

Movie Reception Against Alzheimer's

Analysis on The Campaign Movie, Gendhuk

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Abstract—Dementia is the most severe cognitive impairment because it can interfere with social, economic and psychological functions. By 2050 there will be an estimated 64.6 million people with dementia. Gendhuk movie is a film that tells the story of a child living with grandmother with symptoms of dimension in a village. This film will produce a different meaning when the audience has a different background. With the problems, research conducted to describe the meaning of audience against Alzheimer's in Indonesia. This study uses Stuart Hall encoding-decoding reception method, with a type of qualitative research that focuses on delivering information messages about Alzheimer's in the film Gendhuk. Data is obtained through Forum Group Discussions on practitioners from film, communication, health, psychology, culture and a caregiver background. The results showed that all the informants stated the technical cinematography film Gendhuk considered exotic. The background of the informant became very influential on the Gendhuk film reception in conveying information about Alzheimer's.

Keywords—receptions analysis; alzheimer's; dementia; films; gendhuk

I. INTRODUCTION

According to the World Health Organization and the American Psychological Association, the criterion for dementia is the loss of intellectual ability, including memory, which is severe enough to disrupt social and occupational functions. Loss of this ability must be from various aspects, including memory, opinion, abstract thinking, which resulted from a disturbance in the brain. Dementia people cannot do daily work anymore, cannot mingle, cannot be independent and depend on others. Dementia is the most severe cognitive disorder because it can interfere with social, economic and psychological functions.

According to Dr. Yuda Turana, SpS, a neurologist, explains the prevalence of dementia in people aged 65 years, but can also infect 40-year-old man. However, the percentage is only about 2%. Of the 220 million populations in Indonesia, will be found around 2.2 million patients with dementia. In Asia-Pacific, dementia patients are expected to increase from 13.7 million people in 2005 to 64.6 million people by 2050 [1].

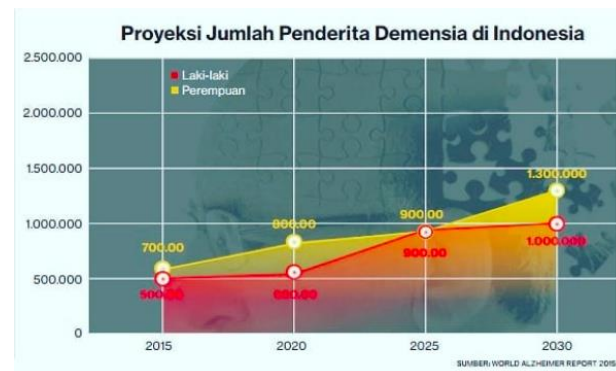


Fig. 1. Survey of the Yogyakarta Based Non-Government Research Institute Surveimeter by the end of 2015

Impact of spike in dementia patients is considered to affect the economic condition of a country. According to Tiara found that the average family who has ODD spend money 4 -7 million rupiah per month for the cost of care ODD patients.

At the State level, Tiara mentions that Indonesia's losses due to dementia are projected to reach \$ 1.7 billion per year. Alzheimer's Disease International (ADI) even noted, world losses due to dementia rose from \$ 604 billion in 2010 to \$ 818 billion in 2015. In 2018, the disease will be predicted to cause losses of \$ 1 trillion and increased to \$ 2 trillion in 2030 [2].

From data exposed above Alzheimer Indonesia conducted many health campaigns about the impact of dementia such as Caregiver meeting conducted routinely by Alzheimer Indonesia conducted in some areas or chapters such as Jakarta, Depok, Bandung, Malang, Yogyakarta, Solo, Salatiga, Surabaya, Medan and Netherland [3]. In addition to routine caregiver meetings, Alzheimer Indonesia also made several events to campaign for dimensions such as international seminars, charity concerts, healthy walks, joint gymnastics, publishing children's books on Alzheimer's dementia and film screenings.

Alzheimer Indonesia created a film festival called Remember Me Film Festival in 2017 to commemorate the world's Alzheimer's moon. In this film festival Alzheimer Indonesia looking for a movie to be a media campaign. Film is one of the mass media that is very important to communicate about a reality that occurs in everyday life. Film interpreted as a result of cultural and artistic expression tools [4]. Film is a complex social, psychological and aesthetic phenomenon that

is a document consisting of stories and pictures accompanied by dialogue and music.



