

The Horrifying Film Sedap Message Marks Awareness of Family Communication in the Toba Batak Community

July Purnawati^{1*}, Iskandar Zulkarnain², Syafruddin Pohan³

¹ Master of Communication Sciences, University of North Sumatra, Medan, Indonesia

^{2,3} Teaching Staff in Communication Studies, University of North Sumatra, Medan, Indonesia

^{*1} correspondent: juli.purnawati@usu.ac.id

Abstract

This film provides insight into the importance of effective communication in the family. This film also depicts the richness and complexity of Toba Batak culture. How these cultural symbols can be analyzed from a semiotic perspective. The formulation of this research problem is important to see how the horror film deliciously conveys the message of awareness of family communication in the Batak Toba community using semiotic analysis. Based on the conflict between a Batak family and their four children who migrated to the capital. The method used is a qualitative method with a cultural semiotic approach. The Toba Batak tribe adheres to very strict customs. This film is able to bring awareness to this through the conflicts and solutions presented in the story of this film. The results of the research are that language becomes messages and symbolic meanings that can be an inspiration for the public to increase awareness of communication within the family and help create a harmonious and happy family.

Keywords: semiotics, family communication

INTRODUCTION

Film is still the favorite as a medium for conveying messages in mass communication studies. In a broad sense, film can be interpreted as presenting images on the big screen and broadcast on TV. Film media is one of the electronic media in the form of audio visual as a cultural forum (Baran, 2008:174-175). Film trends are now converging with television. For example, in the United States there is the film King Kong which was converged into a television series (Baran: 182). The film Horror-Ngeri Sedap is a family comedy genre film that tells the story of Batak culture. This film was directed by Bene Dion and released on June 2 2022. This 114 minute film was liked by 96% of the audience. Cultural richness that highlights Toba Batak culture. The filming process for this film was carried out around Lake Toba, North Sumatra Province while showing the beauty of Holbung Hill. The definition of film according to Law no. 8 of 1992 concerning film is a creative work of art and culture which is one of the audio-visual mass media created based on the principles of cinematography recorded on celluloid tape, video tape, video plates and the results of technological inventions in all forms and sizes . The film "Ngeri-Ngeri Sedap " is interesting to research because apart from highlighting the customs and culture of the Batak tribe, this film also conveys moral messages about the position of an overseas child who has to go home when his parents ask him to return to his hometown.

This film depicts real life in the life of the Batak tribe in North Sumatra. This film stars Arswendy Bening Swara as Pak Domu, Tika Panggabean as Marlina/Mak Domu, Boris Bokir as Domu (first child), Ghita Bhebhita Sarma (second child), Lolok as Gabe (third child), Rita Matu Mona as Oppung Domu , Paulus Simangunsong as Amang Anggiat, Indah Permata Sari as Neny, Pritt Timotius as Pak Pomo, Fitria Sechan as Mrs. Neny, Oppung Samantha as Mamak Marlina. This film will start airing on Netflix on October 6 2022. One of the factors

It can be concluded from the definition above that family communication is a process of exchanging information, messages and meaning between family members with the aim of building good relationships and maintaining family balance and harmony.



Figure 2 Promotion of the film Horri-fying Sedap

Source: <https://portaljember.mind-rakyat.com>

Family Communication Function

Several functions of family communication that can be described as follows are 1). Establishing closeness and attachment between family members , 2). Building family identity and strengthening relationships between family members 3). Organize and divide family tasks effectively , 4). Establishing healthy relationships between family members, 5). Providing emotional and psychological support between family members, 6). Building trust between family members, 7). Resolving conflicts or problems in the family in a positive and effective way, 8). Improving the social skills of family members, especially children who are still in the developmental stage, 9). Preparing family members to interact with society and the environment outside the family, 10). Maintain and improve the overall welfare of the family.

Types of Family Communication

According to Fitzpatrick and Vangelisti (2011) also divide types of family communication into several categories, including:

1. Affective communication.

Communication that involves feelings, such as love, compassion, or empathy.

2. Regulative communication

Communication related to rules, duties and responsibilities in the family.

3. Conflict communication

Communication that occurs when family members have different opinions or values, and requires problem solving.

4. Parenting communication.

Communication between parents and children in building healthy relationships and meet children's needs.

5. Socialization communication Communication that helps family members to learn values social values and norms that exist in society.

