



## The Influence of the Film towards the Attitude of the Indigenous Adolescents on Chinese Ethnic in Indonesia

Muchammad Nasucha; Endah Purwita Sari

University of Al-Azhar, Indonesia

---

### **Abstract**

Film would be considered or viewed in many perspectives, such as tools of communication, art works, and others. Referring to the history, current and past, film has taken central position in society, in Indonesia and whole the world. This research aims to find out the influence of the film on the attitude of the indigenous adolescents on Chinese ethnic in Indonesia. Some researches and authors deliberate and find that films influence significantly to their audience. Film “*Ngenest: Kadang Hidup Perlu Ditertawakan,*” one of popular movies in Indonesia tells about Chinese ethnic in Indonesia (racial experience or self-outflow being Chinese in Indonesia). The Stimulus-Organism-Response (SOR) Theory and Social Cognitive Theory took as the framework of this research that allegedly relate to the problem which is a able designate a process of imitation and identification. Used quantitative methods, based on positivism paradigm this study was done. The data collected from cross-sectional survey on 100 respondents who watched the film, 12-25 years old, and the indigenous. Finally, this research found that the correlation of these two variables was -0.031 with very low association and in negative polar, the value of significant was 0.761 which means that hypothesis ( $h_a$ ) was rejected and null hypothesis ( $h_o$ ) received, indicating there was no influence of film towards audience attitude, in case of this research was attitude of the indigenous adolescents on Chinese ethnic in Indonesia.

**Keywords:** Film; attitude of the indigenous adolescents; Chinese Ethnic, Indonesia; SOR Theory; Social Cognitive Theory

### **Introduction**

#### *Background*

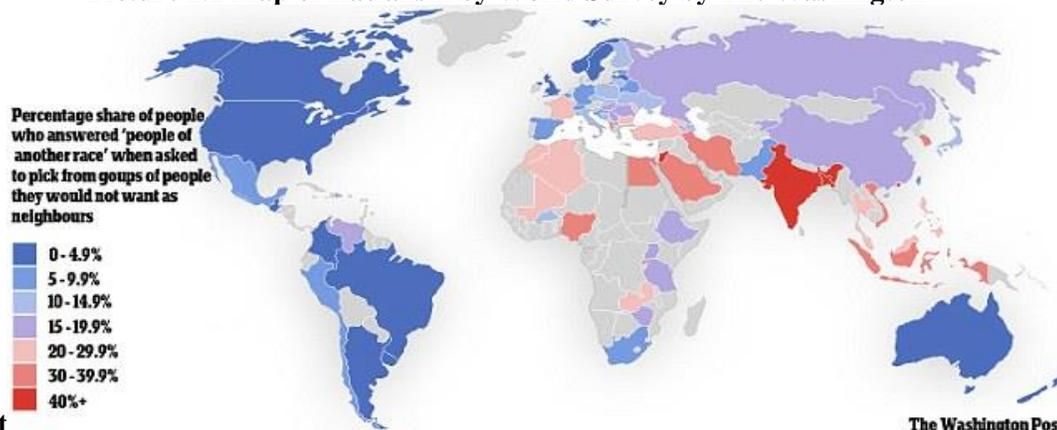
Film has a long history that has shown us about its significant function and central position in society, Indonesia or around the world (Turner & West, 2010; Turner, 2005; McPhail, 2006; Littlejohn & Foss, 2009; Sutadi, 2016/NA). Film can be posed and viewed as communication tools, art works, or etc as information or entertainment interest of audience, depending on the producers’ motives or goals. And according to genre there are action, comedy, horror, thriller, scientific, drama, romantic, etc. And comedy is one of the most interesting genre correspond to audience, particularly in Indonesia based on the data of

survey did by Kompas found 33,4% respondents chosen to watch comedy, 28,4% chosen love drama story, 18,4% action, 7,9% (history theme), childhood theme about 5,2%, and the last 3,6% chosen horror (Ega, 15/10/2014). There are several comedy movies have been produced, and to mention one of them considering as a legend comedy movie is Warkop DKI film (Staring by Dono, Kasino, Indro). The movie under the title "Maju Mundur Kena" directed by Arizal in 1983, according to a documentation was considered as one of the success movie because it watched by a large number of audiences at 1980s, it was 658.896 audiences (Novanda, 18 Mei 2015).

In the last of 2015, there was a movie comedy released that thought contains of a critic on ethnic phenomena in Indonesia, by title "Ngenest: Kadang Hidup Perlu Ditertawakan". It tells about a child was born in Chinese ethnic family, and along of his life he grew and experienced the conceptions or behaviors viewed as discrimination cause of the ethnic. He felt awkward, anxiety, and other bad feelings related to his ethnic, since childhood until adolescent. This film tries to show about the individual perspective with ethnic Chinese background and all-related matters. And also display how assimilation and harmony exist in the environment, in Indonesia (Yuniar, 03/12/2015). It may be considered as an out-flow of a Chinese ethnic who life in Indonesia, which has a long story with ethnic and multiplicity. Furthermore, this film was awarded from Box Office Award 2016 in some categories, such as the best scenario writer category, the best debut actor and actresses. (Henryhens, 18 Maret 2016). Looking at the historical notes about comedy movie in Indonesia, there are some movies talk or take Chinese ethnic (Tionghoa) in Indonesia as the axial theme, name or mention some of them: "Ca Bau Kan" (2001), "Gie" (2005), "May" (2008), and "Love and Faith" (2015). However, "Ngenest: Kadang Hidup Perlu Ditertawakan" take the different stance from the others. It strive to explore the ethnicity of citizen, in mocking or as sinical way about the ethnic, with Indonesia background, in totally way (Irwansyah, 05/01/2016). Indonesia is one of countries which is contain of multiethnic, race, culture, and others which is geographically named as archipelago or Nusantara, and these all, honestly make Indonesia rich (in term: values, norms, behavior and traditions, artefacts) and also induce and coerce Indonesia being open to another system, in global perspective. Based on history, Indonesia consists of indigeneous people (*Pribumi*) and non indigeneous (Usman, 2009:1). Come from and base on this argument native or indigeneous are categorized.

*Pribumi* attach to citizen or people who are considered as Indonesian (native) and historically relate to Youth Pledge event (Sumpah Pemuda) at 28/10/1928. In this great event young Indonesian came and met to declare the unity. The representative of each tribe or Indonesia area was imagined by them such as Jong Jawa, Jong Celebes, Jong Ambon, etc. They claimed "*Satu Tanah Air-Satu Bangsa-dan Satu Bahasa: Indonesia*" (One Land, but Indonesia; One Nation-state, but Indonesia; and One Language, but Bahasa Indonesia). And non indigeneous (Non-*Pribumi*) is attached to outside these representatives, including Chinese ethnic (Anwari SB, 1999:5-6). Based on historical notes, Indonesia has involved and experienced in some problems relate to race. The Washington Post reported that social behavior in the whole world, and Indonesia considered as the second-highest race discrimination with 30-39.9%. (Wijaya, 30/10/2013 see Picture 1.1). Relating to the data, some cases of racial discrimination, bring us to the early conclusion that ethnic is the potential problems to Indonesia. The tragedy of May 1998 (Ariyanto, 13/05/2014), traffic crash by Chinese ethnic in Indonesia (Yayan, 09/01.2016) (see Picture 1.2) racial onrush by Ratna Sarumpaet to Yenni Kwok a Time Journalist (Aditya, 26/06/2014), and a posting with racial nuance on twitter by an Indonesia Ambassador for Japan (Liputan6.com, 01/04/2016). That's why Indonesia government has made some regulation and policy (law) that forbidden and determined strict point on race issue, for example as the contain of mass media.

Picture 1.1 Map of Racism by World Survey by The Washington



Post  
Sumber: <http://www.memobee.com/indonesia-masuk-dalam-negara-paling-rasis-sedunia-8177-news.html>

Picture 1.2 Traffic Crash by Young Chinese/Tionghoa Ethnic

Medan – Seorang pemuda keturunan Tionghoa, Wendi Kosasi (30), menjadi sasaran bully warga karena menabrak pengendara motor yang berhenti di traffic light di Jalan Sudirman (Jumat, 8/1/2016).



Pasalnya Wendi menolak untuk bertanggung jawab karena dua pengendara motor yang ditabraknya, Rensi Boru Simamora (46) dan anaknya Rida Boru Lubis (23), tidak memiliki surat ijin mengemudi (SIM).

