

**REPRESENTATION OF CHINESE CULTURE: FAMILY BELIEFS
AND VALUES IN DOMEE SHI'S *TURNING RED* (2022)**

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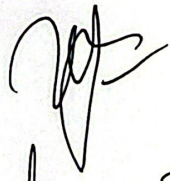
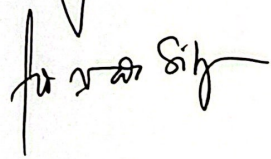
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ABSTRACT

This study explores the representation of Chinese culture, particularly family beliefs and values, in the movie *Turning Red*. The purpose of this study is to examine how cultural identity is constructed and communicated through film, and how media, especially animation can shape understanding of a specific culture. Utilizing a qualitative descriptive approach, the research investigates how Chinese cultural identity is depicted through symbolic representations, character interactions, and narrative structures within the film. Guided by Stuart Hall's constructionist approach to representation theory, the study analyzes how the film constructs and conveys cultural messages related to Chinese tradition. The findings reveal that *Turning Red* emphasizes key aspects of Chinese familial culture, such as filial piety, generational hierarchies, upholding of family honor, collectivist values, and emotional restraint. The study concludes that *Turning Red* effectively portrays the complexities of Chinese familial relationships and cultural expectations, functioning as a counter-narrative to prevailing stereotypes of Chinese communities. It offers a more nuanced understanding of how cultural values are preserved, contested, and transformed across generations.

Keywords: Stuart Hall's representation theory, Chinese culture, filial piety, visual symbolism, family values

ABSTRAK

Penelitian ini mengeksplorasi representasi budaya Tionghoa, khususnya kepercayaan dan nilai-nilai keluarga, dalam film *Turning Red*. Tujuan dari penelitian ini adalah untuk meneliti bagaimana identitas budaya dikonstruksi dan dikomunikasikan melalui film, dan bagaimana media, khususnya animasi dapat membentuk pemahaman tentang budaya tertentu. Dengan menggunakan pendekatan deskriptif kualitatif, penelitian ini menyelidiki bagaimana identitas budaya Tionghoa digambarkan melalui representasi simbolik, interaksi karakter, dan struktur naratif dalam film. Dipandu oleh pendekatan konstruksionis Stuart Hall terhadap teori representasi, penelitian ini menganalisis bagaimana film ini membangun dan menyampaikan pesan budaya yang berkaitan dengan tradisi Tionghoa. Temuan penelitian mengungkapkan bahwa *Turning Red* menekankan aspek-aspek kunci dari budaya kekeluargaan Tionghoa, seperti berbakti kepada orang tua, hierarki generasi, menjunjung tinggi kehormatan keluarga, nilai-nilai kolektif, dan pengendalian emosi. Penelitian ini menyimpulkan bahwa *Turning Red* secara efektif menggambarkan kompleksitas hubungan kekeluargaan Tionghoa dan ekspektasi budaya, yang berfungsi sebagai narasi tandingan terhadap stereotip yang ada pada masyarakat Tionghoa. Film ini menawarkan pemahaman yang lebih bernuansa tentang bagaimana nilai-nilai budaya dilestarikan, diperebutkan, dan diubah dari generasi ke generasi.

Kata kunci: Teori representasi Stuart Hall, Budaya Tionghoa, bakti kepada orang tua, simbolisme visual, nilai-nilai keluarga