

HIGH CONTEXT CULTURE ANALYSIS IN “SANAM TERI KASAAM” MOVIE

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The aims of this research is to find out the kinds and the meanings of high context culture in sanam teri kasaam movie, to give understanding about culture in india and culture that include into high context culture through movie. Movie is also called a film. Movie can be done well during the shooting. And the point of view of this research is for communication, it means that we will know the other culture, we haven't to come to that country directly but with this research we can know the culture in that country. This research observed all the characters and have found four parts of high context culture . From the characters of sanam teri kassam movie, those are Body language (Kinesics) which include gesture, facial expression, and dress. Second is eye contact (Oculistics), Then Touch (Haptics) and the last is Body distance (proxemics). So that, High context culture is a large part of the meanings lies in the physical context. As a result, the message itself carries less information.

Key words : *High Context Culture, Movie.*

Background of the Study

Language is a cultural asset, from which we can know the cultural characteristics of a nation. According to Keraf (2005:1) there are two language understanding.

Humans are social beings, communal beings and creatures who need each other. sometimes when socializing we do not understand the message that is conveyed by the speaker, either for fear of being offended or do not know the sentence or the exact term to oralize the intent. there is someone while socializing with the other person always bluntly without caring their feelings

But human interaction is certainly not solely in support of verbal communication through the use of language of the country. But non-verbal use is more important and even support the effectiveness of verbal communication. That non-verbal messages can appear in the

form of gestures, understanding of the distance of interaction, understanding of the use of time, the use of fragrances, the use of color, etc.

Both kinds of communication are in Cross Culture Understanding learning where there are two social approaches in communication styles namely High context culture and Low context culture. Low context culture is (verbal communication) According to Hall (1979, p. 86) “context carries varying proportions of the meaning.” In other words, meaning that is not encoded into words by the message sender is supplied by context. In so-called “low-context” communication systems, people translate a large part of the meaning into explicit code (Hall 1979, p.91). While the High-context communication systems are the extreme opposite of low-context communication systems. The author

Hall (1979, p. 91) points out that in high-context communication a large part of the meaning lies in the physical context, which includes facial expressions, tone of voice and gestures. As a result, the message itself carries less information. According to Umi Pujiyanti & Fatkhunaimah Rhina Zuliani in their book *Cross Cultural Understanding: A Handbook To Understand Others' Cultures (2014)*, they said that "Non-verbal communication is the process of communicating through sending and receiving wordless messages. Non-verbal communication can be divided into 6 parts namely body language (kinesics), eye contact (oculistics), touch (haptics), body distance (proxemics), paralanguage, and turn taking".

According to the researcher between low context culture and high context culture more challenger to analyze about high context culture, because when analyzing High context culture we need to understand what is meant from human gesture or something in the form of non verbal. While low context culture is easy to understand just by saying.

The researcher chooses "Sanam Teri Kasaam" movie as the object of research and movie video as the source of the data because Sanam Teri Kasaam is one of attractive and interesting movie and belongs to box office which released on 05 february 2016. Then, the researcher compare this movie with the other movie such as Dilwale movie, in sanam teri kasaam movie we can found story that contained many of indian culture especially traditional culture while in Dilwale movie there is a little of indian culture because Dilwale movie have

influenced with modern or westernization culture. Sanam teri kasaam movie has nice story because it tells about a daughter who have reputed died by her father because her father saw her in the man's room, while the father believed and very strong with his culture in India. The country of India has many cultures and Indians are very believe with their culture. The story in this film managed to attract the attention of india movie lovers till to the heart and In fact, Sanam Teri Kasam is quite popular in Indonesia and successfully become bollywood movie who bring us touched to that movie. Indian culture can also be used as a learning to increase the knowledge for students and readers.

The researcher only focuses on high context culture to focus on the research, to deepen the comprehension about high context culture and also in the movie. So that, the researcher must use languages as a communication that can invite the audience's interest of watching this movie and help to catch and understand the messages and the gesture meaning that want to be conveyed by the researcher through a movie.

