

# “OUR MOVIE IS OUR FACE”: A CASE STUDY OF MALAY CULTURE IN MALAYSIA FILM POSTERS

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# Introduction

"Our movie is our face" meaning that it is very important that a film reflects the "face" or culture of a race, especially the Malays.

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# Question

The main question here is what is "Malay" that is being portrayed in the Malay film posters? and is it the Malay film poster actually describing "Malay face"?.  


These questions will only be answered by studying and reviewing the contents of Malay film posters as a cultural representation that reflects the Malay culture (our movie is our face).

# Metodology

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\*Content analysis was the main methodology been used in this study, which by analysing content portrayed in 12 movie posters that has been selected randomly from year 1955 until 2013.

\*Focus Group ~ 4 Groups

~ 5 participants in a group

~ Age between 19 to 25 years old



# Theoretical Approach : Semiotic

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Semiotic study is an approach commonly used by researchers in the field of Social Science to explore the study of medium of communication or media texts.

Semiotics and meanings are inseparable and move along with the process of meaning or rationalize a text or material that being studied.

The main aim is to study the written messages and implied expressions on the chosen subjects.



# Semiotic Approach

## Semiotics

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Semiotics Theory was introduced and explored by:

\*Ferdinand de Saussure (1857-1913) ~  
"Language is a sign system"

\*Charles Sanders Pierce (1839-1914) ~ "Every sign can be interpreted directly or indirectly"

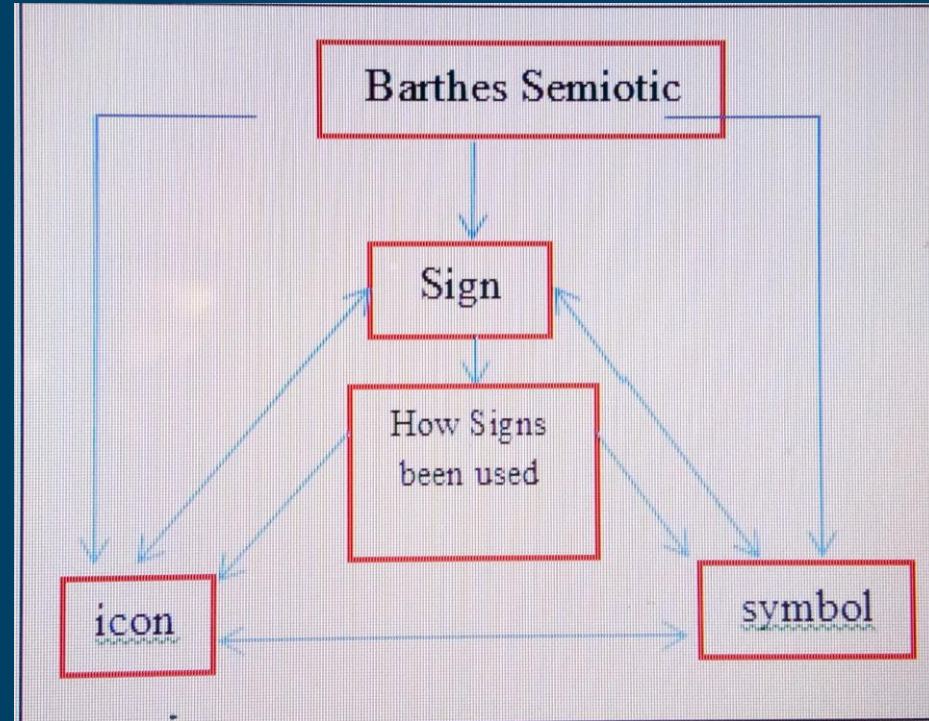
## Roland Barthes ~ Semiology

\*Roland Barthes (1915-1980) ~

semiology is "signifier, signified, sign".

"The semiology field contains sign systems".

