CULTURAL ELEMENTS AND NATIONAL CULTURAL DIMENSIONS ANALYSIS IN "THE WOLF OF WALL STREET MOVIE"

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Abstract

The goal of this research are (1) to find out cultural elements and (2) national cultural dimensions in "The Wolf of Wall Street" movie directed by Martin Scorsese and written by Terence Winter. The methodology of the research was qualitative research. The researcher will analyze cultural elements and national cultural dimensions contained in The Wolf of Wall Street movie. The writer uses some steps first watching the movie. Second reading the subtitle to make more understand the movie. Third capturing every scene that contains cultural elements and national cultural dimensions. Fourth finding the cultural elements and national cultural dimensions in the movie, next collecting some references needed to support research data. The last is concluding the research analysis. The result of the research indicates that (1) cultural elements found in the movie by using iceberg theory and (2) national cultural dimensions by using Hofstede theory.

Key word: Cultural Elements and National Cultural, Movie.

1. Introduction

Culture is identifying feature every country in the world, in which the culture belongs to values, customs, beliefs, attitudes, and behaviors (Edward B Taylor, 1871). Every people in the country will share knowledge with other people in the world. They usually will show their cultures such as traditions, identities, norms, and ways how to know and understand what the culture is as their identities. Therefore, we should know and appreciate the other culture in the order we have to respect the culture that belongs to every country. in a row of the modern era, all students should study the importance of the culture as their provisions of knowledge on identities culture in every country in the world. The differences in the culture will increase our knowledge to respect other cultures every people in the world.

English as a second language is integrated language learning and culture learning. Cross-cultural communication underlines cross-cultural language and skill for English as the second language and develops the student's fluency in oral communication and reading. Every English Teacher should give the information to the students about the importance of the culture and also all elements of the culture. Robinson and Nocon (1996) state that the importance of classroom learning is about other cultures and makes learning a bridge of cognitive knowledge. All that give in the classroom knowledge have benefits to improve the student's ability to know the differences culture in every country.

Media is part of the instrument to give information through videos, books, newspapers, and so on. However, the suitable media to teach students in the class is the movie. Watch a video more fun and easier to understand knowledge about something, than should read that need more time. For the final project, the writer uses "The Wolf of Wall Street" movie. That movie shows the western culture, and the writer will find out the cultural elements and national cultural dimensions based in the movie.

Cross-Cultural Understanding is a subject that show information about culture and this subject can improve our knowledge and information around the culture and how the culture influences our life and our view in the world.

2. Literature Review

2.1 Journal entitled "Cultural Elements Found in Laura Ingalls Wilder's Little House in the Big Woods for Supporting English Teaching"

In a previous study, the Journal of "Cultural Elements Found In Laura Ingalls Wilder's Little House in the Big Woods for Supporting English Teaching" by Giyatmi, RatihWijaya, and Nunun Tri Widarti, English Language Study Program, Veterans University Bangun Nusantara. This research is to find cultural elements in Lura Ingalls Wilder's Little House in The Big Woods. This research uses theory triangulation is used for data validation. The final results in this study are (1) dealing culture with the geographical situation such as animals, plants, and seasons, (2) the second one is competing for the tradition as eating tradition and clothing tradition, (3) dealing with religion and folklore, (4) relating to social values such as speaking manner, eating, manner, and meeting people manner.

2.2 Journal entitled "The Value of Feminism Figure in the" Comic 8 Casino King "movie"

A journal entitled "The Value of Feminism Figure in the" Comic 8 Casino King "movie" by Hendra Tri Budi Susanto, from Surabaya College of Communication Sciences Journalist. This research only focuses on the Feminism dimension contained in the film's character. Researchers analyzed how big the role of the feminism figures in the film

Culture

According to Edward B. Taylor (1871), culture is a complex whole, that it contains the knowledge, belief, art, morals, laws, mores, and other capabilities acquired by man as a member of society. Most people are not conscious of their culture, they just know the culture that appears and seen by their eyes. And the hidden culture is bigger and very influential to their activity. All people just aware of visible cultures such as language, food, and clothing, but they aren't aware of the biggest part of an invisible culture like communication style, beliefs, attitudes, values, and perceptions.. Culture is created by the habit of every people in the world.