Puluhan warga yang berada di sana pun melontarkan makian kepada Wendi yang dinilai arogan. Isu SARA sempat muncul setelah Wendi mencoba menelpon kerabatnya dan terdengar berbicara menggunakan bahasa Hokkian.

"Dasar kau Cina, jangan kreak dan bertingkah kau, tak usah anggar deking dan uangmu itu. Kami hancurkan mobilmu, cepat bawa ibu ini ke rumah sakit," kata warga bernama Obeng di lokasi.

"Lo jangan rasis, aku sama kau sama-sama warga Indonesia. Okey aku bawa ibu ini," ujar Wendi sebagai balasan sembari masuk ke dalam mobilnya.

Setelah didesak warga, Wendi akhirnya bersedia mengantar dua pengendara yg terluka ke rumah sakit. Meski demikian, bully untuknya tetap berlanjut di dunia maya.

Kronologi kejadiannya adalah ketika Wendi yang mengendarai mobil Mitsubitshi Pajero BK 600 KHO menabrak Rensi Boru Simamora yang berhenti di lampu merah gunakan sepeda motor Honda Supra BK 5094 ACP. Kala itu, Wendi menolak untuk bertanggung jawab. (Yayan – harianindo.com)

Sumber: <http://m.harianindo.com/2016/01/09/69488/tabrak-ibu-pengendara-motor-wendi-kosasi-jadi-sasaran-bully-netizen/>

### Picture 1.3 Post by Indonesia Ambassador for Jepang, Yusron Ihza Mahendra



Sumber: [http://news.liputan6.com/read/2473275/dinilai-rasis-dubes-ri-untuk-jepang-dipetisi-belasan-ribu-orang?utm\\_source=Search&utm\\_medium=SiteSearch&utm\\_campaign=Original](http://news.liputan6.com/read/2473275/dinilai-rasis-dubes-ri-untuk-jepang-dipetisi-belasan-ribu-orang?utm_source=Search&utm_medium=SiteSearch&utm_campaign=Original)

There are some researches analysed and examined about the influence of film on audiences, such as did by Afnia Rosa Zuchrufia (2013), Efendi (2012), Tampubolon (2015), Idris (2016). They found that film influenced on audiences even there are various influences. Even any research also take other positions to analyse the audience reception qualitatively such as did by Susanti (2014), and Utama (2013) who tried to did discourse analyse on the theme (race). Turner (2005; Turner & West, 2010) also shown us how film being an important thing in society. However researches take the focus on racial ethnic behavior still little in number, particularly as this research takes. The result about media, in particular film influence is very significant and interesting to be taken, because the result will contribute to us to take the position, affect, and behave to the message in film, which often more effective to construct and impact to audience (Effendy, 2003:208-209; Azwar, 2013:36). And it is very contribute to daily life. Somehow, view to SOR theory, we find that the influence is processing internally of audience, and social cognitive theory explains the process in human cognition (Effendy, 2003:255-6). Hence, the influence including material object of human beings, such as affection, attitude, demeanour, and behavior. Even the issue or topic has to be very considered situationally. However, race and ethnic in this moment may be not very significant influence on the audience. And it is explained and promoted by limited-effect of mass media (Tankard & Severin, 2011:15), which is correspondingly to this research assumption or hypothesis.

### **Research Question(s)**

Based on the above background, this research aims to describe and analyze quantitatively, which narrow on two big questions, are: (1) is there any significant influence of Film “Ngenest: Kadang Hidup Perlu Ditertawakan” on indigenous of young audiences towards Chinese/Tionghoa ethnic in Indonesia? (2) How big and significance the influence of, if any, the movie on indigenous of young audiences towards Chinese/Tionghoa ethnic in Indonesia?

### **Theoretical Framework**

#### *Stimulus-Organism-Response (S-O-R) Theory*

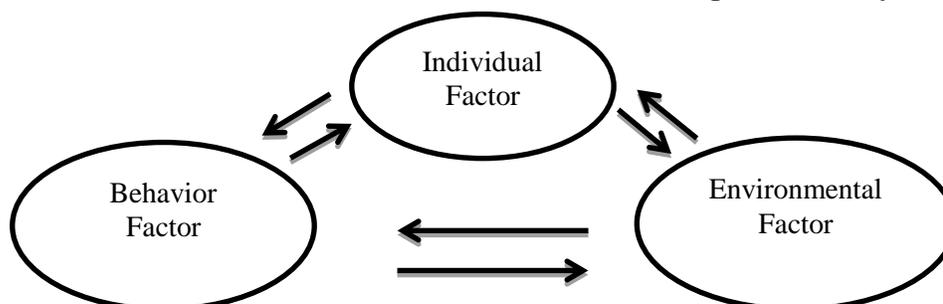
SOR theory assumes that media content as fluid medicine which is injected to audience body or part of bodies, and it will response or react as what expected. The principles of the theory thought that message is prepared and distributed systematically and simultaneously in large scale, not individual manner (Rohim, 2016:185-186). It may be as describe in hypodermicneedle theory (Littlejohn & Foss, 2009) even the phase of effect could be more longer than injection process in human body. The material

object is human, and it involving some components: attitude, opinion, cognition, affection, and behavior. The effect emerge of stimulus is particular response or reaction, so that a receiver (person/individu) can expected and predict concordance or congruity between message and receiver reaction or response (Effendy, 2003:254).Corforming with the attitude change in communication process, “how”, “what”, and “why” could not be neglected. Moreover, how to communicate and change the attitude of audience. Audience attitude will change through the process only if message or stimulus exposes the audience more than previous exposure. Mar’at quoted Hovland, Janis and Kelley’s argument that attitude consists of three important variables, are attention, understanding, and reception (Effendy, 2003:255). Stimulus (message) which is transmitted to audience may be rejected or received. Communication is happening if the stimulus has the attention by the audience, and then the understanding could be the next process of communication which is will be responded and replied by audience accordingly to the audience attitude (change or not change) (Effendy, 2003:255-256).According to limited-effect model of mass communication (media), several researches shown that the orientation of film is effective in transmitting message (ideas, emotions, or others) though it can not able to change audience attitude. The research by Cooper and Yahoda about cartoon movie (“Mr.Bigott”) denoted selective perception that can reduce the film effectiveness (Suprpto, 2009:40). Audience resist to normal mass communication message because of some factors, including supporting opinion by other people, and various filtering psychological factors when audience receive the message (Tankard & Severin, 2011:15). And this assumption consider relevant with this research. That film “Ngenest: Kadang Hidup Perlu Ditertawakan” has limited, if there is an effect on audience, even film is pondered or deliberated as the most effective media to influence audience (cognition, attitude and affection), particularly Tionghoa ethnic in Indonesia.

### *Social Cognitive Theory*

This theory emphasize on mental process which relates input and output relating with stimulus and response in producing message. Group theory views that people always have goals and choices, and how the mental process decision making. This theory focuses on content message, structure and process in human mind (Littlejohn & Foss, 2009; Hutagalung, 2015:59).Social cognitive theory which is promoted by Albert Bandura on 1960s enable us to analyze how human think and encourage to the certain behavior. This theory explains about mental learning process when individu deliberate environment comprehensively. This theory suggests how human being imitates behavior by observation, and it including two ways, are imitation and identification. Imitation is replicate and emulate directly by observation. And identification is imitative behavior in particular even not total imitation on what individu observes. And imitation or replication in general and very relevant with individual (Griffin, 2012:356; Littlejohn & Foss, 2009; Morissan, 2013:98-99).It theory provide conceptual framework through factorial testing in determine and mechanism of impact. Each human action can be explained directly relate with causal law, which figure out and control one’s behavior. It theory promotes some assumptions how human develop, act, control and reflect their selves, and it guide the action (Bryant & Oliver, 2009:94). This theory explain how individu think and act as the processes, are three reciprocal variables interaction, inter-influence one of others. The three variables are behavior, personal characteristics such quality of cognition and biology, and environmental factors (Lihat Bagan 2.2) (Morissan, 2013:99).