Based on the reasons above, the researcher is interested in conducting a research to analyze high context culture that construct and deliver the messages entitle: "HIGH CONTEXT CULTURE ANALYSIS IN "SANAM TERI KASAAM" MOVIE "

Based on the Background of the study above, writer could formulate the problem as follow :

1. What are high context cultures contained in the sanam teri kasaam movie?

2. What are the meanings of High Context Culture in Sanam Teri Kasaam Movie ?

Culture might also be defined as ideas, customs, skills, arts, and tools which characterize a given group of people in a period of time. Children learn ways of doing things, ways of talking, smiling, laughing, liking and disliking things. Culture determines people's action, their social relationship and their morality (Gurito, 2003: p 1). 'Culture' means different things to different people.

Communication is the transfer of information from one person to another. In other words we can say communication as the exchange of ideas, information, etc. between two or more people. Most of us spend about 75 percent of our waking hours communicating our knowledge, thoughts, and ideas to others. There are two areas of communication which are highly affected by a person's cultural background. Differences in communication styles, as will be shown below, determine how much of the meaning people encode into actual words. There are two types of communication style of social approaches in culture low-context communication and high-context communication.

According to Edward Hall (1979, p. 86) "context carries varying proportions of the meaning." In other words, meaning that is not encoded into words by the message sender is supplied by context. In so-called "low-context" communication systems, people translate a large part of the meaning into explicit code (Hall 1979, p. 91).

High-context communication systems are the extreme opposite of low-context communication systems. The author Edward Hall (1979, p. 91)

points out that in high-context communication a large part of the meaning lies in the physical context, which includes facial expressions, tone of voice and gestures. As a result, the message itself carries less information. People do not explicitly say what they want to convey. Instead, they beat around the bush until their interlocutor decodes the message correctly.

Non-verbal communication can be divided into 6 parts namely body language (kinesics), eye contact (oculistics), touch (haptics), body distance (proxemics), paralanguage, and turn taking.

Body language is a significant aspect of modern communications and relationships. Body language can be defined as the conscious and unconscious movements and postures by which attitudes and feelings are communicated.

Eye contact (Oculistic) is the meeting of the eyes between two individuals. In humans, eye contact is a form of nonverbal communication and has a large influence on social behavior (Umi Pujjyanti & Fatkhunaimah Rhina Zuliani in their book *Cross Cultural Understanding: A Handbook To Understand Others' Cultures* (2014)). The study of eye contact is sometimes known as Oculistics. Eye contact develops in a cultural context and different gazes convey different meanings all over the world.

Touch (Haptics) is culturally determined, but each culture has a clear concept of what parts of the body one may not touch. Basic message of touch is to affect or control — protect, support, disapprove (i.e. hug, kiss, hit, kick).

Proxemics or personal space is defined as (the study of) the

amount of space that people find comfortable between themselves and others. People are usually more comfortable standing closer to family members than to strangers. The study of the way that people use physical space to convey messages is called Proxemics.

It is not only words that convey message, but also a range of other factors, such as:

1. vocal characterizers -laugh, cry, yell, moan, whine, belch, yawn- send different messages in different cultures. For example, in Japan, giggling indicates embarrassment, and in India, belch indicates satisfaction.
2. vocal qualifiers such as volume, pitch, rhythm, tempo, and tone have different meaning. Loudness indicates strength in Arabic cultures and softness indicates weakness. In German, it indicates confidence and authority. Meanwhile in Japanese, it indicates indicates loss of control. Generally, one learns not to —shoutl in Asia for nearly any reason.
3. vocal segregates such as —uh- huh, shh, uh, ooh, mmmh, humm, eh, mah, nahhl indicate formality, acceptance, assent, uncertainty, and also controlling conversation.

In normal, civilized Western-type of conversation, speakers do not speak all the time; they wait for their = turn'. But, how do people go about allocating turns to each other or themselves? This is the mechanism of turn taking. On the one hand, there are natural breaks in every conversation; a speaker has to pause for breath, or runs out things to say, or simply declares his or her contribution to be finished.

RESEARCH METHOD

In this research design, the researcher use qualitative. According to Donald Ary (2010:419) Qualitative research investigate the quality of relationships, activities, situations, and materials. The researcher model and the strategies applied is naturalistic qualitative research. In this kind of research, the researcher also used certain technique to get the data that is library research.

Data collection is the technique that the researcher used to get the data of the research. The data collection for this research is obtained from watching the movie and documentation.