Movie

The movie is a video in which there are moving pictures inside. The moving of the picture creates a film. The film also becomes media that tell information

with sound and picture, or we can call with visual communication. Now many teachers using film to teach the students in the class as a medium for learning.

The Wolf of Wall Street

The writer chooses "The Wolf of Wall Street" movie because this movie shows the work culture of Americans and their behavior. But not just the work culture, that movie also shows the societies. This film directed by Martin Scorsese and written by Terence Winter, based on the memoir of the same name by Jordan Belfort, and this movie distributed by Paramount Pictures and Universal Pictures, then the movie released on December 25, 2013.

Cross-Cultural Understanding

Every country has its own culture, the culture shows the identity of their habit. Cross-cultural understanding is a subject of learning which consists of all cultural education, this subject should give to the students as one of the subjects in the class as a compulsory lesson. With that lesson, it will help the students to get knowledge, skills, and behaviors that need as a function to respect the global environment.

3. Research Methodology

3.1 Subject

The research is to use the qualitative research method. Qualitative research has a purpose that is this research is collected and analyzed the data. Analysis of these data is to analyze from "The Wolf of Wall Street" movie. Definition qualitative research by Shank (2002), defines qualitative research as "a form of systematic empirical inquiry into meaning". A qualitative study can be used to answer the "how" and "why" questions.

3.2 Instruments

The instruments of the research is the movie, this movie used as a media to collecting the data.

3.3 Data Analysis Procedures

There are steps in analyzing data as follows:
1. Watching "The Wolf of Wall Street" Movie
2. Identifying and analyzing the cultural elements and national cultural dimensions in "The Wolf of Wall Street" movie

3. Finding the correlation between "The Wolf of Wall Street" movie with CCU teaching

4. Findings

This research finding will explain several points and answer the questions contained in chapter I. The writer finds cultural elements and national cultural dimensions contained in The Wolf of Wall Street movie. Some cultural elements as follows:

4.1 Cultural Elements Founds in The Wolf of Wall Street movie

Some of the cultural elements contained in The Wolf of Wall Street movie are:

a. Symbol

The symbol shown at 00: 32: 47 this film is a gesture from Jordan Belfort. The symbol here is a gesture that shows the thumb and index finger forming a round shape, which indicates there is an agreement or agreement that he wants.

b. Food

Western culture shows at 00: 29:05 that westerners consume fast food such as hamburgers and French fries as in the video. For western people, when they are at the dining table, they are not just eating, but they are at the dining table a time to exchange information with each other

c. Clothing

At 00: 21:09 shows that the way western people dress when working in the office is to wear   informal and casual clothes like the people in the video.

d. Attitudes

At 00:45:57 the attitude shown between the boss and employees when working in this film is that the boss considers his employees like his own friends, it is not surprising that the boss's attitude to employees is relaxed and does not compare between superiors and subordinates.

e. Artifact

At 00: 32:26 the artifact that can be observed in this film is the way the people who work at Stratton Oakmont dress up and also the logo of the company, they work by wearing their casual clothes according to comfort and showing who they are. Then the next artifact is related to the layout and also various office equipment at Stratton Oakmont.

4.2 National cultural dimensions

The writer use Hofstede's theory to find out the national cultural dimensions in the movie. The national cultural dimensions are

a. Power Distance

The power distance based on the film is that there is no difference in the treatment of a boss to his employees or employees to his boss at work. They work just like working with their friends regardless of whether he is a subordinate or a boss in an office. The power distance on the movie is low because it not pays too much attention to position levels.

b. Individualism vs. Collectivism

Individual freedom and someone's privacy are very much appreciated, it looks like in this movie which shows Jordan Belfort who thinks about his own life above others, he will focus on his work and not take care of what is not his business.

c. Masculinity vs. Feminity

Women, and men work side by side. It can be seen when Jordan Belfort as a boss in the office works with each other with his employees in a room in the office and there is no difference whether they are different levels as a boss, manager, or just an ordinary employee.

d. Uncertainty Avoidance

Western culture in the work ethic will free everyone and generations to go and work for adventure. As in this film, it is clear if there is a person's freedom to work like Jordan Belfort. Jordan Belfort always has potential whatever he is working on. Jordan will do anything to achieve his goals. He has various ways to achieve his wish.