**Scheme1: A Causal Relation of Social Cognition Theory**



Sumber: Jennings Bryant and Marry Beth Oliver. 2009. *Media Effects: advances in theory and research*. 3<sup>rd</sup> ed. New York and London: Routledge. Hlm. 94

Social cognition theory assumed and theorized human understanding, prediction and responsibility. The theory identifies human behavior as interaction consists of individual factor, behavior and environment. These are five basic cognition skills as human characteristic (Bryant & Oliver, 2009:95-98):

1. **Symbolising capability.** Human have ability to transform experience to symbols and able to create ideas beyond their experience and senses. In fact human able symbolize but it does not mean totally rational. The result of thought can be positive and negative depend on the ability of cognition, skill, and adequate information and value orientation of individu.
2. **Forethought capability.** Most of human behavior is controlled by human thought and anticipated by reaction on environment. Individuals anticipate the consequences and determine their selves. It take the forecast even not accumulative consequence of the previous, but the result of thought or thinking process.
3. **Vicarious capability.** Almost all learning process of individual are not direct experience, but result of observation on other people including the consequences. Learning through observation to reduce or shorten learning process time for several skills such as language competency, and using modeling in action.
4. **Self-regulatory capability.** Human develop internal standard in order to evaluate their behavior, to control and influence others.
5. **Self-reflective capability.** Human also have Reflection ability, so that they can analyze various experiences, and evaluate the thinking process adequately. The depth thinking exists when individuals reflect their selves to face realities.

Bandura promoted four ways in this term (how to do self-correction), are adaptation, observation, persuasion, and logic. This theory said that imitation and identification are the result of three process, observational learning, inhibitory effect, and dishibitory effect (Littlejohn & Foss, 2009; Morissan, 2013:100-104):

- a. **Observational learning.** Observation is the process which is one observing behavior or conduction. Relating with this research, audience watch and pay the attention to the conduction how Indonesian (actors in the movie) behave each other, particularly between indigenou and Tionghoa ethnic people, then think about this as a model which probably take as the modeling of conduct, and it involving four process are attention, memory (memorize), reproduce action, and motivation to imitate the behavior.
- b. **Inhibitory effect.** This effect could happen when the action or behavior based on observation learning inhibit one to imitate or replicate. It. For example in this research, audience observes Indonesian behave on ethnic people in negative manner, and it is not suitable with the value or environment that inhibit or prevent one to do the behavior or scene on the movie they watch.
- c. **Disinhibitoy effect.** This effect guide or encourage one to do something, it contrary or opposite to inhibitory effect. For example to mocking or bully Tionghoa ethnic people which describe the buzzing behavior to imitate or replicate in order to attain the consequences show in the movie, and complimented by environmental factors and others.

*Film Consists Of Racial Conflict Between Indegenous And Chinese Ethnic And Its Influence Toward Attitude Indigenou Indonesian Adolescent*

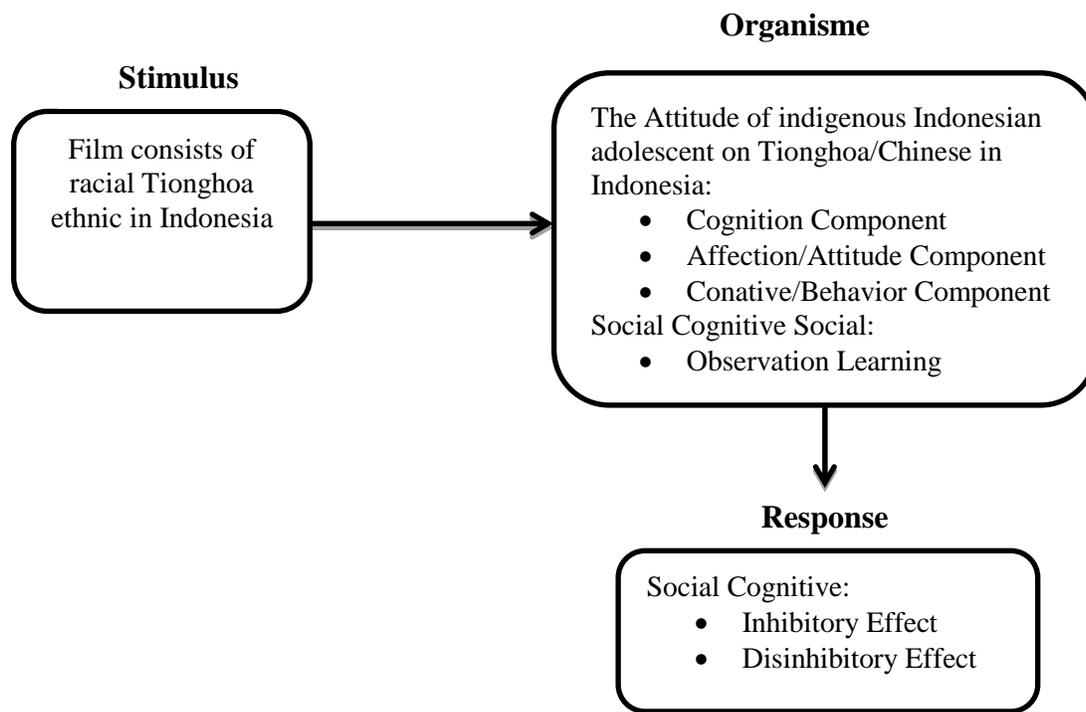
Film is constructed by some frames which convey the message (ideas, images, emotions, etc) to audiences and aims certain goals and motives intentionally. Those all are recorded sequentially and by

design and structure. Pictures in several speed tries to bring the audience from one frame to another so that the big ideas of messag will be re-recorded and retrieved by the audience consciously or unconsciously, as the moving illusion (Juju, 2006:2). Film potential to gives and guides audience. Cognitively, attitudely, or behaviorally because it seem real as the reality (Effendy, 2003:206).

Video is consists or constructed by visual message and form which dominate commercial motive then attract audience to continue watching and communicate the idea, message, or everything that director want to send to them through actors, setting, and all-film matters including lighting, colour and film effect by technology (Belch, 2009:303). Comprise of visual and audio power, message of film will receive and perceive by audience clearly and easy to understandable and memorizable (Thomas & Ronald, 2006:534; Belch, 2009:303). And it appliable to many issue, including about how Chinese, which identified as minor ethnic comparing to Javanese and Sundanese, involve and pose in daily life in Indonesia. Though in the early period, minority term is used ofently to denote or address to category of people, not as group, but henceforth it attache to group or number of citizen which is considering as part of prejudice and discrimination behavior (Poerwanto, 2005:6-7).

Film able to visualize and protrude a little thing to be big one, and seem boombastic. And it also can bring audience to focus about the idea, in this research context so indigenous Indonesian behavior, attitude, and ideas (cognitive) also can be lifted and ponder the feel want to be conveyed by the creator (communicator). For example epithet (calling-named) as “sipit” which is attache to stereotype meant stingy, tricky, sly, crafty, and other negative images on Chinese. They well-known as rich people but very money oriented, which the image is negative manner. Contrary to indigenous Indonesian who are posed as victim of Chinese, so that indigenous proper to cogitate Chinese as their enemy in social daily life. (Novianti, Abdi, & Hafiar, 2015:110-114). And the correlation between the variables, film and its attitude, corespondingly to this research describe on scheme 2 below:

**Scheme2: A model about Influence of film consists of ethnic racial message toward attitude indigenous Indonesian adolescent**



Naturally human attitude comprise of three main components, are (Walgito, 2003:127-128):

1. Cognition. This component relate to knowledge, view, sight, conviction, and everything connected with brain and thinking ability. By this component, one can percept and interpret, then judge and evaluate.
2. Affection/Attitude. This component hooked with affection, feeling, and every thing related with emotional expression. In this level, audiences are brought to express their emotions, particularly on Chinese ethnic which describe and show on film (scene and sequence).
3. Conative/Behavior. This component relate with tendency of human or individu in this research is audience to behave or doing something such as in fim. So that the audience encourage to take what in film as a model of conduct or behave, entailing every stereotype and discrimination on Chinese by indigenous Indonesian in Indonesia. For example the calling or named as stingy, tricky, sly, crafty, even physical discrimination behaviors particularly in social context, in daily life, though some positive characteristics as loyal, honest, discipline, and others also attach on them (Chinese) (Novianti, Abdi, & Hafiar, 2015:110-114).

Based on theoretical framework, that designate film influence, in particular which consists of racial Chinese ethnic towards on attitude of indigenous Indonesian adolescent on them in Indonesia which is explained by SOR and Social Cognition Theory show us that even film deliberate powerful to affect audience but in case the stance or certain behavior contrary the Indonesia value, current social development, this research assume there is not significant influence appear between the two variables. So that this research formulate following hypothesis: "Though the film consists of racial ethnic such as contain a model for the audience to imitate and identify the behavior of indigenous Indonesian (disinhibitory effect) on Chinese ethnic in Indonesia, however the inhibitory effect more realistic and logic pervasive in current situation in social and media practice, so that there is no significant instead negative effect on the audience attitude."

