

ABSTRACT

The film “Raya and The Last Dragon” by Disney Animation Studios raised Southeast Asian culture as the cultural background in the movie. This raises the question of whether it is true that the film contains Indonesian culture and whether this culture represents Indonesian culture. That is the purpose of this research, namely to dismantle the meaning of representation of Indonesian culture, namely cultural artifacts, Indonesian characters, and also Indonesian cuisine. This study uses the M.A.K Halliday Social Semiotics method, namely three characteristics of the context of the situation, including the field of discourse analysis which explains the background of the entry of Indonesian culture, and the tenor of discourse analysis which explains the characters involved in the process of entering Indonesian culture, and the mode of discourse analysis which explain the media in representing Indonesian culture. The results of the research in the field of discourse analysis that the Disney team behind the film “Raya and The Last Dragon” conducted direct research to Indonesia to see and experience Indonesian culture firsthand, in the tenor of discourse analysis where people are directly involved in the process of introducing Indonesian culture. namely a special Indonesian cultural consultant, and lastly in the mode of discourse analysis there are cultural artifacts, Indonesian characters, and Indonesian cuisine that are seen in several scenes in the film “Raya and The Last Dragon”. The conclusion of this study with three characteristics of the context of the situation, among others, in the field of discourse analysis, revealing the background of the process of entering Indonesian culture in the film “Raya and The Last Dragon”, in the tenor of discourse analysis that the characters involved do research by paying attention and recording in detail each culture. Indonesia is seen, the last one in the mode of discourse analysis, in cultural artifacts only represents the first-level meaning but not the second-level meaning, the Indonesian character represents the first and second level meaning, and finally Indonesian culinary represents only the first-level meaning.

Keywords: *Film, Representation, Indonesian Culture*