4.3 The contribution to Cross-Cultural Understanding Teaching

Cross-cultural understanding is a subject of learning which consists of all cultural education to the students. The student will get knowledge about the culture in each country. Then, with Cross-Cultural Understanding students can understand every behavior and activity of people in various countries and students will know and will appreciate all cultural differences in each country.

5.   Discussion

The western culture found by the authors includes symbols, food, clothing, attitudes, and artifacts.

1)   Symbols

Symbol in the film are gestures shown by the characters who play the roles in the film. A person's gesture can have a meaning in culture because it will provide both a message and information.

2)   Food

The food here shows the food culture of western people who consume fast food and junk food, they consume more practical food without waiting for the food to be cooked.

3)   Clothing

Clothes that westerners wear when working in the office are casual clothes. They wear casual clothes because according to him the clothes are worn as long as they are comfortable to wear and do not need to wear formal clothes.

4)   Attitudes

Attitudes that are shown between employees and also to the boss like friends when interacting, and it looks like the behavior of employees in an office who are very respectful of their boss when calling their boss's name by just calling their name. Things like that are common in the West because it is their culture.

5)   Artifact

According to Schein (2010, p. 23) states that artifacts contain all phenomena that can be seen, heard, and felt when we encounter an unusual new group. In this film, the visible artifact is the way people dress in the office and also the company logo. As westerners when working in the office, they wear casual clothes and the most important thing is to make them comfortable. The company logo inside the company which depict a lion with the words "Stratton Oakmen, Inc." also becomes an artifact.

Hofstede's theory is used to analyze the national cultural dimensions contained in The Wolf of Wall Street movie. The following are the results of the analysis that the author has found.

1)   Power Distance

The power distance in this movie is low. There is no difference in power, position, or position of a person when interacting with others. They actually work as their own friends without having to worry about who we talk to and what to behave.

2) Individualism vs Collectivism

Individual freedom contained in the film is highly respected because everyone has their own freedom when they want to do something or achieve something they want. So individual freedom in the film is very high and appreciated.

3) Masculinity vs Feminity

Masculinity and feminity contained in this film are that they work side by side with each other in an office, so there is no barrier to where the table position is where he has to work in a company. Then for the men in the problem of Masculinity is very dominating, because the store in that is Jordan Belfort, who is a man who leads a company and has many roles in it.

4) Uncertainty Avoidance

The freedom to work and explore in the film is highly respected because everything that Jordan Belfort and his employees do is given full freedom to do something or freedom when they want to achieve something, so there is no such thing as a prohibition or anything that gets in the way.

6. Conclusion

In this section, the writer provides conclusions from all the results of the movie analysis that has been carried out. The conclusion such follows:

1. The Wolf of Wall Street movie has a cultural element that the author has analyzed. This cultural element contains western culture when they carry out an activity. These activities will reflect on their culture.

2. Power distance shown in this movie is that there is absolutely no difference in race or the position of a person's position when working, they can work with each other in the office without distinguishing positions or differences between women and men. Individualism vs collectivism in this film shows that individual freedom is prioritized given their culture that upholds individual freedom. Masculinity vs feminist in this film shows how the role of men is the most important. Uncertainty avoidance in this film shows a person's freedom when doing or achieving something without interference from other people or state interference.

3. The contribution of The Wolf of Wall Street movie based on the results of the analysis is that it can be used to provide information to students and teachers about an external culture, provide knowledge of other countries' cultures, and increase knowledge. The lecturer can use this movie as a teaching material when teaching students in the class. This movie presents the western culture and all

the values contained in it. These cultural values will be understood by students so that they know what the culture is like out there.

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