

**A STUDY ON NONVERBAL AND
INTERCULTURAL COMMUNICATION IN
ANIMATION FILM: ANALYSIS OF UPIN &
IPIN: KERIS SIAMANG TUNGGAL
(LONE GIBBON KRIS)**

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UNIVERSITY SAINS ISLAM MALAYSIA
NILAI, 2024

AUTHOR DECLARATION

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

I hereby declare that the work in this dissertation, entitled "A Study on Nonverbal and Intercultural Communication in Animation Film: Analysis of Upin & Ipin: Keris Siamang Tunggal (Lone Gibbon Kris)," is my own except for the quotations and summaries, which have been duly acknowledged.

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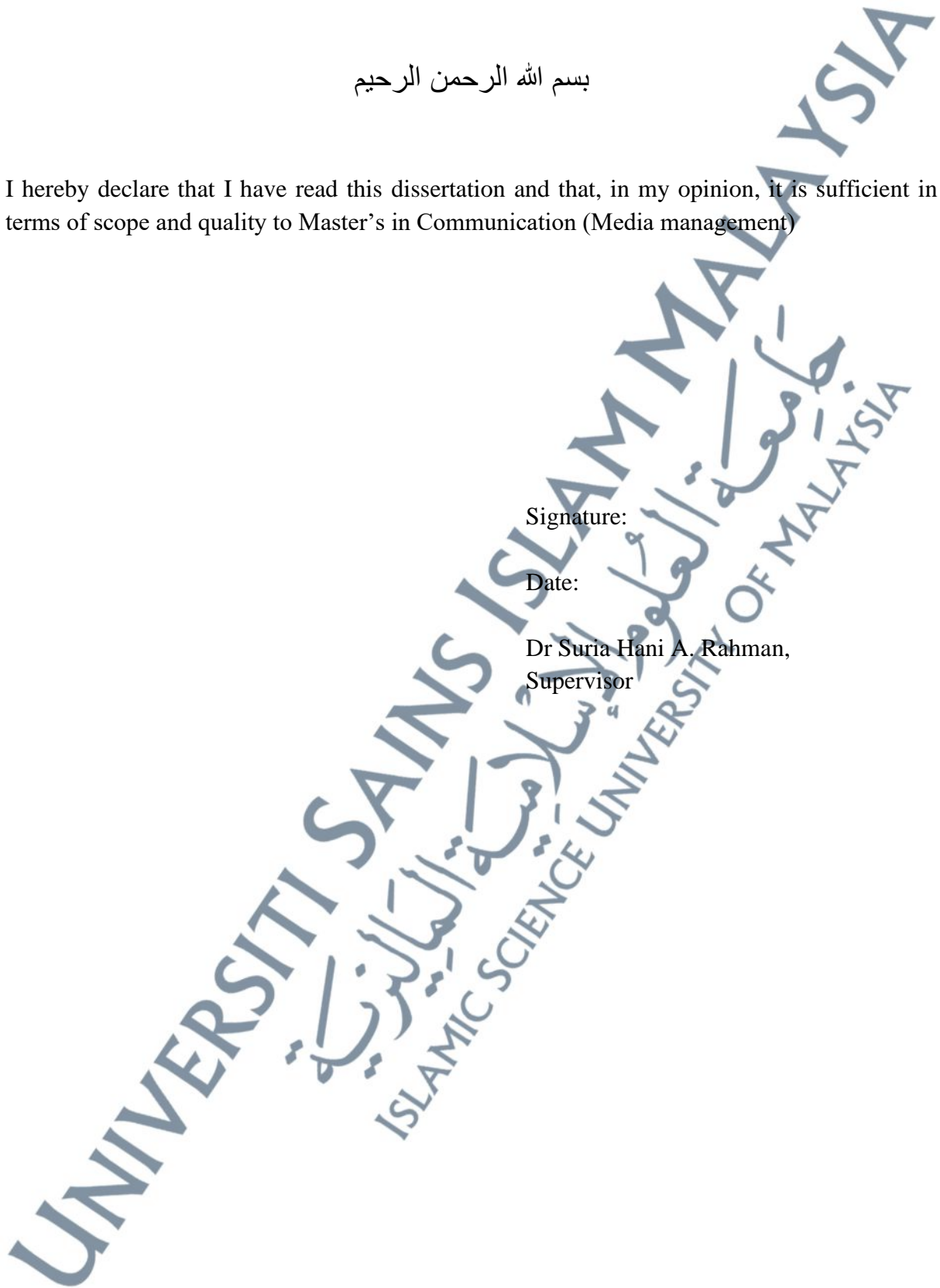
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I hereby declare that I have read this dissertation and that, in my opinion, it is sufficient in terms of scope and quality to Master's in Communication (Media management)

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In the name of Allah, the Most Gracious and the Most Merciful

In some project, it is practically possible to do it on our own. However, when doing this final project, it becomes impossible to do so because there are no absolute truths in this matter which merely require a lot of brainstorming to get to diverse conclusions. I am very thankful to Allah because I was able to use all of my strengths, patience, and confidence to finish this final year project on time.