## **Methodology**

Corresponding to the research focus (research questions) this research based on positivism paradigm, which assumes that reality happen and occur under causal-law principle (Bryman, 2008:13; Martono, 2015:191-192; Salim, 2006:73-75), there is correlation of film "*Ngenest: Kadang Hidup Perlu Ditertawakan*" and indigenous Indonesian attitude, particularly about how to have certain attitude to Chinese in Indonesia, in daily life context. The way this research coverage and discover reality is based on quantitative data, empirical manner, and causal relation between the variables (Syofian, 2010: 121; Azwar, 2012:5; Prasetya & Jannah, 2008:43). This research collect data by cross-sectional survey, that try to observe the film as independent variable, which assume as stimulus to audience as organism, then audience response to the content of film that consider as dependent variable of this research. This research view that the design, cross-sectional survey able to explain the correlation of this two variables (Neuman, 2003, 2011; 2014; Nursalam, 2008:83). This research collected the data by questionnaire which is containing some questions or statements that broke-down from both variables: film content which consists of Chinese, audience attitude about Chinese in Indonesia related with the content of the film.

Correspond to the this research focus, the population target should comprise following characteristics :

- a. Individu as indigenous Indonesian (heritage or born as on tribe of Indonesia), has watched the film by title "*Ngenest: Kadang Hidup Perlu Ditertawakan*"
- b. Tenage or young people who are 13-25 year old because this research strive to know their attitude on the film and based on the data this film targeted on who is R-13+ means moviegoer is 13 year old and older (Theoskars, 02/01/2016). This research also limit the

audience not exceed 25 year old, based on G.S Hall’s assumption or category on teenage interval, 12-25 year old (Sarwono, 2010:29).

- c. Moviegoer or audience has to domicile in DKI Jakarta (North Jakarta, West Jakarta, East Jakarta, South Jakarta, Central Jakarta). This determining based on assumption or reason that the biggest number audience of the film according to PT. Starvision Plus data as the production House, are 169.449 viewers/audiences.

And to determine the number of research sample this re-research calculate based on Taro Yamane formula, with the deviance or error 10% and then 100 respondents are this research sample. Having no sampling frame of research, this research used accidental sampling technique (Neuman, 2003, 2011; Martono, 2015:318). The researcher gave the questionnaire to individu with the characteristic above who accidentally met to answer the questions. One of element of positivism research is promoting hypothesis to be tested. And the hypotheses contain of the proposition that convince as true. And based on the theoretical framework (SOR and Social Cognitive Theory) which is able to construct relation between film consists of Chinese ethnic (independent variable) and audience who are indigenous Indonesian attitude on Chinese (dependent variable), so this research formulated following hypotheses:

Ho : there is no significant influence of film consists of racial ethnic discrimination behavior toward audience attitude on Chinese in Indonesia.

$$H_0 : \rho = 0$$

Looking to the trustworthiness of research there are two terms related with this, reliability and validity. According to this reliability, this research based on or used the alfa cronbach technique, and Siregar said that the score of every item in questionnaire (research instrument) the coefficient of reliability value ( $r_{11}$ )  $> 0,6$  (2010:175). And still cited Siregar, that the following phase have to be considered to guard the data which is collected by instrument considered as valid: (1) if coefficient correlation score of product moment have to more than 0,3; (2) if coefficient correlation product moment  $r$ -table ( $\alpha$ ;  $n-2$ ),  $n = \text{jumlah sampel}$ ; (3) sig value  $\leq \alpha$ .

### **Result: Analysis And Discussion**

Based on data research (see table 1) the instrument and data particularly X variable (Film consists of Racialism ethnic) is reliable it viewed on the score result was 0,953  $> 0,6$  (the minimal standar of reliability) means that the data reliable so that this research could be continued to analysis data, while the validity also has to over the minimum score of validity standard.

**Tabel 1. Reliability Statistics Film consists of Racialism ethnic (X)**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .953             | 30         |

Similar with the variable X, the result of variable Y (The Attitude of Indigenous Indonesian Adolescent on ethnic in Indonesia) were 0,851  $> 0,6$ , so that this variable which is broke down from the concept and then collected through the instrument of this research. So that it means that research could be further step, and can basis or empirical evidence to answer the research question(s).

**Table 2. The Attitude of indigenous Indonesian Adolescent on ethnic in Indonesia (Y)**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .851             | 16         |

The validity of this research instrument is valid, after doing pre-test and correction or revision on some invalid items. By using SPSS program and according to r-table of validity (0,297 which is based on

formula  $46 - 2 = 44$ . 46 is total item of this variable). All items in the questionnaire are above this minimum score, so that this research instrument able to collect valid data and then the data able to answer the questions that formulated in this research.

### **Identity Description of the Respondents**

This research tries to answer and describe about indigenous Indonesian adolescents' perceptions about the film contain or consists of racial Chinese ethnic in Indonesia context. On the first data, the research giving description about respondents identity are the number of sample or respondents in this research comprise some aspects are the confirmation are they watched the movie, indigenous Indonesian, age and domicile.

**Table 3. The Viewers of Film "Ngenest: Kadang Hidup Perlu Ditertawakan"**

|           | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------|-----------|---------|---------------|--------------------|
| Valid Yes | 100       | 100.0   | 100.0         | 100.0              |

Based on the above data we see that 100% respondents are watched or have watched the movie "Ngenest: Kadang Hidup Perlu Ditertawakan" which is containing racial Chinese ethnic in some scenes.

**Table 4. The Indigenous Indonesian**

|           | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------|-----------|---------|---------------|--------------------|
| Valid Yes | 100       | 100.0   | 100.0         | 100.0              |

Regarding to the status of indigenous or not indigenous Indonesian, the data shown us that all respondents (100%) are indigenous Indonesian. And referring to the data about respondents age, the biggest numbers of respondents are 18 years old (20%), then in sequence are 17 years old 18%, 19 years old 14%, 21 years old 13%, 22 years old 10%, 23 years old and 24 years old are 3%, 25 years old 2% and the lowest are 15 years old (1%).

**Table 5. Domicile of Research Respondents**

|                    | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------------------|-----------|---------|---------------|--------------------|
| Valid Nort Jakarta | 12        | 12.0    | 12.0          | 12.0               |
| West Jakarta       | 17        | 17.0    | 17.0          | 29.0               |
| East Jakarta       | 32        | 32.0    | 32.0          | 61.0               |
| South Jakarta      | 21        | 21.0    | 21.0          | 82.0               |
| Central Jakarta    | 18        | 18.0    | 18.0          | 100.0              |
| Total              | 100       | 100.0   | 100.0         |                    |

The data in table above show us that the largest respondents are 32% from east Jakarta, and in sequence are south Jakarta (21%), central Jakarta (18%), west Jakarta 17% and the last is 12% come from North Jakarta. So this research dominated by east Jakarta people, who watched the movie, however could or could not be contributor factor to the result of this research.

### **Correlation between Film consists of racial Chinese ethnic issue (X) with the attitude of indigenous Indonesian adolescent in Indonesia (Y)**

Following part is describing the analysis of data, which is showing us about the correlation test between independent variable, that consider as precedent variable, as the cause of another variable in this research is attitude of indigenous Indonesian adolescent in Indonesia, and here is the result (see table below):

**Tabel 6 Correlation test between Film consists of racial Chinese ethnic and attitude of indigenous Indonesian adolescent on the ethnic in Indonesia**

|   | Film consists of Racial Ethnic | Attitude of Indigenous Indonesian Adolescent on Tionghoa Ethnic in Indonesia |
|---|--------------------------------|--|
| <b>Film consist of Racial Ethnic</b>  |                                |  |
| Pearson Correlation   | 1                              | -.031  |
| Sig. (2-tailed)   |                                | .761   |
| N   | 100                            | 100  |
| <b>Attitude of Indigenous Indonesian Adolescent on Tionghoa Ethnic in Indonesia</b> |                                |  |
| Pearson Correlation   | -.031                          | 1  |
| Sig. (2-tailed)   | .761                           |  |
| N   | 100                            | 100  |

Based on the above table, we see that the sig value is 0,761 it is bigger than the valid standard test ( $\alpha: 0,05$ ), so that the film consists of ethnic, in particular Chinese, does not correlate significantly with indigenous Indonesian adolescent attitude in Indonesia. Furthermore, the data also designate that the correlation was negative (-0,031) which is according to the interpretation table it is in 0,00 – 0,199 range meant the correlation is very low and negative direction. Additionally, correlation test also done on every dimension of Film, observation learning on video and observation learning on audio. And the results as following table which tried to show the inhibitory and disinhibitory effect:

