MEMORY AND ROMANCE OF LOVE IN INDONESIAN MOVIES: ANALYSIS OF PERCEPTION ON GENERATION X IN YOGYAKARTA

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Abstract - Romance of love still becomes the main topic or supporting topic of Indonesian movie loved by people in any ages. Movies about the romance of love are possible to recall audience's memory about the past, including those who are from Generation X, who are no longer young. This research aims to see how far Generation X in Yogyakarta is able to remember scenes of the romance of love played on the movie, and to find out what kind of memory occurring when seeing the movie. This research uses qualitative method using phenomenological paradigm. Data is collected using observation and interview, in which the technique for collecting sample is purposive sampling. Meanwhile, technique for analyzing data according to Creswell (2015) consists of organizing and preparing data, reading or looking at all the data, starting to code all of the data, used coding process to generate a description, interrelating theme, and interpreting the meaning of theme. Research result shows recalling memory as a keyword of the relationship between the romance of love and memory of Generation X. The cause factors are the memories Generation X, visualization of the romance of love, attention and selective memory archive, and nostalgia versus intrusiveness level. Thus, all of them can create affective effect that can describe the quality of Indonesian movies about the romance of love.

Index Terms - Affecting effect, attention, intrusiveness, nostalgia,recalling memory, visual communication.

I. INTRODUCTION

Movie is still a part of people's lives in Indonesia as a form of entertainment media that is able to meet the audience's imagination. Visualization presented in a movie may give new knowledge for them. Regardless the new knowledge, movie can recall the audience's memory about the past through dramatic works of filmmaker, like Indonesian movies which mostly use the romance of love as the main topic or supporting topic.

Most of the storyline is about love which is closely related to many aspects of life, including the reality of love story experienced by the audience. Realistic story becomes one of portrayal of Indonesian movies in 2017, dominating the phenomena of fresh perspective[1].

There are some Indonesian movies whose genres aredramatic-romantic,which become one of the best-selling movies in its release time as written below:

Table 1. Indonesian Dramatic-Romantic Movies[2]

Ada ApaDenganCinta?	Production House	Miles Films
	Director	Rudy Soedjarwo
	Release Year	7 February 2002
	Viewers	2.700.000
Habibie &Ainun	Production House	MD Entertainment
	Director	Faozan Rizal
	Release Year	20 December 2018
	Viewers	4.583.641
TenggelamnyaKapal Van Der Wijck	Production House	Soraya Intercine
	Director	Sunil Soraya
	Release Year	19 December 2013
	Viewers	1.724.110
Dilan: 1990	Production House	Falcon Pictures and Maxima Pictures
	Director	FajarBustomi andPidiBaiq
	Release Year	25 January 2018
	Viewers	6.315.664

Source: www.filmindonesia.or.id

Those four movies are mostly adapted novels that have been firstly marketed. Facts in social reality that are about romance, especially those based on novel, become the main topic of movies since the producers want to be in the comfort zone. Audience is accustomed a relatively-standardized social order so as not to lose money. Taste is created by managing contents related to memory[3].

The majority of people think that movie's success can be seen from the number of viewers. The movie's success is basically not focusing on quantity, but also quality that makes the movie charismatic. The relation of the movie's components is able to express values of the movie as well as to affect the audience, in terms of either feeling or behavior. Thus, in this research, the researcher would like to analyze memory and romance of love in Indonesian movies. Additionally, this research applies perception on Generation X in Yogyakarta. Generation X is people who were born in 1965-1980. It means that Generation X is now at the age ranged 38-53 years. As we know that adulthood to old age cannot be said as teenager anymore[4]. How will the perception of Generation X be tested in this research through memory of adolescence when watching dramatic-romantic movies? Can Indonesian romantic movies recall the nostalgic memory of Generation X in their adolescence, or is there any memory faded as time goes by?

II. THEORETICAL FRAMEWORK

A. Movie

The progress of movie is getting increased, followed by the improvement of its genre. The occurrence of genre is triggered by people's taste. Basically, no matter the genre is, movie has become one of communication media influencing mass or audience[5].

