

ANALYSIS CULTURAL ELEMENTS OF ETHNIC TIONGHOA IN CEK TOKO SEBELAH MOVIE

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ABSTRACT

The universal elements of culture in film is an interesting to review study, as an important insight in culture ethnicity. The elements of culture can be realize with the form of culture such as ideas, activities and actions, and objects of human works. Movies are becoming the most effective communication medium, with process using scenes and properties. Cek Toko Sebelah movie showcase of life ethnic Tionghoa culture in Indonesia. With Semiotic Roland Barthes analysis we can get elements of culture in there, by searching meaning of denotation and connotation first. At the present, movie with Chinese ethnic is not accepted, because it is still considered bad of society. With the existence of research Tionghoa ethnic culture can provide knowledge and more insight about ethnicity in Indonesia.

Keywords : *elements of culture, culture, Cek Toko Sebelah movie*