

ABSTRAK

Atik Rahayu. 2025. “Komparasi Unsur Sosial dan Budaya Film Thailand “*Pee Mak*” dengan Versi *Remake* Indonesia “*Kang Mak from Pee Mak*” (Pendekatan Sosiologi Sastra)”. *Skripsi*. Fakultas Ilmu Budaya, Universitas Jenderal Soedirman.

Latar belakang penelitian ini didasari oleh pertanyaan mengenai perbandingan unsur sosial dan budaya yang terdapat di dalam film *remake* Thailand (*Pee Mak*) ke dalam versi Indonesia (*Kang Mak from Pee Mak*). Untuk itu, penelitian ini bertujuan untuk mengkaji perbandingan unsur sosial dan budaya dalam film Thailand *Pee Mak* dengan versi *remake* Indonesia film *Kang Mak from Pee Mak* dengan menggunakan pendekatan sosiologi sastra. Unsur sosial dan budaya yang dikaji dalam penelitian ini menggunakan teori unsur sosial yang dikemukakan oleh Soemardjan & Soemardi (1964) dan teori unsur kebudayaan dari Koentjaraningrat (2015). Penelitian ini merupakan penelitian kualitatif dengan metode deskriptif komparatif. Data dikumpulkan melalui metode simak, dokumentasi, dan studi kepustakaan. Metode analisis data menggunakan metode deskriptif komparatif dengan strategi perbandingan terfokus dari Djiwandono & Yulianto (2023). Adapun metode yang digunakan sebagai validasi data yaitu menggunakan triangulasi teori. Hasil penelitian ini menunjukkan adanya persamaan unsur sosial masyarakat Thailand dan Indonesia melalui perilaku sopan santun dan menghargai orang lain, tradisi menjamu tamu, serta bentuk kelompok sosial keluarga dan pertemanan. Sementara persamaan unsur budaya terlihat melalui adanya persamaan tradisi mengunyah sirih pinang, dan kesenian dalam bentuk nyanyian pengantar tidur. Perbedaan unsur sosial dan budaya yang ditayangkan dalam kedua film ditemukan pada bentuk norma sosial dalam perbedaan cara memberikan salam, bahasa, busana tradisional, senjata, mata pencaharian hidup, agama dan kepercayaan lokal, hari raya, kepercayaan terhadap jimat Buddha, serta visualisasi hantu yang muncul di dalam film *Pee Mak* dan *Kang Mak from Pee Mak*. Persamaan dan perbedaan unsur sosial dan budaya dalam kedua film disebabkan oleh berbagai faktor seperti letak geografis kedua negara, nilai sosial budaya masyarakat, sistem kepercayaan, serta adaptasi unsur lokalitas terhadap cerita.

Kata Kunci: komparasi film, unsur sosial, unsur budaya, pee mak, kang mak from pee mak

ABSTRACT

Atik Rahayu. 2025. "Comparison of Social and Cultural Elements of Thai Movie "Pee Mak" with Indonesian Remake Version "Kang Mak from Pee Mak" (Sociology of Literature Approach)". Thesis. Faculty of Humanities, Universitas Jenderal Soedirman.

The background of this research is based on the question of the comparison of social and cultural elements contained in the Thai remake film (Pee Mak) to the Indonesian version (Kang Mak from Pee Mak). For this reason, this research aims to examine the comparison of social and cultural elements in the Thai film Pee Mak with the Indonesian remake version of the film Kang Mak from Pee Mak using a literary sociology approach. The social and cultural elements studied in this research use the theory of social elements proposed by Soemardjan & Soemardi (1964) and the theory of cultural elements from Koentjaraningrat (2015). This research is a qualitative research with comparative descriptive method. The data were collected through listening method, documentation, and literature study. The data analysis method uses a comparative descriptive method with a focused comparison strategy from Djiwandono & Yulianto (2023). The method used as data validation is using theoretical triangulation. The results of this study show that there are similarities in the social elements of Thai and Indonesian society through polite behavior and respect for others, the tradition of entertaining guests, and the form of family and friendship social groups. While the similarity of cultural elements is seen through the similarity of the tradition of chewing betel nut, and art in the form of lullabies. Differences in the social and cultural elements shown in the two films are found in the form of social norms in differences in the way of greeting, language, traditional clothing, weapons, livelihoods, local religions and beliefs, holidays, belief in Buddhist amulets, and the visualization of ghosts that appear in the films Pee Mak and Kang Mak from Pee Mak. The similarities and differences in social and cultural elements in the two films are caused by various factors such as the geographical location of the two countries, the socio-cultural values of the people, the belief system, and the adaptation of locality elements to the story.

Keywords: movie comparison, social elements, cultural elements, pee mak, kang mak from pee mak