In Indonesia, movie production that increases each year must be oriented on "affecting mass". With that effect, audience will give feedback in the form of cognitive, affective, or behavioral effects. It is supported by the characteristic of the movie combining audio and visual, so that it can deliver a long story in a relatively-short time and lively voice. While watching movie, audience will be brought through imagination, pierce the space and time, follow the storyline. Moreover, if the story reflects reality of life, it will influence the audience as if they were in the same situation[6].

There are some indicators that become benchmarks, in which the movie is said to have a good quality, namely [7]:

1) Movie with interesting and fresh theme.
2) Movie that has uniqueness.
3) Movie that successfully influences audience to bebrought in the storyline.
4) Movie that gets many awards.

B. Memory Concept

Memory is one of the elements of intrapersonal communication in which its system is structured. Thus, it enables organisms to be able to record the facts about world and to use their memory to act. Starting from the process of encoding which is the process of recording information through receptor of internal nerve system. After then, it moves to the process of storage by determining how long the information will be maintained. The last one is the process of retrieval which is recalling and using stored information. Thus, memory can also be said as recalling, the process of storing information and recalling it through memory[8].

The mechanism of memory is provided below [9]:

1) Disuse Theory
   Memory will be faded as time goes by.
2) Interference Theory
   Memory is the reflection of experience.
3) Information Processing Theory

Firstly, information is stored in sensory storage then put into short-term memory. After then, it is forgetting or decoding to be put in long-term memory.

C. Audience's Perception

Perception is the process of giving meaning to sensation. Sensation is a process to catch stimuli in the form of information related to our senses. Thus, human gets the relationship by concluding information and interpreting message. It happens because mental process when the series of stimuli is getting stronger in the level of consciousness, along with other stimuli that is getting weaker. The cause is that someone focuses on one of his/her senses and overlooks responding to other sense[10].

Meanwhile, audience is a group of people who receive information from several media or certain components. Audience has personal aspect, namely categorization of audience focusing on certain group of age and gender. The need of audience is various, such as diversion, personal relationship, personal identity, and monitoring. Concept about public activity when using media is influenced by the benefits, intention, and selectivity[11].

Thus, it can be concluded that audience's perception is the process of giving meaning in the form of conclusion toward information and interpretation of message from a group of people when consuming media in certain attention.

III. RESEARCH METHOD

This research is conducted in Yogyakarta using phenomenological paradigm and qualitative method. The researcher chooses that method since both subject and object as well as researcher characteristic cannot be analyzed using statistic procedure. Approachment that is used is perception analysis of research subject using purposive sampling.

Technique of data collection is:

1. Observation

Observation conducted is in the form of explicit or implicit. The researcher will explicitly say to the data resources that is conducting research activity. However, sometimes the researcher observes certain things secretly in order to gain optimal result. This

observation is used for assisting the researcher to analyze the form of memory obtained by Generation X after watching Indonesian romantic movies.
Observation is conducted to Generation X who is now in about 38-53 years old, in Yogyakarta. Generation X is given Indonesian romantic movies such as Ada ApaDenganCinta?,Habibie danAinun, TenggelamnyaKapal Van Der Wijck, and Dilan: 1990. The researcher observes action, series of activity while watching movie, activity order, emotion and expression of the Generation X, and spontaneous things that should be paid attention to a supporting data.

2. Interview

Interview conducted by the researcher is semi-structured interview, in which the researcher has prepared questions and the resources are asked to give their opinion.
The opinion is about their perception after watching romantic-dramatic Indonesian movies related to memory on Generation X. Thus, based on various point of views of Generation X, the researcher try todescribe how romantic Indonesian movies are. Contents of questions as the guidance while conducting interview are as follow:

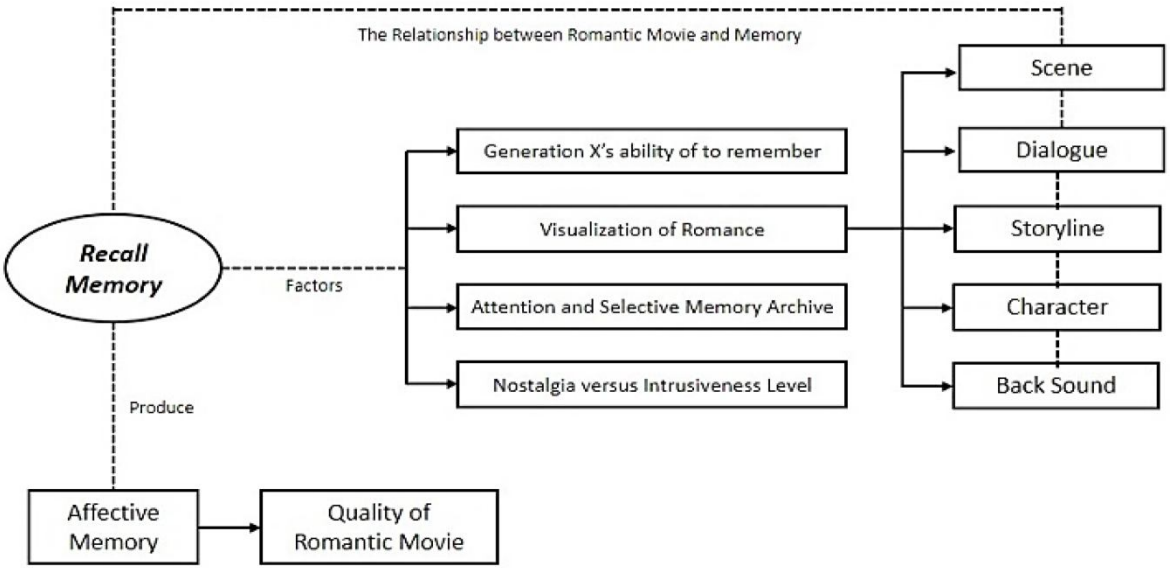
a. Questions about the resources' identity. The researcher needs to know their identity and characters, so the expected result will be met.
b. Questions about interest in watching movies. It aims to ease the researcher to know more about the resources' enthusiasm in Indonesian movies.
c. Questions about recalling memory in the form of romance in Indonesian movies. The purpose is to find out romantic side of movies related to Generation X's memory about the past.
d. Question about things that make Generation X be able to remember the memory. This question is as the reference aiming to get deeper information so that the measurement of the relationship between memory and movie can be obtained.

The last step of this research is data analysis using qualitative technique according to Creswell (2015)[12]:

1) Organizing and Preparing Data
2) Read or Look at All the Data
3) Start Coding All of the Data
4) Used Coding Process to Generate a Description
5) Interrelating Theme
6) Interpreting the Meaning of Theme

IV. FINDING AND DISCUSSION

Everyone must have memory in their lives, including Generation X. Personal memory is created based on experience or event. Memory can be said as consciousness on someone's experience about the past that is recalled. Recalling things about the past is known as recalling memory. Recalling memory occurs due to media and object that bring it back. The examples of the media are eyesight and hearing. In this case, one of the objects is playing movie as communication media.
Likewise, romantic story cannot be separated from experience or event in human life. The relationship between romantic movie and memory of Generation X is the process of recalling memory. Factors that influence it are Generation X's ability to remember, visualization of romance, attention, and selective memory archive, and nostalgia versus intrusiveness level. Thus, based on those components, there will be affective effect influencing audience. Through this point, it is known how big the quality of Indonesian romantic movies can be determined. It has been described below.



Picture 1.Memory and Romance of Love Movie
Source: Researcher's Processed Data

A. Generation X's ability of to remember

Walgitosaid that remembering is the reflection of memory. It is related to the relationship between experience and the past[13].

In this research, Generation X's ability to remember is in good category. When they are interviewed about the movie, feeling and actions occurring are based on their memory. Their age, which is in about 38-53, does not hinder their memory.

Santrockexplained that remembering is an element of cognitive development covering the whole individual's situation that stores information anytime. Remembering refers to the individual's ability to recall information as well as its supporting structure in the form of competence[14].

Thus, there are some resources admitting that they often forget, but when they are watching a romantic movie, they are able to remember about their past. It is because they have got information based on their love experience. The information can be said as memory.

B. Visualization of Romance

Movie, which is audio and visual, will bring the audience to go across the space and time, following the storyline. In this research, there are five components of visualization of romance in movie that trigger recall memory.