6. Reflective communication

Communication that helps family members to understand experiences, feelings, and each other's thoughts.

Toba Batak Community

History and Background of the Toba Batak Community

The Toba Batak people are one of the ethnic groups in Indonesia who live in the Tapanuli area, North Sumatra. According to several experts, the history and background of the Toba Batak people, according to the origins of the Toba Batak people, is believed to come from the Proto Malay tribe, which originally settled in Southeast Asia and moved to the archipelago.

Several archaeological studies show that the Toba Batak have lived in the area since the Neolithic era, around 4000 years BC. The Toba Batak people have very strong beliefs and customs, one of which is the Batak religion called Parmalim. This belief is believed to have existed since the time of the Toba Batak kingdom in the 14th century. Apart from that, the Toba Batak people also have various customs, such as traditional ceremonies, household arrangements, and relationships between family and community.

Initially they were farmers, but as time progressed, this community also developed the plantation and livestock sectors. In the 19th century, Dutch colonial influence also had an impact on the economic development of the Toba Batak people. In the past, it was divided into several small kingdoms, such as the Sisingamangaraja, Silindung and Samosir kingdoms. However, in the 19th century, Dutch colonial influence resulted in the division of territories and these kingdoms being abolished. After Indonesia's independence, the Toba Batak people were also active in political struggles and became part of the formation of the Indonesian state. According to Silalahi (2019), Toba Batak culture is one of the cultures in Indonesia, specifically in North Sumatra. The Toba Batak people have rich customs and traditions, such as traditional ceremonies, dances, carvings and music. They also have a strong kinship system and tend to be patrilineal, where the lineage is counted from the father's side. The Toba Batak people also have the habit of maintaining huta, which is a natural environment that is considered the center of their life and culture. In the past, the Toba Batak people were known as farmers and hunters, but over time, most of them changed professions to become traders and entrepreneurs.

Semiotic Theory

First, this framework requires an understanding of semiotic theory. Semiotics is the study of signs or symbols and how these signs are used to convey meaning. In this research, semiotics is used to understand how symbols and metaphors in films are used to create meaning. Wibisono, P., & Sari, Y. (2021), *Use of Symbols and Metaphors in Film*. Second, this framework will explore the use of symbols and metaphors in films in general. The use of symbols and metaphors in films can help create stronger and more effective messages to convey to the audience. This research will identify the symbols and metaphors used in the film *Ngeri-Ngeri Sedap*. Audience Awareness in Film. Third, this framework will explore how audience awareness is built through symbols and metaphors in films. In this case, audience awareness refers to the audience's understanding of the message the film wants to convey. Links to Social Context. Fourth, this framework will explore the relationship between the use of symbols and metaphors in the film *Ngeri-Ngeri Sedap* and the Indonesian social context. Films are often used as a medium to convey social and cultural messages. This research identifies how the symbols and metaphors in the film *Ngeri-Ngeri Sedap* are related to the Indonesian social context and how social messages are conveyed through symbols and metaphors in semiotic studies (Mudjiono, Y: 2011)

This film tells the story of two Batak parents who pretend to fight to get their child to come home from their overseas city. There is only one child living with them, namely Sarma, who is the second child of the couple Pak Domu and Mak Domu. Meanwhile, his three other children migrated to the capital. Film is one of the most popular art forms in the world. As a complex medium, film utilizes various elements and techniques to convey

messages and touch the hearts of the audience. One technique that is often used in films is symbols and metaphors. Symbols and metaphors are used in films to convey complex messages or ideas briefly and concisely. The family is an important institution in society. A harmonious and happy family will have a positive impact on its members and society as a whole.

However, conflicts and problems often occur in families, including in the Toba Batak community, which can threaten family integrity and harmony. This film will take several examples of situations in everyday life where poor communication can cause problems in the family. Examples of this may include situations such as disagreements in choosing a child's education, differences in views in choosing a job, or family financial problems.

RESEARCH METHODS

This study used qualitative research methods. Qualitative research is a type of research that aims to understand meaning, actions and social interactions from the perspective of research subjects or participants. Qualitative research is suitable for exploring complex topics and specific contexts such as awareness of family communication among the Toba Batak community.

