

**REPRESENTATION CHARACTER OF KABAYAN IN THE  
SUNDANESE CULTURAL BACKGROUND IN “SI  
KABAYAN” (1975) AND “KABAYAN JADI MILYUNER”  
(2010)**

Faradhita Mustika Sari

Visual Communication Design, Faculty of Creative Industries

Telkom University, Bandung

Email: [d.fardhit313@gmail.com](mailto:d.fardhit313@gmail.com)

**ABSTRACT**

Films are understood as a representation of the cultural reality of society because movies are used as a picture that shows how a culture lives in society. The cultural values contained in the movie aim to increase the appreciation of Indonesian culture. Culture is an interesting theme for filmmakers to make films, especially Sundanese culture. The movie "Si Kabayan" (1975) and "Kabayan Jadi Milyuner" (2010) are examples of Sundanese culture-themed films that illustrate how Sundanese culture in everyday life has become a habit for Sundanese people in the Sundanese region. However, the misrepresentation of Sundanese culture in “Si Kabayan: (1975) creates a negative stereotype of Sundanese people through the Kabayan character. Forms of Sundanese culture in 1975 and 2010 are present in signs, symbols in the films "Si Kabayan" (1975) and "Kabayan Jadi Milyuner" (2010). By using a comparative study research method related to differences to see the differences in Sundanese culture in 1975 and 2010 contained in the Kabayan character. The results of this study show the form of Sundanese culture in the form of physical characteristics, Sundanese behavior, Sundanese habits, and the use of everyday language.

**Keywords:** Character, Sundanese Culture, Kabayan, Film, Comparative Study