Fig. 2. Books for children about Alzheimer's dementia [5]

According to McLuhan, the film includes hot media that is portrayed as a medium that demands little from listeners, readers or spectators. Hot media is a high definition communication that has relatively complete sensor data so there is not much left for the imagination of audiences. Hot media also requires low audience participation [6].

There are three professional films included in Remember Me Film Festival that is Gendhuk, Stalemate and Ada Buat Ayah. In this research will focus on the film titled Gendhuk as the winner of Remember Me Film Festival to be the research material of health campaign about dementia. Gendhuk film wants to convey information about the symptoms of Alzheimer's commonly experienced by people with dementia. The premise of this movie is that the absences of knowledge about Alzheimer's symptoms only worsen the situation, harming both sides of the family and people with the dementia itself.

Gendhuk film became a media campaign for the audience to learn about the symptoms of Alzheimer's. As expressed by Bandura cognitive social theory is used to recognize, predict behavior and identify appropriate methods to change that behavior [7]. In addition, this theory explains that in learning, knowledge, personal experience and individual characteristics interact.

This study is a study to measure how much effect to the audience after watching and learning from the film Gendhuk so the audience to take action to more concerned with the dangers of Alzheimer's. the audience as an active audience must also act as a producer of meaning. What will happen when the audience finishes watching the movie Gendhuk. Is the audience dominant reading, negotiation or opposition? In this case, the analysis of audience reception or reception analysis is used for the meaning obtained from watching the movie Gendhuk.

The birth of reception research in mass communication research back on the encoding and decoding of Stuart Hall (1974) in the television discourse. Message receiving activity begins with a decoding process that is an activity that is contrary to the encoding process. Decoding is an activity to translate or interpret physical messages into a form that has meaning to the recipient [8].

According to Stuart Hall, audiences decoded social media messages through three possibilities [9]. First, the dominant

hegemony of dominance, the situation in which audiences receive messages conveyed by the media. This is a situation where the media convey its message by using the dominant cultural code in society. In this case, both the media and the audience share the prevailing dominant culture. The media must ensure that the messages produced must conform to the dominant culture that exists within society. If interpreting advertising messages in the media in ways that the media wants, media, messages and audiences share the dominant ideology. Secondly, the negotiating position in which audiences generally accepts the dominant ideology but refuses its application in certain cases. In this case the audience is willing to accept a general dominant ideology, but they will make some exceptions in apps adapted to local cultural rules.

Finally, the position of the opposition is the last way audiences do in decoding media messages through opposition that occurs when audiences are critical of replacing or changing messages or codes that the media conveys with messages or alternative code. Hearing rejected the meaning of messages intended or liked by the media and replaced them with their own way of thinking to the topics conveyed by the media. Stuart Hall accepts the fact that the media frame messages with the hidden intention of persuasion, yet the likes also have the ability to escape the possibility of ingestion of the dominant ideology.

II. RESEARCH METHOD

This research used qualitative approach, using receptive analysis method. Qualitative research is a method of exploring and understanding the meaning which some individuals or groups of people are deemed to be derived from social and humanitarian problems [10]. This study uses data sources from discussion group forums with different backgrounds of respondent such as communication science practitioners, cultural science practitioners, psychology practitioners, public health practitioners, nursing practitioners, film practitioners and caregivers.

III. RESULT AND DISCUSSION

A. Sinopsys

Gendhuk, 10 years girl, spent much time with simbah, 76 years old, who suffer from Alzheimer's. But she has absolutely no knowledge of what Alzheimer's disease is. Her mother works in the city and only at home at night. Over time Gendhuk began to overwhelm face changes in simbah behavior. Fights are not uncommon among them. Until one day the waste is gone, Gendhuk searches everywhere but does not find Simbah. When finally found, Gendhuk realized how important it is to understand each other and to seek help from people who know better when they are no longer able to cope with change in waste.