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ABSTRAK

Projek ini bertujuan untuk menjalankan analisis komprehensif mengenai animasi tempatan yang digemari oleh penduduk tempatan, animasi Upin & Ipin, memfokuskan penggambaran komunikasi bukan lisan dan komunikasi antara budaya yang memberi impak kepada pengukuhan identiti budaya tempatan. Projek ini juga membawa objektif untuk mengkaji lebih mendalam tentang kepelbagaian isyarat komunikasi bukan lisan yang digambarkan di struktur plot atau watak perwatakan, meneliti pergerakan, mimik muka dan bahasa badan yang dipersembahkan dalam pelbagai konteks interpersonal dan sosial. Seterusnya, kajian akan mengkaji cara rancangan itu mengemudi komunikasi antara budaya, menangani cara identiti dan kepelbagaian budaya yang digambarkan dan disampaikan oleh interaksi watak dan perspektif konteks cerita. Rangka kerja yang digunakan adalah pendekatan penyelidikan kualitatif, menggunakan kaedah analisis kandungan dan pengekodan tematik secara sistematik pada klip yang terpilih. Penelitian klip animasi komunikasi bukan lisan dan antara budaya daripada animasi Upin & Ipin: Keris Siamang Tunggal (Lone Gibbon Kris), dapat memupuk penghargaan terhadap kepelbagaian budaya di Malaysia. Selain itu, projek ini akan menyumbang kepada pemahaman yang lebih luas tentang dinamik komunikasi dalam media dan implikasinya di khalayak yang besar, khusus kepada kandungan cerita tersebut yang dikaitkan dengan budaya dan masyarakat kontemporari.

Kata kunci: *Komunikasi bukan lisan, Komunikasi antara budaya, Animasi, Analisis kandungan*

ABSTRACT

This research proposal aims to conduct a comprehensive analysis of the popular local animated television series, Upin & Ipin, specifically on its portrayal of nonverbal communication and intercultural communication that has impacted to sustain local cultural identity. The study intends to dig deeper into the diverse nonverbal communication cues depicted by the plot structure and characters, examining their gestures, facial expressions and body language within various interpersonal and social contexts. Additionally, the research will explore how the show presents and navigates intercultural communication, addressing how cultural identities and diversities are portrayed and communicated through the characters' interactions and content perspectives. The proposed study seeks to employ a qualitative research approach, utilizing content analysis and thematic coding to systematically analyze selected clips and scenes. By examining the animation clips of non-verbal and intercultural communication within Upin & Ipin, this research aims to foster appreciation of Malaysia's cultural diversity, contribute to the broader understanding of communication dynamics in popular media and their implications for large audiences, particularly in the context of contemporary culture and society.

Keyword: *Nonverbal communication, Intercultural Communication, Animation, Content Analysis*



نبذة مختصرة

يهدف هذا البحث إلى إجراء تحليل شامل لمسلسل الرسوم المتحركة التلفزيوني المحلي الشهير، Ipin & Upin، وتحديداً فيما يتعلق بتصوير التواصل غير اللفظي والتواصل الثقافي الذي أثر على الحفاظ الهوية الثقافية. تهدف الدراسة للتعلم أكثر في إشارات التواصل غير اللفظي المتنوعة وتصورها بنية الحبكة والشخصيات، وفحص إيماءاتهم وتعبيرات الوجه ولغة الجسد ضمن سياقات شخصية واجتماعية مختلفة. بالإضافة إلى ذلك، سوف يستكشف البحث كيف يقدم العرض التواصل بين الثقافات ويتنقل فيه، ويتناول كيفية تصوير الهويات الثقافية والتنوع وإيصالها من خلال تفاعلات الشخصيات ووجهات نظر المحتوى. تسعى الدراسة المقترحة إلى استخدام منهج البحث النوعي، وذلك باستخدام تحليل المحتوى والترميز الموضوعي لتحليل مشاهد مختارة بشكل منهجي. من خلال فحص مقاطع الرسوم المتحركة للتواصل غير اللفظي والثقافي داخل Ipin & Upin، يهدف هذا البحث إلى تعزيز تقدير التنوع الثقافي في ماليزيا، والمساهمة في فهم الاتصال في وسائل الإعلام الشعبية وأثارها على جماهير كبيرة، لا سيما في السياق الثقافي والمجتمع المعاصر.

الكلمة الرئيسية: التواصل غير اللفظي، التواصل بين الثقافات، الرسوم المتحركة، تحليل المحتوى

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