

# **Phenomena of Acculturation: Kinds of Acculturation Between Middle East And West As Seen In The Aladdin Movie (2019) By Guy Ritchie**

**Dhekan Afriyanto<sup>1</sup>, Ch. Evy Tri Widyahening<sup>2</sup>,**

*<sup>1,2</sup>English Language Education, Faculty of Teacher Training, Slamet Riyadi  
University,  
Surakarta, Central Java, Indonesia*

[afriyantodhekan@gmail.com](mailto:afriyantodhekan@gmail.com)

The objective of this research was to analyze kinds of acculturation between Middle East and West cultures can be seen in the 'Aladdin' Movie (2019) by Guy Ritchie as reflected by the main characters. This research is classified as a qualitative research type using a descriptive approach. The data from this study comes from 'Aladdin' Movie (2019) by Guy Ritchie movie and dialogue. Then, in collecting data the researcher used documentation by watching the movie and reading the script. In analyzing data, the researcher used interactive data analysis by Miles and Huberman. To find the research's validity, triangulation data and triangulation source were used to check validation for the data. The result of this research has demonstrated that there were three kinds of acculturation such as Syncretism, Addition, and Deculturation which were all depicted in the movie entitled 'Aladdin'.

**Keywords: Acculturation, Cultures, Descriptive Qualitative**

## **INTRODUCTION**

In human life, wherever its existence must not escape the name of culture. Because of that human can show their characteristics and the language they use. According to Herskovits (in Bayuningsih., 2009:16) view of Culture as something that is passed down from generation to generation from previous generations to younger generations, the term is called *Superorganic*. In modern life, the reflection or image of a culture from various nations and countries can be seen in various media. One of the media that everyone can use to know a culture is from movie. According to Baksin (2007:4) Movie is an example of various mass communication media presented using elements of technology and elements of art. In watching a movie, there are many life backgrounds that can be shown, such as the many foreign cultures that movie lovers don't know about. Talking about the culture, it is shown in a movie in every era. In showing culture through movie, acculturation cannot be separated from indirectly shown through the scenes played by the movie's cast.

Acculturation occurs in every culture around the world. One of the reasons for this is colonialism. According to Berry (2005:699) stated that acculturation is a process of changes in one's cultural and psychological elements that occur as a result of social contact between two or more cultural groups and members of the group. Talking about culture and the acculturation, it can be seen from the movie entitled 'Aladdin' Movie (2019) by Guy Ritchie. 'Aladdin' Movie (2019) is one of the movies released in all theaters in 2019 directed by Guy Ritchie. There are many cultural aspects that is shown in the movie which depicted between Middle East and West. This is part of Cultural Analysis. Cultural analysis is used to find out about culture which also reflects the cultural acculturation that occurred in the Middle East through 'Aladdin' Movie (2019) by Guy Ritchie. The importance of acculturation from different countries and cultures could be learned from this movie by using Berry's theory.

This study focused on analysis of acculturation phenomena in the 'Aladdin' Movie (2019) by Guy Ritchie. Therefore, based on the above explanation, the researcher will conduct research to investigate the acculturation in 'Aladdin' Movie under the title "The Acculturation Between The Middle East And West As Seen In The Aladdin Movie (2019) By Guy Ritchie (A Cultural Study)".

## **LITERATURE REVIEW**

In human life, people born from various tribes and different nations. The aim is to get to know each other regarding habits, ways of life, outlook on life, and all of that is packaged

into one in a whole culture. According to Melville J. Herskovits and Bronislaw Malinowski (in Soekanto, 2012:149) said that everything that happens in people's lives has been determined by the ancestral culture contained in the community itself, the term is *Cultural-Determinism*. So, it can be concluded that culture is the result of a human idea that was put forward and then carried out from generation to generation from the old era to the newer era. The culture of each region has its own characteristics, this shows that each culture that originates from ancestral ideas has various cultural meanings and values and culture itself is able to be accepted both by the community itself and other communities. However, as a result of several life factors that have occurred, such as colonialism, there has been some mixing between of native culture with foreign culture.

