

Ethnography of Communication Analysis in *Luca* Movie Dialogue

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Abstract

This study aimed to analyze the ethnography of communication, ethnographic components, and how to explain it using the theory proposed by Dell Hymes. This ethnographic study focuses on communicative competence in society related to its culture. The researcher used qualitative descriptive research methods to describe and interpret objects according to the current situation. The finding in this movie is a conversational genre which generally becomes the human daily conversation. This movie uses language that is easy for the readers to understand because it uses everyday language whose words can be easily understood. The data found in this study include 141 dialogues based on the variety of topics discussed by the participants. In conclusion, the part of the discussion is that the researcher found some data that included several category elements from the ethnography of communication and then made conclusions from the use of ethnography of communication elements in the research findings section.

Keywords: *elements, ethnography, model, participants, speaking*

INTRODUCTION

Ethnography of communication is an ethnographic method that is determined to see the communication patterns of a social group. The study of ethnography of communication is focused on studying the role of language in the communication behavior of a society, namely how language is used in societies with different cultures. Hymes (1962), in his first published article, explained that ethnography talks about situations and the use of speech patterns and functions as a separate activity (Hymes 1962: 101, in Ibrahim 1994: 60). In summary, ethnography of communication takes language as a form of culture in the most important social situations. Ethnography of communication aims to understand the point of view of the indigenous people, explain what it has to do with life, to get a view of himself with his world, based on the statement of Malinowski (in Spradley, 1997: 3). From this explanation, it can be

concluded that ethnographic research involves learning activities related to the world of people who already know how to see, hear, speak, think, and act in different ways according to their own needs. Studying ethnography is not just about society, but also teaches how to learn from the community. The study of ethnography of communication uses research methods that are based under the constructivism paradigm and in a theoretical perspective of interpretivism. The objects studied in ethnography are of various kinds, ranging from language, culture, rituals, social dramas, social-themed movies, and many more.

One of the objects of study in the ethnography of communication is a movie, whose story contains communication patterns in society and its culture. Of the many movies that have a social theme, the researcher chooses a movie entitled *Luca* movie to be the object of study, which tells the story of how a sea monster named Luca came out of the waters and began to wander with his friend to the town, where he met humans who looked foreign and very different from him. The town was called Portorosso, where they saw a lot of new things that they had never seen or felt before, starting from the pattern of communication, culture, and daily activities of the people in the town. The residents in the town generally communicate more often using their local language, in Italian, sometimes also interspersed with English if the person who speaks uses English. In communicating with someone new, the people in the town will adjust to speaking English, if they cannot speak Italian. When Luca was in Porto Rosso town, he learned many things there, ranging from traditions, customs, culture, and any restrictions that apply in the town.

The patterns of communication in the town of Porto Rosso in *Luca's* movie raise many elements of culture, customs, and traditions of the people that must be understood. The way the local people communicate describes how the daily life in the town is, they also often use presuppositional languages, which can be studied more deeply in its true sense and meaning. Of the many things from the *Luca* movie, the researcher explored and learned more about how communication patterns in society are interrelated with the surrounding culture through the analysis of the *Luca* movie dialogue. In this study, the researcher discussed the settings/scenes, participants, ends, act sequences, key, elements, instrumentalities, norms, and genres of the communication in *Luca* movie

dialogue. To make it easy for readers to understand, all the categories mentioned were grouped according to the analysis under study. Furthermore, the researcher is interested in raising the *Luca* movie as an object of research using ethnographic studies, because the culture and language used in the dialogue of the movie's story are continuous with the ethnography of communication. The importance of this research is to describe the social and cultural conditions in society through how to communicate with the object of the *Luca* movie.

The researcher was analyzing this movie from a different perspective because there has been no research that has reviewed this movie before, by trying to examine it from the ethnography of communication point of view. Previous studies of ethnography of communication have also been investigated using movie objects, such as a thesis written by Chotimah entitled *Ethnography of Communication of Arthur Dimsdale in Scarlet Letter Movie* by Roland Joffe and a thesis by Pujianto entitled *Ethnography of Communication Analysis in Jane Eyre Movie* (2011). From all the explanations above, the researcher analyzed the ethnography of communication, ethnographic components, and how to explain it using the theory proposed by Dell Hymes. This ethnographic study focuses on communicative competence in society related to its culture. This study discusses the methodology, norms, interactions, interpretations, and genres in the object of study in the form of a movie. From there, the researcher analyzed the pattern of community communication in the *Luca* movie using an ethnographic study with the title *Ethnography of Communication Analysis in Luca Movie Dialogue*.

RESEARCH METHOD

The researcher used the qualitative descriptive research method to describe and interpret objects according to the current situation. The descriptive method is applied in an integrated manner because in analyzing the data, it is presented in a clearer explanation. The researcher analyzed the dialogue in the *Luca* movie by using a descriptive qualitative research method to analyze the components of the Speaking model in the ethnography of communication.

FINDINGS AND DISCUSSION

Data 1

- Giacomo : **What if the old stories are true?**
Tommaso : Oh, come on, Giacomo.
Giacomo : **You really believe in sea monsters?**
Too many strange things have been seen in these waters.
Tommaso : They're all just stories. Tall tales to keep us away from a great fishing spot.
...
Tommaso : You missed it. Let's go, before it comes back for us.
Giacomo : **I told you they were real.**
Tommaso : Oh, what a monster. Horrifying!

