

## **CULTURAL REPRESENTATION IN RED COBEX FILM**

**(Hermeneutics Analysis in Red Cobex Film)**

**By**

**Muhamad Jafar Sidik**

Film is one of the creations of culture, which provides many images of life and life lessons for the audience to him, then if the phenomenon in terms of development, will prove that the role played by the film hidden in meeting the needs of very large indeed compared with the previous findings radio and newspapers. Representing one of the film well and construction of a cultural value is Red Cobex Film directed by Upi.

Research on Red Cobex film is done to see the shape representation of the elements of culture and gender focus of this research through the scenes and dialogue that is played by the characters in the film by using hermeneutic analysis to find the meanings implicit or hidden in the film Red Cobex .

Then the conclusion in this study, the elements - elements in the Red Cobex Film culture found through the analysis of meaning by considering the context of cultural background attached to the characters in the film, so there are scenes and dialogue that describes the cultural elements in terms of outlook or philosophy of life, art, the principle of life, language and regional dialect used by the characters, as well as gender representation in the film Red Cobex, seen in some aspects of gender, namely superordinasi, negative stereotypes and male clone or imitation of men.

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