

UNDERGRADUATE THESIS

**THE AFFIRMATION OF OTHERING THE EXOTIC TO THE
ANTHROPOMORPHIZED SEA-MONSTER CHARACTERS IN *LUCA*
(2021) MOVIE: A POST-COLONIAL STUDY**



By

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**ENGLISH DEPARTMENT
FACULTY OF HUMANITIES
UNIVERSITAS AIRLANGGA
SURABAYA**

2022

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UNDERGRADUATE THESIS

**Submitted in Partial Fulfillment of the Requirements
for the Sarjana Degree of English Department
Faculty of Humanities Universitas Airlangga**

By

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2022

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DECLARATION

I declare that this undergraduate thesis submitted in partial fulfillment of the degree of Sarjana Humaniora (S.Hum) of the English Department Faculty of Humanities Universitas Airlangga is entirely my own work and has been solely the result of my own original research. Hereby, I confirm that:

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Surabaya, 28 July 2022

A 10,000 Rupiah Indonesian postage stamp is placed over a handwritten signature. The stamp features a QR code on the left and the Garuda Pancasila emblem in the center. The text 'METERAI 10000' is visible on the stamp.

Rayhan Nadhif

121811233117

DEDICATION

To Mom & Dad

And To My Future Self

APPROVAL SHEET

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Anthropomorphized Sea-Monster Characters in *Luca* (2021)
Movie: A Post-Colonial Study

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ACKNOWLEDGEMENTS

First and foremost, I would like to express my heartfelt gratitude to Allah SWT as he has given me profoundly good health and the wellbeing that were necessarily vital for me to complete this undergraduate thesis. This thesis has also benefited greatly from the support of some people that I would sincerely like to acknowledge here.

To begin with, I am sincerely grateful to my thesis advisor Mr. Kukuh Yudha Karnanta, S.S., M.A., for his kindness, patience, and dedication in guiding me to finish this thesis. As the advisor for all my thesis work throughout this semester, he deserves special recognition for his highly competent remarks and suggestions. Thank you for the encouragement during this writing process.

I would also like to thank my TWD advisor Ms. Nurul Fitri Hapsari, S.S., M.A., for guiding me to an interesting topic of investigation. She deserves special recognition as well as particular praise for her advises that has directed the focus of this thesis.

I would like to thank my academic advisor as well, Drs. Anna Dewanti, Dipl. Tesl, M.Pd., who had helped me plan my study in university and given me direction and guidance for me to finish my study. I am also forever indebted to all of the English Department faculty members who have kindly shared their expertise and knowledge.

I would also like to thank Izhar Abdilah, Katyana Megumi Adhini, Nabila Ayu, Florentina Mary, Dimas Aryasena, and Syarovina Aliyah for the given

support. Such appreciation would like to be given to Maghfirah Woroshinta, M. Fakhry Firdausi, Almukantar Fikriansyah, Achmad Irdani F., Mesagus M. Iqbal, and Genta Raydiska F. as well for keeping me sane.

Lastly, but always be first in my heart and soul, I am forever grateful to my parents and my brother. Thank you for your moral and financial support you all have given me all my life. Thank you for keeping me sane and alive, and directed to keep my moral and principle alive. I dedicate this thesis to you.

Surabaya, 28 July 2022

Rayhan Nadhif

One hundred chunks of meat! Two hundred chunks of meat!

- Monkey D. Luffy

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ABSTRACT

Animated fictional figures have been more likely favored to be represented as a medium of propaganda carriers, as anthropomorphism is argued to draw continuity rather than discontinuity to the real human behavior, even in a more concealed form, is also favored by the younger audiences. This study interprets a message of reasoning as well as generalizing postcolonial applications, namely othering and exoticism, which discriminates the exotic through the implementation of othering, from the movie *Luca*. *Luca* is the 2021's movie production from Pixar Animation Studios that is distributed through Walt Disney Studio Motion Picture, delivering a narrative of confliction between sea-monster representatives and human characters, as the process in which, postcolonial phenomenon occurred. By analyzing signs that are mentioned through selected scenes of the movie through the foreground of John Fiske's *codes of television*, this study argues the presence of the practice of othering exotic beings that is indirectly still being advertised, which concludes the necessity of qualitative methodology usage. Through close examination of several elements, from which the sense-making process of anthropomorphic representation and the utilization of ideology making by inspecting the reality and representational level is employed, it is discovered that *Luca* movie stressed the postcolonial phenomenon to be somewhat customary and central to the human nature, and it is believed to be immutable. Thus, the study concludes that the affirmation of postcolonial practices are still being amplified in western movie industry.

Keywords: *Luca, Anthropomorphism, Othering, Exotic*

ABSTRAK

Tokoh animasi fiktif lebih disukai untuk direpresentasikan sebagai media pembawa propaganda, karena antropomorfisme dikatakan lebih memiliki koneksi daripada ketidaksinambungan pada perilaku manusia, walau dalam bentuk yang tersembunyi, tetap disukai oleh penonton yang lebih muda. Studi ini menginterpretasikan pesan yang menalarakan sekaligus menggeneralisasi aplikasi poskolonial, yaitu *othering* dan eksotisme, yang mendiskriminasi figure eksotik melalui implementasi *othering*, dari film *Luca*. *Luca* adalah film yang diproduksi tahun 2021 oleh Pixar Animation Studios yang didistribusikan melalui Walt Disney Studio Motion Picture, menghadirkan narasi konflik antara perwakilan karakter monster laut dan karakter manusia, yang dalam proses berlakunya, terjadinya fenomena postkolonial. Dengan menganalisis tanda-tanda yang diperlihatkan melalui adegan-adegan film yang dipilih, dengan menggunakan teori *codes of television* oleh John Fiske, studi ini berargumen akan adanya praktik *othering* makhluk eksotis yang secara tidak langsung masih dipromosikan, yang menyimpulkan akan perlunya pemanfaatan penggunaan metodologi kualitatif. Melalui pemeriksaan terhadap beberapa elemen, dari mana proses pemahaman representasi antropomorfik dan pemanfaatan pembuatan ideologi dari analisa level realita dan level representasi digunakan, telah ditemukan bahwa film *Luca* menekankan nilai adat dan sentralisasi dari fenomena poskolonial sebagai sifat dasar manusia, dan diyakini tidak dapat diubah. Dengan demikian, studi menyimpulkan bahwa penegasan praktik poskolonial masih diperkuat dalam industri film barat.

Kata kunci: *Luca, Anthropomorphism, Othering, Exotic*