**Table7 Correlation test on interdimensions of Film consists of racial ethnic (X) and Indigenous Indonesian Adolescent Attitudes on Ethnic in Indonesia (Y)**

| Correlation Test  | Coefficient Correlation | Result (Correlation Degree)           |
|---|-------------------------|---------------------------------------|
| Film consists of racial ethnic (X) with the Dimension of Observation Learning (Y <sub>1</sub> )   | <b>-0,087</b>           | The very low relation and negative    |
| Film consists of racial ethnic (X) with Dimension Inhibitory Effect (Y <sub>2</sub> )   | <b>0,071</b>            | The correlation very low and positive |
| Film consists of racial ethnic (X) with Dimension Disinhibitory Effect (Y <sub>3</sub> )  | <b>-0,042</b>           | The very low relation and negative    |
| Observation Learning on Video Dimension (X <sub>1</sub> ) with [Variable] Attitude of Indigenous Indonesian Adolescent on Ethnic in Indonesia (Y) | <b>-0,064</b>           | The very low relation and negative    |
| Observation Learning on Audio Dimension (X <sub>2</sub> ) with [Variable] Attitude of Indigenous Indonesian Adolescent on Ethnic in Indonesia (Y) | <b>0,041</b>            | The correlation very low and positive |
| Observation Learning on Video Dimension (X <sub>1</sub> ) with Observation Learning Dimension (Y <sub>1</sub> )                                   | <b>-0,118</b>           | The very low relation and negative    |
| Observation Learning on Video Dimension (X <sub>1</sub> ) with Dishibitory Effect Dimension (Y <sub>3</sub> )                                     | <b>-0,058</b>           | The very low relation and negative    |

|   |               |                                       |
|---|---------------|---------------------------------------|
| Observation Learning on Audio Dimension (X <sub>2</sub> ) with Observation Learning Dimension (Y <sub>1</sub> ) | <b>-0,008</b> | The very low relation and negative    |
| Observation Learning on Audio Dimension (X <sub>2</sub> ) with Inhibitory Effect Dimension (Y <sub>2</sub> )    | <b>0,095</b>  | The correlation very low and positive |
| Observation Learning on Audio Dimension (X <sub>2</sub> ) with Disinhibitory Effect Dimension (Y <sub>3</sub> ) | <b>-0,001</b> | The very low relation and negative    |

According to above data we see that the lowest value of correlation was between Film consists of racial ethnic of Observation Learning on Video toward attitude of indigenous Indonesian adolescent on Chinese ethnic in Indonesia of Observation Learning dimension (-0,118) and this designate the relation not only the lowest one but also negative. Moreover, the six correlation test on the dimension also show us in line as the low correlation and negative, even there are three result the positive direction but also in the low range of correlation. So that, based on these data the research conclude that there is negative and low correlation between watching film consists of ethnic and attitude toward the ethnic, even the scene as taught us about how to take and behave, implicitly and explicitly in daily life.

Why the results designate this condition or point? That watching film consists of ethnic, even shown the negative behavior of indigenous Indonesian toward the Chinese in daily practice. According to social cognition theory which promoted or suggested by Bandura, that the environment, film in this context processed internally by audience. The alternative paths of effect are inhibitory and disinhibitory effects. The model of behave and demeanor or posture toward or on Chinese ethnic suggest the alternatives. But those models will be processed internally, and audience will evaluate based on some consideration. Furthermore, the direct experience and involvement will determine the path way that will take by audience. And it is also as SOR says and suggests that stimulus or film with the content will be processed internally, and individual factor plus environment factor will direct and prescribe one to take the relevant attitude and behavior. And correspondingly with trend and major or dominant circumstance which is faced by audience. And it is relevant with this research and reality surround us, particularly and specifically in Indonesia (Jakarta).

This research result lean or dependent on this summary data that extract the data about the correlation and influence of film consists of racial Chinese ethnic toward attitude of indigineous Indonesian adolescent on Chinese in Indonesia. This is the following summary of the data:

**Tabel 8 Model Summaryb**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .031 <sup>a</sup> | .001     | -.009             | 14.27833                   |

a. Predictors: (Constant), Attitude of indigenous Indonesian on Ethnic in Indonesia (Y)

b. Dependent Variable: Film Consists of Racialism on Ethnic (X)

The data in the above table as a summary that show us that the correlation between watching film consists of racialism ethnic and attitude of indigenous Indonesian designate no significant correlation, and the contribution of independent variable (the Film) on the attitude is only 1%, almost nothing. So it could consider in this research, no influence of film on the audience, particularly in context indigenous and ethnic relation. It could be the national agenda, Indonesian traditions, media agenda, public agenda, and all factors that involving in Indonesia context.

**Tabel 9 ANOVA<sup>a</sup>**

| Model |            | Sum of Squares | Df | Mean Square | F    | Sig.              |
|-------|------------|----------------|----|-------------|------|-------------------|
| 1     | Regression | 19.018         | 1  | 19.018      | .093 | .761 <sup>b</sup> |
|       | Residual   | 19979.342      | 98 | 203.871     |      |                   |
|       | Total      | 19998.360      | 99 |             |      |                   |

a. Dependent Variable: Film Berisi Rasisme Etnis (X)

b. Predictors: (Constant), Sikap Remaja Pribumi pada Etnis di Indonesia (Y)

The above data also denote us that no influence of film on the audience, in particular about ethnic and audience attitude. The sig value show us 0,761 it is more bigger than 0,05 so that the null hypothesis is accepted, meant Film “Ngenest: Kadang Hidup Perlu Ditertawakan” has not significant influence to determine audience, who are indigenous Indonesian adolescent on their attitude toward Chinese people ethnic in Indonesia. And this result directs us that the regression has not to be read, because there is not significant influence. Even film has been considering as an effective tool to convey ideas, emotions, behavior, attitudes, experiences, even ideologies based on this research finding, the effect is very low, even almost nothing on audience attitude. Film is deliberated effective because it can record and represent something (ideas, values, ideology, events, etc) in visual and audio which both dimension are part of human performance. Film as if able to re-exist the fact, reality, and everything even many performance in scene are creative works that we can not see them in reality (fiction, including scie-fi). Film communicates the message and the form by planning and design, such as the actors, plot, graphic, colour, decoration, lighting and etc. (Belch, 2009:303). Then, film has been considered as effective tools of communication, very purposeful and full of value (value laden).

The film under the title “Ngenest: Kadang Hidup Perlu Ditertawakan” consists of some scenes that show us about how Chinese discredited by indigenous Indonesian, in daily life. And the main actor tried to inform his experiences and perspectives being Chinese. And it including childhood, teenage, and adult phase. And these all processed internally by audience. Audience by many perspectives and historical background watch and percept the scene, and the result according to Hall or other authors that human is active, and many factors influence on their perception, cognition, attitude, and behavior. This research shown us that the film, specifically racialism even marginalization of indigenous Indonesian by Chinese on his experience perspective understood by the audience contextually, and in line with the author or director to campaign his experience as discredited in Indonesia. Including bad emotion and affection being Chinese. This could be the factor also contribute why this research show the lowest or almost not influence on the audience, indigenous Indonesian adolescent in Indonesia.

This research found the highest dimension score was observation learning on audio dimension (92%), specifically the dialog stated “Cina” in mocking manner called by indigenous in the film on ethnic Chinese person. While the lowest score was 67%, about naming verbally “*merki/pelit*: stingy” on the ethnic in the basely and dishonorably calling, because this denote bad image and consider as bad stereotype on Chinese, according to some literature and social meaning in Indonesia. Regarding to the correlation result between the film and attitude, which designated no significant influence, these finding could be interference that even the scene exposed the audience about how mocking and insulting Chinese by indigenous as a model of behavior correspondingly to social cognition theory, was the inhibitory effect to audience implied their behavior and attitude in daily life. Why? It could be, the content or the way or frame of this film or the narration was talking about self-precipitation of Chinese how their feelings being a Chinese. Additionally, national agenda (as a consensus) since one or two decades in Indonesia which has been trying to reduce conflict(s) based on racial, religion, tribe, and group. So several campaign through multichannel convey this message to Indonesian and whole the world, that Indonesian should to strive hard in taking care of Indonesia nation state in a unity, even Indonesia diverse in many aspects.