Acculturation is a result of mixing between foreign culture with local culture, which occurs in a certain area. According to Redfield, Linton and Herskovits (1936:149) Acculturation is an understanding of a phenomena which is an action that is produced when groups of individuals who have different cultural backgrounds, then mingle into a culture repeatedly, then produce subsequent changes in the framework of the original culture of one or both of these groups. Based on the explanation above, it could be concluded that acculturation can occur when a community group is confronted by a foreign culture, which gradually blends with the existing local culture.

Based on Haviland in the book Anthropology (1988:263) there are several forms of acculturation that are popular among the people, such as:

- 1) Substitution is a process of replacing old cultural elements with new cultural elements by providing added value to its users.
- 2) Syncretism is a process of forming a system due to the combination of old and new cultural elements.
- 3) Addition is a process that combines two or more cultural elements so as to provide added value to the elements themselves.
- 4) Deculturation or replacement is a process of replacing old cultural elements with new cultural elements.
- 5) Origination is the process of entering a new culture that provides significant changes in the scope of society in a certain area.
- 6) Rejection is a process of rejection of a new culture.

Based on the explanation of the forms of acculturation above, the researcher will examine forms of acculturation such as Syncretism, Addition, and Deculturation.

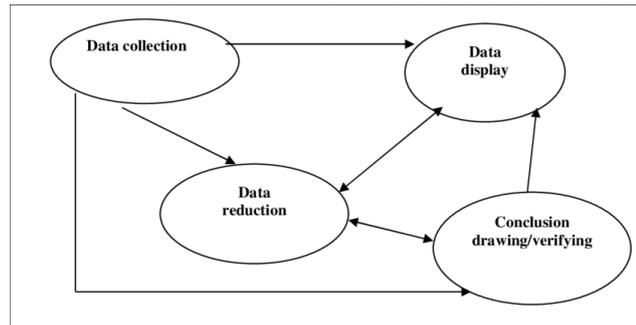
Movie is a video display medium that can be considered quite popular, this is due to the attractive and modern effect of showing movie. According to Bordwell, Thompson, & Smith (2013:1) Movies are examples of works of art that are considered new when compared to other works of art, such as paintings and dances which have been quite famous since ancient times. So, it can be concluded that Movie has been around for a long time, with an age that is quite old, movies throughout the years have developed very well. This is supported by the sophistication of man-made technology.

## **RESEARCH METHOD**

In this research, the researcher used a movie entitled 'Aladdin' Movie (2019) by Guy Ritchie as an object the research because there is some interesting scenes that could be study to get the acculturation phenomena. The research would be conducted in the center library of Slamet Riyadi University at Sumpah Pemuda Street No.18 Kadipiro, Surakarta, Central Java.

The researcher used descriptive qualitative research to analyze the movie. According to Bogdan & Biklen (1982:27), qualitative is research that explains the data descriptively, this is due to the acquisition of research data in the form of pictures and writing, rather than a processed number. It could be concluded that qualitative is research that focused on field observation data, oral interviews with related parties, and pictures or documentation as support. Thus, in qualitative research, there was no formulation of numerical data as data processing. The type of research was library research and the strategy of the research was a case study. The type was an embedded case study. There were two data sources for the analysis. The 'Aladdin' Movie and the script or the dialogues of the movie.

The researcher used a documentary technique to collect the data for this study, reading the script and watching of 'Aladdin' Movie (2019) by Guy Ritchie to collect the data. The researcher process analyses the data by using a descriptive technique. According to Miles & Huberman (1994:10) data source must be analyzed in four steps as well as the analysis of the data: 1) data collection, 2) data reduction, 3) data display, and 4) conclusion drawing.



**Figure 1.1** Data Analysis by Miles & Huberman (in Crawford, 2007)

In finding the validity of the data, the researcher used triangulation. The researcher applied the triangulation technique to increase the validity and credibility of the data. The researcher used the type of data triangulation and source triangulation to check the validation of the data. They were used to observe the acculturation that were found in 'Aladdin' Movie. The importance of acculturation phenomena could be learned from this movie by using Berry's theory. Then, the researcher checked the script and analyzed the data. The study was done by analyzing all the dialogues of the movie.

