

CHAPTER 5:

DISCUSSION, RECOMMENDATION, CONCLUSION

5.1 Discussion

This chapter summarizes upon the analysis and findings of plot structures that was presented in the previous chapters to build conclusions about the result of this research. This chapter was evaluated by comparing non-verbal attributes and cultural attributes in communication from literature review and content analysis. The past studies of communication that was found, several related themes from the research could be seen. The discussion is reciprocated over A Study on Non-verbal and Intercultural Communication in Animation Film: Analysis of Upin & Ipin: Keris Siamang Tunggal (Lone Gibbon Kris). The summary findings, discussion, limitations, recommendations and conclusions are highlighted in this chapter.

5.2 Summary of Findings

This section discovered the summary of the findings of A Study on Non-verbal and Intercultural Communication in Animation Film: Analysis of Upin & Ipin: Keris Siamang Tunggal (Lone Gibbon Kris). The purpose of this study is to understand and point out communications attributes from non-verbal behaviour and intercultural communication in the animation film using semiotics theory. The researcher made observations and transcribed the film in order to collect data with the purpose of understanding the whole study with numerous literature reviews.

In the production of creating an educational animation film, *Upin & Ipin: Keris Siamang Tunggal (Lone Gibbon Kris)* have plots that emphasise on cultural elements. Traditional values and moral lessons when the characters navigate challenges and follow the adventure to return home. Non-verbal attributes were investigated to analyze its usage in this film that were represented in cultural settings, villain characterization, and emphasizing scenes such as mystical scenes or emotional scenes with intense facial expression and other feelings reached by characters to the audiences. This non-verbal behavior has signified moments of characters to align with the film's moral lessons and highlighting their cultural heritage. In terms of intercultural communication, there are teamwork scenes from a diverse group that symbolizes societal harmony and there are folktales, cultural performance and traditional clothes and food. They also promote female empowerment subtly to overcome stereotypes of gender roles in general.

The animation film *Upin & Ipin: Keris Siamang Tunggal (Lone Gibbon Kris)* imparts cultural teachings and awareness to its viewers. Through semiotic analysis, the film shows in fostering cultural values and harmonious interactions and communications, particularly for younger Malaysians in a multi-ethnic society.

Sustaining local identity and preventing stereotypes in a society through non-verbal communications has significant contributions in cultural and social contexts. In order to preserve a cultural society, traditional dress or gestures and art forms plays an important role that is deeply embedded in the identity of a Malaysian community that served cultural practices among them. Traditional clothing with specific patterns or designs carried historical values and wear it during festivals and ceremonies which helps in maintaining cultural identity to pass it on to next generations.

Nonverbal communication is essential to pass down cultural activities and traditions to the younger generations that let them observe and learn from elders. In some other way, they would enjoy storytelling and oral traditions involving nonverbal elements like facial expression and body movement in helping the youth to internalize cultural norms and stories. By incorporating traditional and modern practices will allow for cultural continuity and be alive in a modern context without losing their core identity.

5.3 Summary Recommendations

1. Insert a diverse range of cultural non-verbal communication to represent the variety of cultures in the country such as characters from other races, more characters with covered women hijab or cheongsam or saree and self-defense like *silat* to protect from harm. This can enrich viewing experience and promote cultural awareness among viewers.
2. Utilize behind-the-scenes content or additional materials to educate audiences on cultural significance on nonverbal behavior used in the film in the end of credit scene. It is to deepen viewers' appreciation and understanding of the cultural context used in the film.
3. Researchers encourage ongoing research into the evolving nature of nonverbal communication and intercultural communication with the current trends and shifts to help and keep animation content relevant and significant with contemporary audiences.

5.3 Conclusion

In conclusion, nonverbal and cultural communication in *Upin & Ipin: Keris Siamang Tunggal* (Lone Gibbon Kris) animation film plays a significant role in conveying character

identity and cultural context. Nonverbal cues in cultural norms communicate specific traditional messages and values such as symbolic objects and gestures. These elements are encoded with subtext that is deeply rooted in traditions and cultural heritage to be understood universally. However, modern nonverbal cues often rely on contemporary interpretations and lifestyles that reflect current social behavior and ethical norms. Animation films can be more effective to advanced storytelling techniques, foster cultural understanding, and create meaningful connections with diverse viewers (Kim & Li, 2021). In both traditional and modern settings in the film, the visual language not only enhances the narrative and character development but also enriches relationships and connections built within the audience by visually appealing the character's identities and cultural values.