1) Scene

Endraswara[15] defines scene, in his book entitled MetodePembelajaran Drama, as:

"Adeganadalahsalahsatubagiandari drama maupun film yang menafsirkanperubahanperistiwa. Dimanaperubahanperistiwaditunjukkandenganserangkaianperistiwaitusendiriberupapergantiantokoh, tempatdanwaktu. Dalamsebuah drama ataupun film, adegansesekalidapatmenyesuaikandengansuasanaceri ta."

(Scene is one of the part of drama or movie interpreting an event. In this case, event changes are seen in the series of the event itself in the form of changes in character, place, and time. In drama or movie, scene can be adjusted to the atmosphere of the movie)

In this research, when the respondents are interviewed about which aspect influencing their memory, they mention scene, followed by other answers. Respondent 1 says that her memory is awakened by Dilan: 1990 in the scene of Dilan and Milea driving motorcycle together, and it reminds of her adolescence when she ever at the same situation[16]. After then, Respondent 2 talks about the scene of Zainudin and Hayati sending letter to each other in TenggelamnyaKapal Van Der Wijck, in the respondent 2 has ever did the same thing[17]. Respondent 3 remember about his adolescence when watching Rangga and Cinta walking together under trees after raining in Ada ApaDenganCinta?[18]. Respondent 4 remember his wedding with his wife when wathing the wedding party's scene of Habibie and Ainun in Habibie danAinun[19].

2) Dialogue

Dialogue can be said as conversation. Conversation consisting of the expression of the romance love must bring romantic atmosphere in a movie. It makes dialogue as one of the components of a movie as the bridge between movie and memory. Dialogue in a movie should be considered to deliver message or interpretation. If the audience has understood the message, then there are two choices. First, the message will only be cognitive knowledge about love. Second, it will be a sensor to wake up the memory bringing to the process of recalling memory of love. Respondent 1 remembers about her memory in Senior High School with her lover who likes saying romantic things when watching Dilan giving sweet talk to Mile in Dilan: 1990.

3) Storyline

The main power of dramatic-romantic movies is in their story. That is way, storyline is important in visualizing romance in a movie because it recalls memory. Storyline becomes the center of dramatic-romantic movies that tell about love story of the characters, presented in forward plot, backward plot, or mixed plot.

4) Character

Joseph clarified that, institutionally, the position of character is not really crucial because a character should obey and do all direction given by the director [20].

However, in the eyes of the audience, character is the important element. It is because scene, dialogue, and storyline are in the hand of the characters that deliver the message to the audience. Dramatic-romantic movie emphasizing the visualization of romance will bring the audience to the situation played by the characters in a movie. A character is different from other characters, in term of romance.

A character playing his/her role well will not only bring the situation to the audience but also influence the quality of the movie. A respondent said that Nicholas Saputra and Dian Sastro, who are new actor and actress at that time, have strong character as Senior High School teenagers in Ada ApaDenganCinta? Other respondent has also stated the real name of the cast of Dilan in Dilan: 1990.

5) Back Sound

There are six functions of back sound or music instrument in a movie, namely emotion, information, description, guidance, temporary, and rhetoric. Related to memory, there are two functions of back sound that obtain the process of memory call, namely emotion and information[21].

Back sound, as the supporting element, has two functions, namely emotion and information. Starting from expressing romance combined to scene, dialogue, and storyline, until the interpretation influencing audience's feeling. After then, the memory related to scene, either directly or indirectly experienced by the audience, occurs.

C. Attention and Selective Memory Archive

Any forms of perception and opinion from the respondents are based on attention, in which the respondents focus their attention to the movie. Attention is obtained when the series of stimuli is getting stronger, followed by other weaker stimuli. It is because if someone focuses on his/her sense overlooks to respond to other senses. Besides recallingbememory, giving meaning in the form of concluding information and interpreting message after consuming movie is called perception[22].

Likewise, the observation result shows that all respondents really pay attention to the movie. Thus, visualization of romantic movie can be caught by human sense and forwarded to the memory. That is why people cry when watching sad scene or laugh when watching funny scene. If the audience does not focus on every scene of the movie, they will pass the scene in which they have to be sad or happy. Everything has been structured by attention related to the selective memory archive.

It is said to be selective memory archive because every human has their own memory archive selected based on consciousness of the past that will be continued to the present through memory. Archive record decision, action, and memory. It is a unique inheritance and cannot be replaced by someone else because memory archive has been created by an event experienced by the one. If one has ever broken up with his/her lover, the event will affect the content of selective memory archive about romance[23].