Otherwise, some researches and previous century publications informed us about media power which is very powerful and considerably, because media indeed central in society, around the world and Indonesia. So that no wonder if some authors deliberate that media significant to audiences, instead media content including film now days coming to each person or individu through several platform, internet is the most biggest one. And the assumption that film, in this context specifically, and generally in some cases has significant influence to audience is still logic, and make sense. Because film often being a reference for taking certain attitude and behavior by audience. (Turner, 2005; Turner & West, 2010; Azwar, 2013:36). Otherwise, if the content contradicts with the biggest agenda (nation, media, public agenda) it will not change the attitude, opinion, behavior in this case how to take certain attitude by indigenous Indonesian adolescent on Chinese ethnic in daily life practice. This explanation has been promoted by social cognition theory which is elaborating SOR theory that striving to describe the process of media (film) influence on audience (Littlejohn & Foss, 2009; Morissan, 2013:98-104). And this research shown us the inhibitory effect appear on the audience of the film.

This research also shows us that the attitude of indigenous Indonesian adolescent raised, formed, appeared in observation learning, inhibitory effect, and disinhibitory effect. The dimension of observation learning was 88% described that indigenous Indonesian adolescent would not doing violence (verbally and non verbally) on the Chinese ethnic after watching the movie. Meanwhile, the lowest score was talking about “whether they have ever mocked or insulted Chinese by calling them “*Sipit*:slanting” or not” (49%). This result in line with the final conclusion based on correlation score of variables, that negative or no influence of the film toward the audience, in particular taking certain attitude on Chinese ethnic. The research also shown us that inhibitory effect dimension was 71%, which told us that they avoided or be hindered to imitate the violence on Chinese ethnic as what revealed in one scene of the movie, that also displayed the traumatic of Chinese on the treatment (violence). Meanwhile, the lowest score still correspondingly to this dimension was 52%, it was about they obstructed to imitate the behavior after watching the movie. It means that the movie was gave the inhibitory effect to audience. Other dimension, still in line with previous dimension which also stated and displayed that audience did not encourage and motivate to imitate the action and attitude which intimidated and insulted or humiliated Chinese, even they awared and gave the attention to the scene about discrimination of indigenous Indonesian on Chinese ethnic in Indonesia. This result also demonstrated that the effect of the film according to this theoretical framework (Social Cognition Theory), inhibitory effect was appeared in social life of audience, similar condition whether before or after watching the movie. They did not conduct the denegration on Chinese ethnic in daily life practice, social circumstance.

Referring to stimulus-organism-response theory, stimulus or message which is conveyed and transmitted through film (indigenous Indonesian behaviors and attitudes in some bad manner examples) received by audience (Littlejohn & Foss, 2009; Effendy, 2003:255-256), even the process show us multi-responses manner. Some ideas, even dominant responses displayed that bad behaviors and attitudes of indigenous Indonesian on Chinese ethnic did not influence and motivate audience to imitate or re-do as what in movie they watched. This process depended on individual and environment factors that we stated in above paragraph. The dominant frame, norms, values, and others in line to reject the destructive things, are cognition or ideas, attitude, and behavior. It as a Indonesia consensus, that conflict relate to racial aspect should to be reduced and avoided to take care of Indonesia as nation state. Almost dimension, after testing correlation, shown us, similar result as the testing correlation between film consists of Chinese ethnic and attitude of indigenous Indonesian adolescent in Indonesia. And after testing correlation between observation learning on video dimension to know the effect, whether disinhibitory or inhibitory effect would emmerged? The data shown us that the result was -0,118 meant the correlation was negative and very low score, or we can say the inhibitory effect appeared also in this result. While correlation between observation learning on video towards disinhibitory effect was 0,051 meant even negative but the result still low score. The other scores correlation also in line with these all test. Moreover, after doing some test on the variables and dimensions we can make conclusion that the influence of film consists of racialism

towards the attitude of indigenous Indonesian adolescent on Chinese ethnic in Indonesia was very low and negative (-0,031) which is displaying in model summary table. So that, we can say that the contribution of the film towards attitude change or form only 1% and 99% contributes by other variables and factors such as national agenda, environmental circumstances, social and political dynamic, peer, parents, educational background and level. And the signification level is not significant, because it was 0,761 more than the tolerate limit score (should <0,05). This result make sense because the factors really significant and can be identified by whom ever live and experience in Indonesia context and circumstance today. And the process as social cognition theory and SOR theory explain that the film as stimulus was processed internally, and the alternative effect was as Bandura in social cognition theory, even the response in this research only until attitude or affection level.

Even they gave attention to the scene contained racialism, and remember to that, but the effect was inhibitory effect toward the audience attitude in daily practice life. It was in line or correspondingly with Klapper (1960) who suggested that media very rarely influence directly on audience comparing to psychological-social factor such as social membership, status, group, perceived attitudinal, education and others. Media influence oftenly just enhance not change attitude and natural behavior, and this is more make sense for audience who considered as stubborn and actively response to stimulus (Baran & Davis, 2009:195-196). Another factor was the regulation or law that hold in Indonesia prescribe citizen or people to conduct egaliter and omit racial, ethnic and other discrimination such as attaché in Indonesia Act Number 40 (Admin Hukum Online.com) and it well-socialized in Indonesia in order to overcome and deal with [potentials] conflict(s).

## **Conclusion**

Based on the data this research conclude, that (1) there are negative influence of film consists of racial ethnic on indigenous Indonesian adolescent attitude in Indonesia that shown by the correlation coefficient score -0.031. (2) Even the result was negative and minimum score, this research found based on regression analysis there are no significant correlation between the film consists of Tionghoa ethnic, that shown by the result  $0.761 > 0.05$  it means the null hypothesis is accepted. So that there is no influence of film consists of ethnic issue on indigenous Indonesian adolescent attitude in Indonesia.

## **References**

### **Books**

- Agus Purwanto, Erwan dan Dyah Ratih Sulistyastuti. (2007). *Metode Penelitian Kuantitatif untuk Administrasi Publik dan Masalah-Masalah Sosial*. Yogyakarta: Penerbit Gava Media.
- Ali, Mohammad dan Mohammad Asrori. (2014). *Psikologi Remaja: Perkembangan Peserta Didik*. Jakarta: PT Bumi Aksara.
- Ardianto, Elvinaro, Lukiati Komala, dan Siti Karlinah. (2009). *Komunikasi Massa: Suatu Pengantar, Edisi Revisi*. Bandung: Simbiosis Rekatama Media.
- Arikunto. Suharsimi. (2010). *Prosedur Penelitian*. Jakarta: Rineka Cipta.

- Azwar, Saifuddin. (2012). *Metode Penelitian*. Yogyakarta: Pustaka Pelajar.
- Azwar, Saifuddin. (2013). *Sikap Manusia: Teori dan Pengukurannya*. Yogyakarta: Pustaka Pelajar.
- Baran, Stanley J. dan Dennis K Davis. (2009). *Mass Communication Theory: Foundations, Ferment, and Future*, Fifth Edition. Canada: Wadsworth Cengage Learning.
- Baran, Stanley J. dan Dennis K. Davis. (2010). *Teori Komunikasi Massa: Dasar, Pergolakan, dan Masa Depan*. Terjemah Afrianto Daud dan Putri Iva Izzati. Jakarta: Penerbit Salemba Humanika.
- Baqir Zein, Abdul. (2000). *Etnis Cina Dalam Potret Pembauran di Indonesia*. Jakarta: Prestasi Insan Indonesia.
- Belch. (2009). *Advertising and Promotion: An Integrated Marketing Communications Perspective*. New York: McGraw-Hill.
- Bryant, Jennings dan Marry Beth Oliver. (2009). *Media Effects: advances in theory and research*. 3<sup>rd</sup> ed. New York and London: Routledge.
- Bryman, Alan. (2008). *Social Research Methods 3<sup>rd</sup> Edition*. New York: Oxford University Press.
- D. Gunarsa, Singgih. (2008). *Psikologi Perkembangan Anak dan Remaja*. Jakarta: Gunung Mulia.
- Effendy, Onong Uchjana. (2003). *Ilmu, Teori da Filsafat Komunikasi*. Bandung: PT. Citra Aditya Bakti.
- Griffin, Em. (2012). *A First Look At Communication Theory*. 8<sup>th</sup> Edition. Boston: McGraw-Hill.
- Gulo, W. (2002). *Metode Penelitian*. Jakarta: PT Grasindo.
- Horton, Paul B. dan Chester L. Hunt. (2009). *Sosiologi*, Jilid 2, Edisi Keenam, Cetakan 10. Terjemah Aminuddin Ram. Jakarta: Penerbit Erlangga.
- Hutagalung, Inge. (2015). *Teori-Teori Komunikasi dalam Pengaruh Psikologi*. Jakarta: PT Indeks.
- Juju, Dominicus. (2006). *Membuat Video Klip dengan Ulead VideoStudio 8 & Ulead Cool 3D*. Jakarta: PT Elex Media Komputindo.
- K. Anwari SB, Dana. (1999). *Bahaya Lobi Cina di Indonesia: awal kebangkitan pribumi, termasuk pribumi etnis Cina*. Jakarta: PT Orayta.
- Kusmiran, E. (2011). *Kesehatan Reproduksi Remaja dan Wanita*. Jakarta: Salemba Medika.