B. Analysis

Decreased cognitive function makes a person forget, unable to analyze and solve problems. This will have a huge impact and the chances of a cure are small. There are many signs of people who have impaired brain function decline that people

consider as dementia. Alzheimer's disease, not just senile. Alzheimer's can be slowed, research proves that the language of love is able to slow or can slightly reduce. Alzheimer's not only attacks the part of brain function but also nerve function. Many factors that can make a person affected by Alzheimer's one of them high levels of stress, unhealthy lifestyle and lack of rest.

Caregiver has a fluctuating phase, initially will feel unprepared to treat people affected by dementia, with conditions such as this caregiver is necessary to perform activities that can release high levels of stress. At first caregiver will feel shocked, wondering then arise a sense of not receiving. The greater the cost, the greater the conflict, but after many years it will arrive receiving phase.

According to Enggar Adibroto Gendhuk film is a festival class film and it makes this film have a different market. Meanwhile, Mulyo added that Gendhuk movie is exotic and may cause curiosity on the audience. In certain parts I commend the quality of the cinematography. Site selection becomes a very prominent thing from a director who has a taste to make a quality film. This film is better than the film produced by the health department, but there is a principle that should not be lost that is holistic. From a psychological point of view the film is interesting, building a sense of empathy caregiver. Building a sense of gaze through the eyes, enough to trigger awareness and introduce about Alzheimer's. Subtitle and writing ending should use the Indonesian language. As Yuli caregiver states only a small sample of what happens to the father if you see what is shown in the movie Gendhuk. To go to Alzheimer's is still very early. The layman has not really understood, so the film has not provided clear information because it is still early stages.

Turnomo Rahardjo emphasized in the movie Gendhuk there are two things that must be underlined who is the target audience and the main message what will be delivered through the film Gendhuk. For the layman the message to be conveyed is still not focused. So, want to further highlight which, whether people with symptoms of alzheimer's are fierce, irritable, repeat the question or affection of people with Alzheimer's love. From theoretical context, filmmakers are required to have the ability to produce messages and how they are delivered. In addition, the cultural context becomes important if the film is viewed by outsiders, what meaning to convey. Because people with individualistic cultures may have this film becomes less important. The film will be important if it meets the audience with a collectivistic culture.

Movies must convey information, there should be a target but cannot cover the whole. It is not easy to convey the message Alzheimer's with the visual language intact but it becomes a director in the work of the film Gendhuk. Here the director will be found with an audience that has two tendencies of selfless or selfish. Selfish is not easily touched by other people's feelings by looking at it so that it is not important that this is not raised in the film gendhuk. Need to include concrete matters on selfish subjects for example what to do with loved ones if affected by Alzheimer's. while the selfless emotional level is very high, this is inversely proportional to selfish. In terms of public health related to the message, the thing to note

is that the risk factors presented must be complete, most importantly there is a reference used. How to educate others and most importantly the audience should not define the meaning of the movie Gendhuk, because the possibility of delivering messages can be wrong.

According Priyadi will arise many questions in the community; maybe need more clearly expose the symptoms and risks. So, in the Gendhuk film is explicit conclusion to be clear. One of the alternatives is contrived with a skill, so as not to raise a lot of questions and can provide what preventing information. According to Yuli Gendhuk movie can already be a tool messenger or early information about Alzheimer's. But in terms of technical film the story is less complete, about the explanation why the child is caring and spilled water scene was confusing. This film does not provide information about the handling that must be done. Communication is still ambiguous communication; the message does not create awareness or lead to changes in behavior. Building public awareness or giving knowledge about Alzheimer's. the message is still ambiguous. Prevention of what needs to be done so that unlike the figures may need to be submitted.

IV. CONCLUSION

After doing this research, it can be concluded that the acceptance of informants with different background see Gendhuk from cinematography technical aspect is tend to same, where the displayed visuals are considered very exotic and make the audience interested. Gendhuk movie can already be a messenger tool or initial information about Alzheimer's. But Gendhuk movie must be made a sequel because Gendhuk film cannot describe the symptoms and risk of Alzheimer's completely. In addition, the message is ambiguous; the message does not create awareness or lead to changes in behavior. Building public awareness or giving knowledge about Alzheimer's.

The author hopes to add a study of science in communication science, there should be other research to complement this research by using other data analysis techniques. The suggestions from the informant background of communication are about the function of Gendhuk movie into the opening film for an Alzheimer's campaign so that the message will be clearer.

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