## **RESULTS AND DISCUSSIONS**

In this section, the answers of the stated problem were described by the researcher. The problem of this study was about to analyze the acculturation phenomena of Middle East and West cultures could be seen in the 'Aladdin' Movie (2019) by Guy Ritchie as reflected by the main characters which showed the types of acculturation. As this study was a descriptive qualitative study, the result and the discussion of this study were described in the form of description and narration. The results and discussion related to the theory of Berry (Culture and Psychology, 2022), these types of acculturation was illustrated in:

1. Fashion (Data 1)  
(Deculturation)

The use of clothes worn by the character Jasmine, was very contrary to what is characteristic of countries in the Middle East. The used of clothes that tended to be open and shaped the curved of the body was not in accordance with what dress code was indicated by countries in the Middle East. However, by West society, the dress worn by Jasmine are a fashion style that was popular and acceptable in West society.

The scene is a form of Deculturation, where the use of typical Middle East clothing was replaced by an open dress, but still uses a scarf as a head covering.

2. Women Emancipation (Data 2)  
(Syncretism)

In 'Aladdin' Movie (2019) there was a scene where Princess Jasmine, who incidentally was a Royal Princess, and has a Patriarchal culture, was not played according to Middle East culture. As a result, there was a scene where Jasmine tried to combine existing patriarchal policies with West culture which made her a woman with a more courageous and firm character.

With Jasmine's role, there was a meaning that she wanted to convey related to the phenomena of limited rights for women in the Middle East for a long time, such as women being prohibited from driving a vehicle alone, engaging in politics, educational and social issues. And through Jasmine's role, she voiced women's emancipation rights and broke the stigma about patriarchy that was still applied in Middle East countries or countries with monarchical governments. The scene was included in the form of Syncretism, because it still displayed old culture such as obeying and respecting a father who is a King, but with Jasmine's firm and courageous attitude, it made her have a new character.

3. Tradition (Data 3)  
(Addition)

In one of the scenes shown by 'Aladdin' Movie (2019), there was a large party being held by the Sultan. With nuances that were still thick with Middle East culture such as the costumes worn by the dancers and actors of the Movie. However, some of the welcome were colored by elements of West culture. At night party, there were drinks which were not typical Middle East drinks in that era, such as the addition of starfruit garnishes to the glass, which at that time the typical drink usually served was tea and there was no garnish.

Apart from being famous for the tradition of drinking tea, people are not stranger to Middle East dances accompanied by lively drumming of tambourines. Two of these Middle East dances are the Belly Dance, which is danced by women, and the Sufi Dance, which generally consists of several male dancers. These dances are very popular, shown in very important events and not at just any event. Even so, in one of the 'Aladdin' Movie (2019) scenes there was a scene where the party was without using

party elements from the movie's country of origin, namely the Middle East. The scene was a form of Addition, where the old culture of drinking tea and gathering together was still shown but there is an acculturation process with the use of glasses and garnishes on the drink.

## DISCUSSIONS

In this part, the researcher discussed the data discovered in the movie. The data was based on the acculturation between The Middle East and West as seen in the 'Aladdin' Movie (2019) by Guy Ritchie. The result of this study that the researcher found there were several aspects of acculturation between the Middle East and the West that was reflected in the Aladdin Movie (2019), including:

### 1. Fashion

In 'Aladdin' Movie (2019) there were several collaborations or mixing of Middle East and West cultures. Like the clothes worn by Jasmine, they were clothes that were not typical from the Middle East. With a piece of clothing that was open on the chest, it added the impression that it was the resulted of a mix of cultures. However, in other actors such as the Sultan and the people of Agrabah. Looks dressed like a typical Middle East fashion.

With the mixing of cultures through the Movie, now in the use of fashion in people's lives in the Middle East in general, there are some quite astonishing effects of acculturation. The Crown Prince of the Middle East, Prince Mohammed bin Salman, said that women are allowed and freed like men in wearing the clothes they like as long as they remain polite. Based on news circulating since 2018, Middle East Crown Prince Prince Mohammed bin Salman said that women in the Middle East region are allowed and freed like men in wearing the clothes they like as long as they remain polite. The meaning uttered by the Crown Prince is that in Middle East countries, there is no longer any compulsion in the use of the *Thawb* and *Niqab* that they wear everyday.