# Barthes Semiotics



# Sign Icon symbol

Malaysia Film Posters



How sign been used



Portayed Malay Culture





# Malaysia film Posters



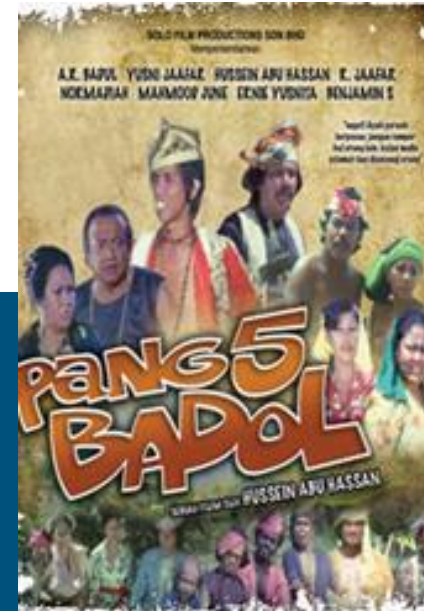
Penarek Becha  
(1955)



Siti Muslihat  
(1962)



Cinta Dan Lagu  
(1976)



Panglima Badul  
(1978)

# Malaysia film Posters



Ali Setan (1985)



Kekasih Awal Dan Akhir (1993)



Maria Mariana (1996)



Perempuan Melayu Terakhir (1999)

# Malaysia Film Posters



Spinning Gasing  
(2001)



Puteri Gunung  
Ledang (2004)



1957: Hati Malaya  
(2007)



Tanda Putera  
(2013)



# CULTURE AND LANGUAGE IN MALAY FILM POSTERS

Bil	Language	Films	Copywriting	Producers Name	Director	Actor/Actress	Date of Showing
01	Malay	Penarek <b>Becha</b> (1955)	√	√	√	√	X
02	Malay	Siti Muslihat (1962)	√	√	√	√	X
03	Malay	Cinta Dan Lagu (1976)	√	√	√	√	X
04	Malay	<b>Panglima</b> Badul (1978)	√	√	√	√	X
05	Malay	Ali Setan (1985)	√	√	√	√	X
06	Malay	Kekasih Awal Dan Akhir (1993)	√	√	√	√	X
07	Malay	Maria Mariana (1996)	√	√	√	√	X
08	Malay	Perempuan <b>Melayu</b> Terakhir (1999)	√	√	√	√	X
09	English	Spining <b>Gasing</b> (2001)	√	√	√	√	√
10	Malay	Puteri <b>Gunung Ledang</b> (2004)	√	√	√	√	X
11	Malay	1957: Hati <b>Malaya</b> (2007)	√	√	√	√	√
12	Malay	Tanda Putera (2013)	√	√	√	√	√

# CULTURE AND CHARACTERS IN MALAY FILM POSTERS

No	Films	ACTORS	ACTRESSES	CHARACTERS DOMINATION
01	Penarek Becha (1955)	3	1	MALE
02	Siti Muslihat (1962)	4	2	MALE
03	Cinta Dan Lagu (1976)	8	1	MALE
04	Panglima Badul (1978)	12	6	MALE
05	Ali Setan (1985)	11	3	MALE
06	Kekasih Awal Dan Akhir (1993)	3	4	FEMALE
07	Maria Mariana (1996)	1	2	FEMALE
08	Perempuan Melayu Terakhir (1999)	-	1	FEMALE
09	Spining Gasing (2001)	3	2	MALE
10	Puteri Gunung Ledang (2004)	1	1	FEMALE
11	1957: Hati Malaya (2007)	6	2	MALE
12	Tanda Putera (2013)	2	2	MALE

# CULTURE, COSTUME MAKE-UP IN MALAY FILM POSTERS

No	Films	MODERN COSTUME	TRADITION COSTUME	MODERN MAKE-UP	TRADITION MAKE-UP
01	Penarek Becha (1955)	√	√	√	√
02	Siti Muslihat (1962)	x	√	x	√
03	Cinta Dan Lagu (1976)	√	√	√	√
04	Panglima Badul (1978)	x	√	x	√
05	Ali Setan (1985)	√	x	√	x
06	Kekasih Awal Dan Akhir (1993)	√	x	√	x
07	Maria Mariana (1996)	√	x	√	x
08	Perempuan Melayu Terakhir (1999)	x	√	x	√
09	Spining Gasing (2001)	√	x	√	x
10	Puteri Gunung Ledang (2004)	x	√	x	√
11	1957: Hati Malaya (2007)	√	√	√	√
12	Tanda Putera (2013)	√	√	√	√



