

BETAWI REPRESENTATION IN “GET MARRIED” FILM.

Muhammad Mihra Nurhudawan

Visual Communication Design, Faculty of Creative Industrie

Telkok University, Bandung

Email: mihranurhudawan@gmail.com

ABSTRACT

Betawi ethnic group, renowned for its rich culture and historical resistance to colonial forces, has become a significant focus for Indonesian filmmakers exploring characters and narratives within the film industry. Despite this, the evolution of the Indonesian film sector has given rise to varied representations of the Betawi people. Film, as a potent entertainment medium, significantly molds the diverse societal perspectives. Unfortunately, Indonesian films often depict Betawi in a negative light, portraying them as economically disadvantaged, prone to indulgence, and perceived as indolent. The 2007 film "Get Married," centered around the theme of marriage within a Betawi family context, effectively captures and represents Betawi culture. Numerous studies exploring the Betawi theme delve into how Indonesian filmmakers employ these representations to mirror the social realities of Betawi life. Consequently, a prevailing understanding has emerged, depicting Betawi as a marginalized group, perceived as lacking in initiative, education, and predominantly associated with marriage-related occupations. Researchers aim to present a different perspective on Betawi, portraying them as a tribe free from the stereotypical image imposed by society. Utilizing Roland Barthes' semiotic theory, this study will focus on how Betawi are portrayed in films and explore the meaning of myths surrounding Betawi, with the goal of unraveling the truth behind Betawi representations and the underlying motivations.

Keywords: *Betawi, Get Married, Semiotics*