In qualitative research, data is collected through in-depth interviews, observation, and document analysis, and analyzed using qualitative analysis techniques such as thematic analysis or grounded theory. Data collection was carried out using a literature review. Data was collected from various sources related to relevant theories and concepts. With this framework, it is hoped that this research can provide a deeper understanding of how the use of symbols and metaphors in films can be used to create awareness in the audience and provide an overview of how films can be used as a medium to convey social messages and create awareness in society. .

The theoretical framework that can be used as a basis for the study of the semiotics of the film *Ngeri-Ngeri Sedap* is the semiotic theory by Ferdinand de Saussure: Saussure divided signs into three categories, namely syntagm, paradigm, and syntagm-paradigm. Syntagms are signs that are connected sequentially and form sentences. Paradigms are signs that are related horizontally and form categories. Syntagm-paradigm are signs that are related vertically and form a structure. *Mise-en-scène* is a visual component consisting of layout, lighting and decoration. Cinematography is a way of filling films with moving images. Sound is the way sound is used in a film. Editing is the way film scenes are cut and arranged.

RESULTS AND DISCUSSION

In this modern era, film has become a very popular communication medium in society. The importance of communication in the family has been the focus of research in various fields, including psychology, sociology, and family science. However, there are still many families who do not understand the importance of good communication within the family, including in the Toba Batak community. According to Situmorang (2018), there are still many families in the Toba Batak community who experience conflicts and problems within the family due to a lack of awareness of good communication. This can have a negative impact on family unity and happiness.

Efforts to increase awareness of family communication in the Toba Batak community, training and family mentoring programs can be an effective solution. According to Setiawan, D. (2018), family training and mentoring programs have proven effective in increasing family communication awareness and helping families develop effective communication skills. Family training and assistance programs also have several factors that influence their success. According to Uhl-Bien and Marion (2009), factors such as companion expertise,

social support, and the family's willingness to participate in the program can influence the success of family training and assistance programs.

In the context of the Toba Batak community, several previous studies have studied communication within the family and its influence on family harmony. According to Lubis (2014), there are several factors that influence Toba Batak family harmony, including poor communication within the family. Therefore, it is hoped that this research can make a positive contribution to the development of family training and mentoring programs in the Toba Batak community and increase knowledge about the importance of communication awareness in the family. A study of the semiotics of the film *Ngeri-NgeriSedap* will provide an important contribution to understanding how this film functions as a communication medium that can convey messages and communicate meaning to the audience. This study will also help to reveal the characters and themes contained in the film *Ngeri-NgeriSedap*. Several previous studies have examined the use of symbols and metaphors in films as a way to create meaning and messages for the audience. For example, Menyuk (2002) conducted a study that examined the use of symbols in Hollywood films and showed how symbols can be used to convey complex ideas, such as love, death, or freedom.

Meanwhile, Jørgensen (2007) examines the use of metaphor in films and shows how metaphors can be used to express the values and ideology underlying a film. Another study conducted by Anderson (2010) shows that symbols and metaphors can be used to create meaning in films and help audiences understand the message the director wants to convey. In the Indonesian context, several studies have shown that films can be used as a medium to convey social messages to society. For example, research by Sya'dian, T. (2015), shows how Indonesian films are used to convey messages about social, political and cultural life in Indonesian society.

However, there is a lack of research on the use of symbols and metaphors in Indonesian films, especially in the context of creating awareness in the audience. Therefore, this research aims to explore how symbols and metaphors in the film *Ngeri-NgeriSedap* can be used to create awareness in the audience, as well as provide new insights into how films can be used as a medium to convey social messages to society. Therefore, it is necessary to conduct a study that explores the symbolic meaning behind the tension and frightening power contained in the film *Ngeri-NgeriSedap* through semiotic analysis. "Thus, this study will make an important contribution to understanding how the film *Ngeri-NgeriSedap* can function as a communication medium that can influence the thoughts and behavior of the audience."

Semiotics or sign theory is a science that studies signs and their meaning in a system. This concept was first introduced by Ferdinand de Saussure at the beginning of the 20th century. In general, semiotics is the science that studies how humans create, use and understand signs. According to Charles Sanders Peirce, an American philosopher who is also considered the father of semiotics, a sign is anything that refers to an object or other thing. Signs can be words, images, sounds, gestures and actions. Semiotics studies how signs are interpreted and provide meaning to the world around us. On the other hand, Roland Barthes, a French literary expert and cultural critic, defined semiotics as a critical method for studying sign systems and how these signs interact with humans. He argued that language and signs are not something natural, but are shaped by culture and society.