# CULTURE AND TOOLS IN MALAY FILM POSTERS

No	Films	MODERN TOOLS	TRADITION TOOLS	JUMLAH PERALATAN
01	Penarek Becha (1955)	X	beca	1
02	Siti Muslihat (1962)	x	Keris Daun pisang	2
03	Cinta Dan Lagu (1976)	x	Tengkolok	1
04	Panglima Badul (1978)	x	Keris Tengkolok Cucuk Sanggul Tudung Selendang	4
05	Ali Setan (1985)	Films Reel	x	1
06	Kekasih Awal Dan Akhir (1993)	x	x	0
07	Maria Mariana (1996)	Motorsikal berkuasa tinggi	x	1
08	Perempuan Melayu Terakhir (1999)	x	Wayang kulit	1
09	Spining Gasing (2001)	Kereta Gitar Kayu Pemukul Drum	Gasing	4
10	Puteri Gunung Ledang (2004)	X	Keris Perhiasan rantai emas Tengkolok Kuda Istana Tradisi Melaka Gunung Ledang	5
11	1957: Hati Malaya (2007)	Gelas Mata Banner Microphone	Songkok	4
12	Tanda Putera (2013)	Kaca Mata Banner	Songkok	2

# CULTURE AND BACKGROUND LOCATION IN MALAY FILM POSTERS

No	Films	MODERN LOCATION BACKGROUND	TRADITION/ OLD/ HISTORY LOCATION BACKGROUND	INSIDE OR OUTSIDE THE COUNTRY
01	Penarek Becha (1955)	√	<b>x</b>	INSIDE
02	Siti Muslihat (1962)	<b>x</b>	√	INSIDE
03	Cinta Dan Lagu (1976)	√	<b>x</b>	INSIDE
04	Panglima Badul (1978)	<b>x</b>	√	INSIDE
05	Ali Setan (1985)	√	<b>x</b>	INSIDE
06	Kekasih Awal Dan Akhir (1993)	√	<b>x</b>	INSIDE
07	Maria Mariana (1996)	√	<b>x</b>	INSIDE
08	Perempuan Melayu Terakhir (1999)	<b>x</b>	√	INSIDE
09	Spining Gasing (2001)	√	<b>x</b>	INSIDE
10	Puteri Gunung Ledang (2004)	<b>x</b>	√	INSIDE
11	1957: Hati Malaya (2007)	<b>x</b>	√	INSIDE
12	Tanda Putera (2013)	<b>x</b>	√	INSIDE



# CULTURE, ICON AND SYMBOL IN MALAY FILM POSTERS

No	Films	MALAY TRADITION ICON & SYMBOL	NON MALAY ICON & SYMBOL	TOTAL OF ICON & SYMBOL
01	Penarek Becha (1955)	Tulisan Jawi	x	1
02	Siti Muslihat (1962)	Keris	x	1
03	Cinta Dan Lagu (1976)	Tengkolok	x	1
04	Panglima Badul (1978)	Keris Tengkolok Cucuk Sanggul Tudung Selendang	x	4
05	Ali Setan (1985)	x	Films Reel Lelaki Menyentuh Dagu Wanita	2
06	Kekasih Awal Dan Akhir (1993)	x	Lelaki & wanita berpelukkan	2
07	Maria Mariana (1996)	x	Motorsikal berkuasa tinggi	1
08	Perempuan Melayu Terakhir (1999)	Wayang Kulit Tudung Selendang	x	2
09	Spining Gasing (2001)	Gasing	Kereta Gitar Kayu pemukul Drum	4
10	Puteri Gunung Ledang (2004)	Keris Perhiasan rantai emas Tengkolok Kuda Istana Tradisi Melaka Gunung Ledang	x	5
11	1957: Hati Malaya (2007)	Songkok Baju Melayu Samping Baju Kebaya	Gelas Mata Banner Microphone Baju Kot	8
12	Tanda Putera (2013)	Songkok Baju Kurung	Kaca Mata Banner Baju Kot	5

The awareness on the issue of the importance of providing a proper understanding of "our faces" in the display of the contents of Malay film posters is seen as purely pursuit of preserving Malay culture continues to grow and can be inherited from one generation to one generation in the future.

THE END  
THANK YOU



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