Related to Creswell in Fischler (2008) Documentation is a term used broadly in this book refers to printed and other materials relevant to study. In this research, the researcher used documentation as the tool to collect the data. It caused the researcher collect the data from the movie “Sanam Teri Kasaam”. The researcher captured the gesture on each character and the culture in india. So the researcher has the picture of Sanam Teri Kasaam as the documentation.

The data of this study is taken from the utterance all of the character in the Sanam Teri Kasaam movie while they has some interaction with the other character. After collecting the data, the researcher uses some steps to analyze the data, as follow:

1. The first step, the researcher watch the movie of “Sanam Teri Kasaam” repeatedly in one month at least three times in a week. In this activity the researcher watching overall of the movie

- (beginning to the end) three times in a week.
2. The second step after the researcher comprehended well about conversation on each character, behaviour or the act that do on each character and culture in India through that film, the researcher identifying which one that belongs to high context culture.
 3. The next step, captured the data of the action or gesture on each character by using *PrtSc SysRq* on laptop and by using camera phone.
 4. Then, analysing the data that collected.
 5. After that determine each meaning of them.
 6. Then, the researcher rechecks the result that written.
 7. The last step is the researcher gives a conclusion from the analysis to answer the research problem.

DISCUSSION OF RESEARCH

A. Body Language (Kinesics)

Body language can be defined as the conscious and unconscious movements and postures by which attitudes and feelings are communicated. This includes body movement (gesture), body position, facial expression, as well as dress.

1. Body Movement (Gesture)

Body language allow individuals to communicate a variety of feelings and thoughts, often together with body language in addition to spoken word. From the sanam teri kasaam movie, the characters that using gesture approximately 24 frequencies.

The most familiar categories or body language are the so called embles. Another familiar body language are using finger. Fingers communicate many things. Here are the gestures in this movie:

- The character pointed the index finger it is indicating that the character give the understanding and advice. At that scene (07.13) Saru's pointed the finger indicate to give an instruction or advice to her daughter
 - At that scene (17.07) inder, the man pointed his index finger to the book indicate to request a book.
 - At that scene (20.43) the character using a hand by touching her cheek. The meaning is to wipe the tears, to indicating sadness.
 - The character at that scene (21.08) put a hand to her waist and she is faced with her sister It means that she was angry.
 - The character pointed her hand to her neck at that scene (25.40). The Meaning Kill or dead.
 - The character pointed V-gesture and became to mean "peace" at that scene (48.09).
 - The man (58.17) character pointed Thumbs Up to the girl. The meaning is that girl is OK or Good or Beautiful.
 - The mother character pointed her clasping both hands. the meaning is indicating hope or expectancy.
 - The woman character pointed OK gesture its indicating of something look good or well or ok.
- #### **2. Facial Expression**
- Saru's mother at that scene (02.07.18) used facial

expression that express happiness.

- At that scene (28.06) The character used facial expression that express anxiety or fear.
- Saru at that scene (29.14) used facial expression that express shock.
- The character used facial expression to express annoyance, at that scene (57.14)
- Crying is one of facial expression used at that scene (01.21.44) by the female lead.
- The character used facial expression to express anger at that scene (01.45.41) used by Inder.

3. Dress

- The character used white dress for dedication of last ritual if there is a family who died. At the scene (01.01.30)
- The character used dress of indian man culture for daily namely is *Lungi*, for woman is sari.
- The character used dress namely *sari* for indian woman to marriage and *dhoti* for man. At that scene (01.12.19)

B. Eye Contact (Oculistics)

Eye contact is a form of nonverbal communication and has a large influence on social behavior. In the movie, Eye Contact is used approximately 18 frequencies.

- The man character used eye contact the meaning is to involve in flirting (01.07.56’).

- The characters used eye contact for establish a sense of intimacy between both of them at that scene (01.32.20) and (01.32.51)
- The two men used eye contact it means to convey the message. At that scene (02.27.56) actually they were a father and son.

C. Touch (Haptics)

Touch is culturally determine, but each culture has a clear concept of what parts of the body one may not touch. From the sanam teri kasaam movie, The characters used touch approximately 15 frequencies.