- Kuswana, Dadang. (2011). *Metode Penelitian Sosial*. Bandung: CV Pustaka Setia.
- LeGault, Michael. (2006). *Think*. Jakarta: PT Transmedia.
- Liliweri, Alo. (2011). *Komunikasi: Serba Ada Serba Makna*. Jakarta: Kencana Prenada Media Group.
- Littlejohn, Stephen W. & Karen A. Foss. (ed.). (2009). *Encyclopedia of Communication Theory*. Thousand Oaks, California: Sage Publication.
- Martono, Nanang. (2015). *Metode Penelitian Sosial: Konsep-konsep Kunci*. Jakarta: PT. RajaGrafindo Persada.
- McPhail, Thomas L. (2006). *Global Communication: Theories, Stakeholders, and Trends*. 2<sup>nd</sup> Edition. Malden: Blackwell Publishing.
- Morissan. (2013). *Teori Komunikasi Massa: Media, Budaya, dan Masyarakat*. Bogor: Penerbit Ghalia Indonesia.
- Nawiroh, Vera. (2015). *Semiotika dalam Riset Komunikasi*. Bogor: Ghalia Indonesia.
- Neuman, W. Lawrence. (2003). *Social Research Methods: Qualitative and Quantitative Approaches*. 4<sup>th</sup> Edition. Boston: Allyn & Bacon.
- Neuman, W. Lawrence. (2011). *Social Research Methods: Qualitative and Quantitative Approaches*. 7<sup>th</sup> Edition. Boston: Allyn & Bacon.
- Neuman, W. Lawrence. (2014). *Social Research Methods: Qualitative and Quantitative Approaches*. 9<sup>th</sup> Edition. Boston: Allyn & Bacon.
- Nursalam. (2008). *Konsep dan Penerapan Metodologi Penelitian Ilmu Keperawatan*. Jakarta: Penerbit Salemba Medika.
- Poerwanto, Hari. (2005). *Orang Cina Khek Dari Singkawang*. Depok: Komunitas Bambu.
- Prasetyo, Bambang dan Lina Miftahul Jannah. (2005). *Metode Penelitian Kuantitatif: Teori dan Aplikasi*. Jakarta: PT RajaGrafindo Persada.
- Prasetyo, Bambang dan Lina Miftahul Jannah. (2008). *Metode Penelitian Kuantitatif: Teori dan Aplikasi*. Jakarta: PT Raja Grafindo Persada.
- Pratista, Himawan. (2008). *Memahami Film*. Yogyakarta: Homerian Pustaka.
- Rani Usman, A. (2009). *Etnis Cina Perantauan di Aceh*. Jakarta: Yayasan Obor Indonesia.

- Rohim, Syaiful. (2016). *Teori Komunikasi: Perspektif, Ragam dan Aplikasi*. Jakarta: Rineka Cipta.
- Salim, Agus. (2006). *Teori dan Paradigma Penelitian Sosial*. Yogyakarta: Penerbit Tiara Wacana.
- Sarwono, Jonathan. (2006). *Metode Penelitian Kuantitatif dan Kualitatif*. Yogyakarta: Graha Ilmu.
- Siagian, Dergibson dan Sugiarto. (2006). *Metode Statistik Untuk Bisnis dan Ekonomi*. Jakarta: PT Gramedia Pustaka Utama.
- Silalahi, Ulber. (2009). *Metode Penelitian Sosial*. Bandung: PT Refika Aditama.
- Siregar, Syofian. (2010). *Statistik Deskriptif Untuk Penelitian: Dilengkapi Perhitungan Manual dan Aplikasi SPSS Versi 17*. Jakarta: PT RajaGrafindo Persada.
- Sobur, Alex. (2006). *Semiotika Komunikasi*. Bandung: PT Remaja Rosdakarya.
- Straubhaar, Joseph dan Robert Larose. (2004). *Media Now*. Belmont, CA: Wadsworth/Thomson Learning.
- Sugiyono. (2007). *Statistika Untuk Penelitian*. Bandung : CV Alfabeta.
- Sugiyono. (2010). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Sukandarrumidi. (2004). *Metodologi Penelitian*. Yogyakarta: Gadjah Mada University Press.
- Suprpto, Tommy. 2009). *Pengantar Teori dan Manajemen Komunikasi*. Yogyakarta: MedPress.
- Suryadinata, Leo. 2010). *Etnis dan Nasionalisme Indonesia*. Jakarta: Penerbit Buku Kompas.
- Thomas, Russel J., Lane W. Ronald. (2006). *Kleppner's Advertising Procedure*. Jakarta : PT. Gramedia.
- Trianton, Teguh. (2013). *Film sebagai Media Belajar*. Yogyakarta: Graha Ilmu.
- Turner, Graeme. (2005). *Ending the Affair: The Decline of Television Current Affairs in Australia*. 1<sup>st</sup> Published. Sydney: A UNSW Press Book. [www.unswpress.com.au](http://www.unswpress.com.au).
- Turner, Lynn H. dan Richard West. (2008). *Pengantar Teori Komunikasi*, Edisi 3. Terjemah Maria Natalia Damayanti Maer. Jakarta: Penerbit Salemba Humanika.
- Turner, Lynn H. & Richard West. (2010). *Introducing Communication Theory: Analysis and Application*. Boston: McGraw-Hill Higher Education.

- Tankard Jr, James W. dan Werner J. Severin. (2011). *Teori Komunikasi: Sejarah, Metode, & Terapan di Dalam Media Massa*. Terjemah Sugeng Hariyanto. Jakarta: Kencana.
- Vivian, John. (2008). *Teori Komunikasi Massa*. (Terjemah). Jakarta: Prenada Media Group.
- Waluya, Bagya. (2007). *Sosiologi: Menyelami Fenomena Sosial di Masyarakat*. Bandung: PT Setia Puma Inves.
- Walgito, Bimo. (2003). *Psikologi Sosial: Suatu Pengantar*. Yogyakarta: Penerbit ANDI.
- Wibowo, I. dan Thung Ju Lan. (2010). *Setelah Air Mata Kering: Masyarakat Pasca-Peristiwa Mei 1998*. Jakarta: Penerbit Buku Kompas.
- Wirawan Sarwono, Sarlito.(2005). *Psikologi Sosial: Psikologi Kelompok dan Psikologi Terapan*. Jakarta: Balai Pustaka.
- Wirawan Sarwono, Sarlito. (2010). *Psikologi Remaja*. Jakarta: Rajawali Pers.
- Wirawan Sarwono, Sarlito. (2012). *Pengantar Psikologi Umum*. Jakarta: Rajawali Pers.
- Yahaya, Azizi, Jaafar Sidek Latif, dkk. (2006). *Psikologi Sosial Alam Remaja*. Selangor: PTS Professional Publishing.