Meanwhile, Umberto Eco, an Italian semiotician and writer, stated that semiotics not only studies verbal signs or language, but also non-verbal signs such as colors, shapes and symbols. He developed the concept of "interpretation" in semiotics, where each individual has different experiences and knowledge, so they can give different meanings to the same sign. Overall, semiotics is an interdisciplinary science that studies signs and their meanings in various contexts, both cultural, social and individual. The concept of semiotics can be used to

understand and analyze various phenomena in the world, such as art, literature, media and popular culture.

Concept: This film will discuss the importance of awareness of family communication among the Toba Batak community. The film will show several examples of situations in everyday life where poor communication between family members can lead to conflicts and problems within the family. The aim of this film is to increase awareness of the Toba Batak people about the importance of good and effective communication within the family. It is hoped that this film can help improve relationships between family members and improve the overall quality of family life.

In each example situation, the film will show how effective communication between family members can help solve problems and avoid conflict. The film will also highlight the importance of listening to each other and speaking honestly and openly within the family. The film will also show how poor communication can affect the emotional and mental health of family members. In some instances, films can show how the inability to communicate effectively can lead to emotional distress and even anxiety or depression.

This research discusses awareness of family communication among the Toba Batak community. The research results show that poor communication between family members can cause conflict and problems within the family. In several examples of situations in everyday life, it was found that effective communication between family members can help solve problems and avoid conflict. This research is of interest in promoting awareness of the importance of good communication within the family. The Toba Batak people, as research subjects, have a strong culture of valuing family and togetherness, but in some cases, poor communication can disrupt family relationships and cause conflict. awareness of family communication among the Toba Batak community, this film can be an effective medium for conveying messages about the importance of good communication in the family to the Toba Batak community. By using visual techniques such as animation or dramatic reconstruction, this film can show examples of situations in everyday life where poor communication can cause conflict and problems within the family.

It is hoped that this film will increase the awareness of the Toba Batak people about the importance of good communication within the family, as well as help improve relationships between family members and improve the quality of family life as a whole. The research results show that awareness of family communication among the Toba Batak community still needs to be improved. In several examples of situations in everyday life, it is found that poor communication between family members can cause conflicts and problems within the family.

Situations found in research include disagreements in choosing a child's education, differences in views in choosing a job, or family financial problems. In each example situation, it was found that effective communication between family members can help solve problems and avoid conflict. However, when communication is ineffective, it can lead to emotional distress and even anxiety or depression. This research, it was found that it is important to listen to each other and talk honestly and openly in the family. This can help increase awareness of family communication among the Toba Batak community and help improve relationships between family members and improve the overall quality of family life.

CONCLUSION

Based on the research results, it can be concluded that awareness of family communication among the Toba Batak community is still important. Poor communication between family members can cause conflict and problems within the family. In several

examples of situations in everyday life, it was found that effective communication between family members can help solve problems and avoid conflict. The importance of listening to each other and speaking honestly and openly within the family can help increase awareness of family communication among the Toba Batak community. This film will highlight the importance of awareness of family communication among the Toba Batak community. It is hoped that this film can help increase public awareness of the importance of good and effective communication in the family, as well as help improve relationships between family members and improve the overall quality of family life.

From the perspective of semiotic studies , the film Ngeri-NgeriSedap combines elements of the Peirce and Barthes models, namely Batak cultural discourse becomes a cultural symbol (Peirce) and gives birth to new denotative meanings (Barthes). Suggestions, based on the research results, there are several suggestions that can be given as follows:

1. Education. Better education about the importance of good communication within the family can help increase awareness of family communication among the Toba Batak community. Targeted and structured educational programs can be designed to increase awareness and communication skills among families.
2. Development of intervention programs.
Intervention programs aimed at helping families overcome conflicts and problems caused by poor communication can be developed. These programs may include family communication skills training and family counseling to help improve relationships between family members.
3. Communication media
The film Ngeri-NgeriSedap: Awareness of Family Communication among the Toba Batak Community can be used as a medium to increase awareness of the Toba Batak community regarding the importance of good communication within the family. The right communication media like this can help convey messages in a more effective way and can reach more people.

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