- At that scene (18.56) In indian culture, when greeting the way to greet the opposite gender by clasping both hands in a position like praying and slightly bowing and saying “namaste” means Salam.
- The character used “hug” that meaning is to give protection at that scene (22.23)
- The female lead kiss her sister means to show an affection and care. at that scene (24.09)
- The lead characters at that scene (02.01.46) holding hands it is indicating to signal love and affection.

D. Body Distance / Space (Proxemics)

Proxemics is the second place that the most frequency used in this movie approximately 32 frequencies. Proxemics or personal space is defined as (the study of) the amount of space that people find comfortable between themselves and others.

- Usually someone more comfortable standing closer to

family members. At that scene (36.44) the relationship between both of them is father and daughter, the space and distance of both was about 1,5-4 feet, it means that according to theory someone are more comfortable standing closer to family member.

- The characters used proxemics to show intimate relationship closeness at the scene (53.58) Saru and inder were very closer.
- At that Scene (02.25.49) the space or distance between them is not closer was about 4-12 feet. It means that they kept out of the relation and they were very ignorant each other.

CONCLUSION AND SUGGESTION

Conclusion

After watching and identifying the “Sanam Teri Kasaam” movie, the researcher made a conclusion. Here, the conclusion is based on summary of the finding and analyzing of the high context culture that found in “Sanam Teri Kasaam” movie. In the movie, the researcher found a high context culture based on Umi Pujiyanti & Fatkhunaimah Rhina Zuliani in their book *Cross Cultural Understanding: A Handbook To Understand Others’ Cultures (2014)* theory. In the finding the researcher answer and analyzed the first research problem of this study, the researcher find four parts of high context culture from the characters in the sanam teri kasaam movie. There are body language (kinesics) include Gesture, facial expression and dress. Eye contact (oculistic), touch (haptic), and body distance (proxemics). The researcher

also answers for the second research problem about the meaning of high context culture of sanam teri kasaam movie to the reader.

The meaning of high context culture of sanam teri kasaam movie described some meaning in each high context culture which contained in the movie, such as :

First part of high context culture is **body language (kinesics)**, in this part there are *gesture* (Based on the details meanings on chapter IV, the researcher conclude there are eight meaning of characters’ gesture; 1) giving advice, 2) request something, 3) indicating sadness or cry, 4) indicating anger, 5) indicating kill or dead, 6) indicating peace, 7) indicating something Ok or good or well, 8) indicating hope), *facial expression* (Based on the details previous meanings, the researcher conclude that there are six meanings of facial expression; 1) indicating happiness, 2) indicating anxiety/fear, 3) indicating shock, 4) indicating annoyance, 5) indicating crying/sadness, 6) indicating anger), *Dress* (Based on details meanings before, the researcher choose the dress which appropriate with indian culture generally, so the researcher conclude that there are three types of dress for indian culture; 1) for the last ritual of died, 2) for daily, 3) for marriage)

second part is **Eye Contact (Oculistics)**. Based on the details of meanings before, the researcher conclude that there are three meanings of eye contact in the movie ; 1) To involved in flirting, 2) indicating intimacy, 3) to convey the message.

The third parts is **Touch (Haptics)**. The researcher conclude that there are four types of touch in this movie;

1) to say greeting 2) indicating protection, 3) indicating affection and love, 4) indicating care.

The last part that contained in the movie is **Body distance/space (Proxemics)**. The researcher conclude that there are three meanings of proxemics in the movie; 1) indicating Closer, 2) indicating have an intimate relationship, 3) Indicating usual relationship.

Suggestion

For readers and students who are interested in analyzing linguistic and culture, not only culture about a custome but our conversation, our behavior also as a characteristic of our culture. . In this research, to understanding a discourse (whole story in “Sanam Teri Kasaam” movie), the researcher suggests readers or students must know and understand about definition of high context culture first, then we can analyzed the high context culture in the movie. With we understand about high context culture, we as the reader will go easier to understand the meaning of the message in the movie, not only can analyzed in movie but also we can analyzed high context culture in our daily conversation with others. Because human interaction is certainly not solely in support of verbal communication through the use of country’s language, but high context culture (non verbal communication) is more importan and even support the effectiveness of verbal communication.

For the future researcher, this research is hoped can be used as references to conduct another research on analyze of high context culture, especially in real life (daily conversation with people) , movie,

teater/drama, poem or other data in a discourse.

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