### **Journal, Skripsi (Undergraduate Thesis) and Other Researches**

- Efendi, Syahrul. (2012). *Pengaruh Sikap dalam Menonton Film Religius terhadap Perilaku Seksual Mahasiswa Universitas Al-Azhar Indonesia*. Skripsi. Jakarta: Program Psikologi Fakultas Psikologi dan Pendidikan, Universitas Al-Azhar Indonesia.
- Idris, Erthasari Dian. (2016). *Pengaruh Film Horror Insidious Chapter 3 terhadap Sikap Positif dan Negatif Remaja dalam Kehidupan Sehari-hari (Studi pada Siswa/I SMA Al-Kautsar Bandar Lampung)*. Skripsi. Bandar Lampung: Program Studi Ilmu Komunikasi Fakultas Ilmu Sosial dan Ilmu Politik, Universitas Lampung.
- Novianti, Evi., Firda Firdaus Abdi., dan Hanny Hafiar. September (2015). *Perilaku Komunikasi Etnis Peranakan Dalam Bisnis Keluarga (Studi Fenomena Mengenai Perilaku Komunikasi Etnis Peranakan dalam Bisnis Keluarga di Jakarta)*. Dalam Jurnal Komunikasi Universitas Trunojoyo Madura, Vol. IX No,2, September 2015.
- Susanty, Billy. (2014). *Analisis Resepsi terhadap Rasisme dalam Film (Studi Analisis Resepsi Film 12 Years A Slave pada Mahasiswa Multi Etnis)*. Skripsi. Surakarta: Program Studi Ilmu Komunikasi Fakultas Komunikasi dan Informatika, Universitas Muhammadiyah Surakarta.
- Tampubolon, Munandar Andri. (2015). *Pengaruh Film Habibie Ainun terhadap Sikap Mahasiswa (Studi Korelasional Pengaruh Film Habibie Ainun terhadap Sikap*

*Mahasiswa-mahasiswi Fakultas Ilmu Sosial dan Ilmu Politik Universitas Sumatera Utara*). Dalam Jurnal Universitas Sumatera Utara, Vol.2 No.10, 2015.

Utama, Ashar Kukuh. (2013). *Analisis Wacana Kritis Stereotip Etnis pada Pertunjukan Stand-Up Comedy yang Ditampilkan Ernest Prakasa*. Dalam Jurnal Universitas Airlangga, Vol.2 No.3, Juni 2013.

Zuchrufia, Rosa Afnia. (2013). *Pengaruh Menonton Film Drama Komedi Korea terhadap Emosi Positif pada Mahasiswa yang Sedang Menempuh Skripsi*. Dalam Jurnal Fakultas Psikologi Universitas Ahmad Dahlan, Vol.2 No.1, Juli 2013.

### Internal Documents

PT. Starvision Plus. (2016). *Data Jumlah Penonton Film Ngenest: Kadang Hidup Perlu Ditertawakan*

### Website

Aditya, Reza. Kamis, 26 Juni 2014 pukul 09.38 WIB. *Bully Jurnalis, Ratna Sarumpaet Akan Dilaporkan* diakses dari <https://www.tempo.co/read/news/2014/06/26/269588147/bully-jurnalis-ratna-sarumpaet-akan-dilaporkan> diakses pada Senin, 15 Februari 2016 pukul 17.08 WIB.

Admin Cinema 21/Cinema XXI/ The Premier. *Ngenest* diakses dari <http://www.21cinplex.com/ngenest-movie,4031,05NGET.htm> pada Senin, 15 Februari 2016 pukul 16.12 WIB.

Admin. Tanpa Tanggal. *Undang-Undang Nomor 40 Tahun 2008* diakses dari [www.hukumonline.com/pusatdata/downloadfile/fl57111/parent/28539](http://www.hukumonline.com/pusatdata/downloadfile/fl57111/parent/28539) pada Senin, 14 November 2016 pukul 15.03 WIB.

Afnilia, Evelyn. Senin, 11 Januari 2016. *Starvision Beberkan Pencapaian Positif Film Ngenest* diakses dari <http://www.21cinplex.com/slowmotion/starvision-beberkan-pencapaian-positif-film-ngenest,6487.htm> pada Senin, 15 Februari 2016 pukul 18.35 WIB.

Ariyanto, Yus. Selasa, 13 Mei 2014 pukul 07.41 WIB. *Kerusuhan Mei 1998, Ketika Ratusan Nyawa Jadi Tumbal Reformasi* diakses dari <http://news.liputan6.com/read/2049065/kerusuhan-mei-1998-ketika-ratusan-nyawa-jadi-tumbal-reformasi> diakses pada Senin, 15 Februari 2016 pukul 16.47 WIB.

Ega. Senin, 15 September 2014 pukul 17.42. *Komedi, Cinta, Action, Tiga Besar Genre Film Paling Disukai Orang Indonesia* diakses dari <http://www.tribunnews.com/seleb/2014/09/15/komedi-cinta-action-tiga-besar-genre-film-paling-disukai-orang-indonesia> pada Jumat, 17 Juni 2016 pukul 10.26 WIB.

Henryhens. Jumat, 18 Maret 2016 pukul 01.30 WIB. *Daftar Lengkap Pemenang IBOMA 2016 di SCTV* diakses dari <http://www.bintang.com/celeb/read/2461464/daftar-lengkap-pemenang-iboma-2016-di-sctv> pada Rabu, 13 April 2016 pukul 19.52 WIB.

Irwansyah, Ade. Selasa, 05 Januari 2016 pukul 18.27 WIB. *Kenapa Penting Menonton Film Ngenest?* Diakses dari <http://showbiz.liputan6.com/read/2404704/kenapa-penting-menonton-film-ngenest?p=1> pada Senin, 15 Februari 2016 pukul 17.38 WIB.

KabarWisata. Sabtu, 02 Januari 2016. *Roadshow Film "Ngenest" Kadang Hidup Perlu Ditertawakan, Tak Lagi Rasial Ketika Pesan Diskriminasi Dibungkus Komedi* diakses

- dari <http://kabarwisata.com/roadshow-film-ngenest-kadang-hidup-perlu-ditertawakan-tak-lagi-rasialis-ketika-pesan-diskriminasi-dibungkus-komedi/> pada pukul 11.48 WIB
- Liputan6. Jumat, 01 April 2016 pukul 19.20 WIB. *Dinilai Rasis, Dubes RI untuk Jepang Dipetisi Belasan Ribu Orang* diakses dari [http://news.liputan6.com/read/2473275/dinilai-rasis-dubes-ri-untuk-jepang-dipetisi-belasan-ribu-orang?utm\\_source=Search&utm\\_medium=SiteSearch&utm\\_campaign=Original](http://news.liputan6.com/read/2473275/dinilai-rasis-dubes-ri-untuk-jepang-dipetisi-belasan-ribu-orang?utm_source=Search&utm_medium=SiteSearch&utm_campaign=Original) pada Jumat, 17 Juni 2016 pukul 11.13 WIB.
- Novanda, Regina. Senin, 18 Mei 2015 pukul 12.26 WIB. *18 Film Indonesia yang Menorehkan Sejarah*. <http://www.bintang.com/film/read/2233834/18-film-indonesia-yang-menorehkan-sejarah> diakses pada Senin, 15 Februari 2016 pukul 15.39 WIB.
- Sutadi, Heru. Tanpa tanggal. *Sejarah Perkembangan Film Indonesia* dalam <http://perfilman.perpusnas.go.id/artikel/detail/127> diakses pada Rabu, 13 April 2016 pukul 19.36 WIB.
- Theoskars. Sabtu, 02 Januari 2016. *Ngenestnya Film Ernest* dalam <http://theoskars.com/ngenestnya-film-ernest/> diakses pada Minggu, 25 September 2016 pukul 23.26 WIB.
- Wijaya, Pandasurya. Rabu, 30 Oktober 2013 pukul 09.03 WIB. *Lima Negara Paling Rasis* dalam <http://www.merdeka.com/dunia/lima-negara-paling-rasis/india.html> diakses pada Jumat, 17 Juni 2016 pukul 09.35 WIB.
- Yayan. Sabtu, 09 Januari 2016. *Tabrak Ibu Pengendara Motor, Wendi Kosasi Jadi Sasaran Bully Netizen* diakses dari <http://m.harianindo.com/2016/01/09/69488/tabrak-ibu-pengendara-motor-wendi-kosasi-jadi-sasaran-bully-netizen/> pada Senin, 15 Februari 2016 pukul 18.20 WIB.
- Yuniar, Nanien. Kamis, 03 Desember 2015 pukul 13.13 WIB. *Film "Ngenest" Pengalaman Etnis Dari Mata Ernest Prakasa* diakses dari <http://www.antaraneews.com/berita/532999/film-ngenest-pengalaman-etnis--dari-mata-ernest-prakasa> pada Selasa, 15 Maret 2016 pukul 13.28 WIB.
- Zaschky, Auda. Senin, 04 Januari 2016. *"Ngenest" Buka Debut Bersama Penonton Medan* diakses dari <http://www.medanbisnisdaily.com/news/read/2016/01/04/207688/ngenest-buka-debut-bersama-penonton-medan/#.WAOJlcl7pCA> pada Minggu, 16 Oktober 2016 pukul 21.19 WIB.

## Copyrights

Copyright for this article is retained by the author(s), with first publication rights granted to the journal.

This is an open-access article distributed under the terms and conditions of the Creative Commons Attribution license (<http://creativecommons.org/licenses/by/4.0/>).