### 2. Women Emancipation

With Jasmine's role, there was a meaning that she wanted to convey related to the phenomena of limited rights for women in the Middle East for a long time, such as

women being prohibited from driving a vehicle alone, engaging in politics, educational and social issues. However, thanks to women activists who fought for the acquisition of free rights for women, this policy has long been on the women's advocacy agenda there. Finally, after decades of struggle, the women's movement received a positive response from the Middle East Government. Prohibitions that have existed for a long time are now starting to be abolished and changed in line with the formation of the "2030 Vision" developed by the Middle East government to modernize the region to save the economy there. With the "Vision 2023", the government wanted to review the space for women and their talent interests to be developed into something positive or even better.

### 3. Tradition

The culture of drinking tea that has been passed down from generation to generation, definitely doesn't have fruit garnish on top of the glass. This showed that there was a mixture of West culture in the presentation of tea and the use of the glass. Dances such as Sufi and Belly were also not seen at the party, replaced by songs with West nuances of pop and dance. Where men and women can dance together. Based on the movie, it could be developed in real life in the Middle East today, where there are lots of parties using pop music or more modern nuances. Where the party was held in a grand and massive manner with several series of events. By not eliminating the culture that has been passed down for generations, such as drinking tea, people are now starting to compete to serve tea with a variety of flavors with food utensils of various shapes and motifs.

## CONCLUSIONS

In conclusion, based on this study's results, watching a movie is one way to learn acculturation phenomena. 'Aladdin' Movie was a great movie could be said that this movie contained many knowledge aspects of acculturation between Middle East and West. So, it could be concluded that 'Aladdin' Movie (2019) is good for viewers, especially teens and adults because it contains knowledge about forms of acculturation phenomena. After analyzing the scene and the script of 'Aladdin' Movie, there were three forms of acculturation reflected in this movie. They were Syncretism, Addition, and Deculturation, and the

acculturation phenomena in this movie, such as Fashion, Women Emancipation, and Tradition that depicted by the characters of Aladdin, Jasmine, Genie, Dalia, Jafar, Prince Anders, The King (Jasmine's father), and Hakim.

## ACKNOWLEDGMENT

This article was created to fulfill the requirements for a bachelor's degree from the English Language Education study program, Teaching and Education Faculty, Slamet Riyadi University, Surakarta.

## REFERENCES

- Abdallah M. Elamin, K. O. (2010). Males' attitudes towards working females in Saudi Arabia. *Personnel Review*, 746–766.
- Baksin, A. (2007). *Membuat Film Indie Itu Gampang*. Bandung: Jasa Grafika Indonesia.
- Bayuningsih., W. (2009). BOUSOUZOKU SEBAGAI BENTUK YOUTH SUBCULTURE. *University of Indonesia Library.*, 16.
- Berry, J. W. (2005). Acculturation: Living successfully in two cultures. *International Journal of Intercultural Relations*, 697-712.
- Bogdan, R. &. (1982). *Qualitative Research for Education : an Introduction to Theory and Method*. Boston: Allyn and Bacon Inc.
- Butler, E. (2015). *CLASSICAL LIBERALISM*. Westminster: Institute of Economic Affairs.
- Crawford, H. H. (2007). Knowledge Mobilisation in Communities through Socio-Technical Systems. *School of Economics, University of Wollongong*.
- David Bordwell, K. T. (2013). *Film Art: An Introduction*. New York: McGraw Hill.
- Haviland, W. A. (1988). *Anthropology* (Fourth ed., Vol. 1). (R. Soekadijo, Penerj.) Jakarta: Erlangga.
- Huberman, M. B. (1994). *Qualitative Data Analysis : an Expanded Sourcebook*. Thousand Oaks, California: Sage Publications.
- Redfield, R. L. (1936). *Memorandum for Acculturation*. American Anthropological Association.
- Soekanto, S. (2012). *Sosiologi Suatu Pengantar*. Jakarta: PT Raja Grafindo Persada.
- Worthy, L. D., Lavigne, T., & Romero, a. F. (2022). *Culture and Psychology*. Phoenix, Arizona: Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International License.