national mainstream. Multiculturalism as a policy option asks instead the integration of many and varied identity groups into the national whole. The national unity may be developed through the diversity for the richness of the existing multicultural life contributes to the vitality and the strength of the nation.

The researcher confirms the concept with analyzed and identity which multicultural put on Raya and The Last Dragon movie. In movie story in the scenes After Raya enthusiastically discusses with Chief Benja, or Raya's Ba says to her "Or how about shrimp paste from Tail, lemongrass from Talon, bamboo shoots from Spine, chiles from Fang and palm sugar from Heart?" multiculturalism represent each ingredient in a soup as he names from each village for the good taste in a meal Tom Yam. " After that Raya's father say "No, we're not going to poison them, and we're not going to fight them. " We're going to share a meal with them ". And Raya's father as the leader to lead all tribes to togetherness in multiculturalism. Next scenes, in minutes when Namaari betrays Raya and soon the Fang Tribe attempt to steal the orb. The

rest of the tribes find out and a fight breaks out, resulting in the orb smashing to pieces. The Druun suddenly reawaken as each of the tribes steal a piece.

Multiculturalism represents each tribe and where they should be united to get union. In multiculturalism there is pluralism that's the focused to get unity we must be together.

CONCLUSION

Multiculturalism ideas, the integration of many and varied identity groups into the nationality. The national unity may be developed through the diversity for the richness of the existing multicultural life contributes to the vitality and the strength of the nation. So, the form of codes in the movie claimed as southeast Asia countries, then the codes delivered in movie explained that there's a pluralism in multiculturalism in *Raya and The Last Dragon* Movie.

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