Thus, when Generation X are given movies in the form of love visualization, their selective memory archive, which is memory that they experienced in the past, will be awakened due to attention focus. It is what so-called recall memory on Generation X. The recalling memory is then constructed into advanced influence such as to awakefeeling or other influence.

D. Nostalgia versus Intrusiveness Level

Other factors influencing recall memory when watching movie is nostalgia and intrusiveness level to the audience. In online KBBI, nostalgia is defined as longing for something that no longer exists in the present time. In this research, the thing is the romance of love. In other words, nostalgia can also be said as sweet memory in the past. Someone may often remember or will never forget interesting event. The sweet memory will always be brought although the age is not young anymore. That is why movie becomes the bridge between Generation X to create the process of recalling memory that brings out the sweet memory in the past.

There are both sweet and bitter memories. In fact, not only sweet memory that the Generation X remembers about, but also bitter memory that is unforgettable. If sweet memory can cause recall memory about interesting events archived inside memory, then bitter memory can cause recall memory because the one is annoyed when the movie presents something that brings them to sorrow. Theoretically, this disruption is called intrusiveness level. It is phenomenon that leads so understanding that someone is annoyed by the existence of something[24].

Therefore, when someone easily remembers the thing for a long time, regardless the negative effect, the disruption will be stayed longer inside the memory and will give effect to the person.

The research on memory and romance of love in Indonesian movies has proven the above opinion. The more the one has visualization of romance of sorrow, the easily the one recall his/her memory, which in the bitter memory though it is not directly related to her/his experience. It is because everyone has sweet and bitter memory in the past, so it reawakens long-term memory.

E. Form of Affective Memory

In this research, it is found phenomenon fter the Generation X watched movie, leading to the process of recall memory, and then the effect occurs. Every memory recalled by memory can cause feeling like the recall memory. The influence can be seen by other people or felt by the one.

This influence is called affective effect. Thus, memory and romance in a movie can be said as affective memory of Generation X. Factors influencing the intensity of emotional stimuli brought by Indonesian romantic movie is emotional atmosphere resulted by the process recalling memory and cognitive scheme from the visualization of romantic movie. In other words, the form of affective memory is related to the feeling from what is seen or heard while watching a movie.

F. Quality of Indonesian Romantic Movie

Movie becomes one of effective communication media in maintaining selective memory archive. In the context of Indonesian romantic movie, this genre gives influence toward the audience, especially Generation X that recalls their memory in the past. When the memory is recalled, memory archive will be awakened and selected which memory should stay in the mind. It is due to the fact that experience happened in the past, either the sweet or bitter one, sometimes need to be maintained. Thus, the experience can be a lesson learned for the future.

This research shows that based on the object, a movie of which genre is romantic, Generation X can remember events that has happened long time ago. In fact, Generation X has been in the age that easily forgets about things. It means that quality of Indonesian romantic movie is undoubtedly good, as seen that Indonesian movie is able to influence the audience, including Generation X. It starts from the process of recalling memory until the occurrence of affective memory. There are four movies proposed in this research, namely Ada ApaDenganCinta?,Habibie danAinun, TenggelamnyaKapal Van Der Wijck, and

Dilan: 1990. Those movies are the best-selling movies in its release year with huge number of viewers, especially Dilan: 1990. It has fantastic number of viewers. Based on this research, it can be concluded that the four Indonesian movies are not only good in their quantity but also have high quality, that are able to influence their audience. All of those movies presentlove story with an interesting concept. The visualization of the movie, namely scene, dialogue, storyline, characters, and back sound, has much attention. Moreover, all respondents are able to get the moral message delivered by those movies, either explicit or implicit message.

CONCLUSION

Thus, this research is important to the progress of dramatic-romantic Indonesian movies that not merely see the quantity of the viewers in the young age that fill up the cinema, but also memory that generates perception of Generation X, that is necessary to be the measure of success of romantic movie consisting of values and effect to the audience. It is expected that this research result can give contribution to the academic field to enrich academic discourse and wider knowledge in learning or reference of other similar research. It is also expected that this research can be practically useful to movie industry as the consideration to produce works that not only focus on quantity of the viewers but also quality of the movie components to be released.

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