From the dialogue above, the researcher concludes that the speech of the character named Giacomo is included in the data end because the purpose of the conversation between the two fishermen figures is to discuss the truth about the existence of sea monsters. The first picture explains how Giacomo feels that the old story about sea monsters is true. In the second picture, it is explained that Giacomo feels confident about sea monsters because of some strange things seen in the sea, so he convinces himself by asking Tommaso. In the third picture described after the appearance of a sea monster near the boat of the two fishermen, Giacomo tells Tommaso that the sea monster is real.

Data 2

- Luca : Why are you doing this?
Luca's mother : **The world is a very dangerous place, Luca, and if I have to send you to the bottom of the ocean to keep you safe, so be it.**
Luca : **You don't know it's like up there!**
Luca's mother : I know you. And I know what's best for you. It's done.

From the dialogue above, the researcher concludes that the utterances from the conversation between Luca and his mother are included in the data act sequences because from that utterance Luca's mother acted to forbid Luca to come to the surface again by trying to explain that the world is a very dangerous place, and then Luca reacts by trying to tell his mother that he doesn't know what life on the surface is like, which Luca finds very exciting.

Data 3

- Luca : What's that?
Alberto : **Oh, it's just the greatest thing that humans ever made. The Vespa.**
Luca : Whoa.

Alberto : You just sit on it, and it takes you anywhere you wanna go.
In the whole stinkin' world!

The researcher included the dialogue scene above in the data key because the scene depicts Luca's curiosity, which was responded to by Alberto who was amazed by the Vespa drawn. Alberto was very fascinated by this one human-made object, and then Luca was also fascinated by the Vespa. In this *Luca* movie, a lot of data was found when analyzing it using the speaking model from the ethnography of communication theory by Dell Hymes. Each element in the speaking model has data that explains the categories and variations of the topic of conversation of the characters in this movie. The speaking model in this *Luca* movie is explained in several variations of scenes. The speaking model consists of eight elements consisting of Setting and Scene, Participants, End, Act sequence, Key, Instrumentality, Norm, and Genre, each of which contains several different data, and some of the same data, but with a different session according to each element. The setting and scene in the movie are in the sea, under the sea, on the surface, Alberto's house, Porto Rosso town, mini bar, Giulia's neighbor's house, Giulia's house, Giulia's treehouse, seaside, Porto Rosso town hall, Giulia's kitchen, Giulia's room, the hill of Portorosso town, balcony of Giulia's neighbor's, automotive shop, and train station. Each setting and scene has a different topic based on the variety of topics discussed by the participants in the characters in this movie.

The participants in the movie are Tommasso, Giacomo, Luca Paguro, Mr. Branzino, another sea monster, Mrs. Aragosta, sea farmer, Luca's father, Luca's mother, Luca's grandmother, Alberto Scorfano, uncle Ugo, fisherman, old woman, policewoman, priest, Ercole Visconti, Ciccio, Guido, children in Porto Rosso town, Giulia, Giulia's neighbor, Giulia's father, a young man, Signora Marsigliese, a father, and all the people of Porto Rosso town. The endings in the movie are giving an argument, talking about agreement and disagreement, convincing someone, giving information, telling danger, prohibiting someone, vigilance, expressing feeling, hiding a secret, telling promise, expressing curiosity, getting information, and disclosing a secret. The act sequences in the movie have a different sequence to several of the topics. Based on the analysis, the researcher finds that the 33 data based on the speech events and topic variations have their sequence based on the context of the data. The keys in the movie are fear, panic, worries, curiosity, anger, surprise, condescension, courage, irritation, self-confidence,

pride, emotion, sadness, and admiration. Several of the keys used by participants are based on the situation that happened in the dialogue.

The instrumentalities in the movie are very much consisting of several objects, both of which are commonly found in everyday life, such as map, stick, stairs, Vespa, bicycle, eating and cooking utensils, fishing tools, bed, timer, money, ball, telescope, books, banners, oil, loudspeaker, umbrella, bag, and so on. There are also some classic items, such as a gramophone, items that are rarely found, and items that seem unique. The norms found in the movie dialogues are the social norms, norms of politeness, and norms of knowledge. The context of norms contained in the dialogue of this movie is known from the implicit utterances spoken by the participants of the characters in this movie. The genre in *Luca* movies includes all the data on each element. The genres in the movie are conversation, debate, self, command, lecturing, asking and giving help, refusal, notice, giving information, expressing gratitude, asking permission, asking to apologize, prohibition, and statement. The genre in this movie is found in several variations of the topics of conversation of the participants in the dialogue.

CONCLUSIONS

Based on the theory of ethnography of communication by Dell Hymes, the researcher analyzed the elements of ethnography of communication in the SPEAKING model category, then the researcher made conclusions in the use of ethnography of communication elements in the *Luca* movie. The data found in this study include 141 data based on the variety of topics discussed by the participants.

Some of the dialogue in this *Luca* movie does not contain elements of ethnography of communication based on the speaking model by Dell Hymes. This happened in some dialogues which were only in the form of utterances without any specific intent being uttered by the participants of the characters. Some dialogues do not contain elements of the speaking model category, because the utterances conveyed are only ordinary utterances such as giving reactions. However, the researcher found more data containing elements of ethnography of communication compared to some dialogues which were only limited to ordinary speech.

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