**Black Panther Movie: Cultural Relations Analysis**

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**Abstract.** This study aimed at analysing cultural relations in *Black Panther* movie with main purposes are to 1) find the kinds of cultural relations in *Black Panther* movie, and 2) find the realization of cultural relations in *Black Panther* movie. The study used qualitative research method. For collecting the data, the study used *Black Panther* movie script. The study analyzed the situation and dialogue in the movie using the theory of cultural relations’ types by Iriye (2002) and cultural elements by Barkan (2012). The study found that both types of cultural relations by Iriye exist in the movie, they are direct cultural interaction and indirect cultural interaction. Direct cultural interactions denote physical encounters with people and objects of another culture. Besides, indirect cultural interaction involves ideas, values, and beliefs proper to a specific culture and often featured in philosophy, literature, music, and art that are acting as cross-national tools, which can foster and strengthen intercultural dialogue. The researchers hoped the readers can understand more about cultural relations and change their mind become more critical when they are facing the problems in society related to cultures.

**Keywords:** *Black Panther* Movie, Cultural Relations, Analysis

1. **Introduction**

Culture is one of the important things a state must have. It can be a symbol to strengthen the image of the country itself. Many people are still do not understand even they do not know the relation between their lives with culture. Besides, they are the most needed element to create some good things through the culture. According to Habbar (2016), culture is a contested phenomenon which is understood to mean different things by different groups. It is the integrated pattern of human knowledge, beliefs and behavior. Culture embodies language, ideas, beliefs, customs, taboos, codes, institutions, tools, techniques, and works of art and so on. Culture consists of shared values, beliefs, knowledge, skills, and practices that underpin behavior by members of a social group at a particular point in time. It is creative expression, skills, traditional knowledge and resources. These include craft and design, oral and written history and literature, music, drama, dance, visual arts, celebrations, indigenous knowledge of botanical properties and medicinal applications, architectural forms, historic sites, and traditional technologies, traditional healing method, traditional natural resource management, and patterns of social interaction that contribute to group and individual welfare and identity. It is generally accepted that culture embodies the way humans live with and treat others and how they develop or react to changes in their environments. Culture is closely connected to the community.
In the globalization era, the relationship between societies will be easy and widespread based on the desire of people to know and learn about the difference of a nation especially cultures. Moreover, some of the engagement between people and cultures that encounter each other now more than ever occurs naturally so it can be a duty for a government or even we as the peoples to promote what our cultures can do to the world appropriately without spoiling the values inside the cultures. The importance to suppress the desire of people to share what their country has like culture, heritage, and natural resources that may be need by others outside their country, so are creating greater connectivity, better mutual understanding, more and deeper relationships, mutually beneficial transactions and enhanced sustainable dialogue between states, people, non-state actors and cultures. This profits can be found if the two cultures make an interaction through cultural relations. Just as Nye (2015) identifies three sources of soft power where the cultural relations includes in it along with public diplomacy and cultural diplomacy. The satisfactory part of the soft power is it arises from the attractiveness of a country’s culture, political ideals, and policies so it does not contain any negative factors as like coercion.

According to The Open University and Hertie School of Government (2018), cultural relations are understood as interactions between two or more cultures to create greater connectivity, better mutual understanding, more and deeper relationship, mutually beneficial transactions and enhanced sustainable dialogue between people and cultures without coercion. Most people do not know about cultural relations and its effects on their lives if their country do the several things related to the cultural relations, this kind of things that making us as the researchers want to exemplify many things that will be happened within the existence of cultural relations.

Movies, also known as film, is a type of media that provide audio visual communication through moving pictures and sound to tell stories or teach people something. At the beginning of the twenty-first century, it is impossible to neglect film as a semi-textual genre both influenced by and exerting influence on literature and literary criticism (Klarer, 2004). Most people in this world feel amused by the sensation that the movie gives as like the part in the movie that makes them laugh, cry, or afraid. A genre is a word for type or style in a movies. It includes action, adventure, animation, comedies, dramas, horror, and science fiction.

Based on the explanation above, the researchers are interested in analyzing cultural relations in a movie with objective of 1) finding kinds of cultural relations in *Black Panther* movie and 2) finding the realization of cultural relations in *Black Panther* movie.

**Method**

In conducting this research, the researchers used qualitative research method. It means in reporting results of the analysis, the data can not be expressed in number but the researchers interpreted the result of analysis in the form of words and sentences. The qualitative method had been chosen because the researchers believe that it is an appropriate method to conduct in this research about cultural relations that found in a movie. The researchers used non-test instrument in gathering the data. Qualitative study is designed to be appropriate with the assumption of a qualitative paradigm.
2. Findings and Discussion

As mentioned in the statements of the problem that the objective of the study are finding kinds of cultural relations in *Black Panther* movie and finding the realization of cultural relations in *Black Panther* movie. Therefore, the findings are provided as follows.

1. The Kinds of Cultural Relations Found in Black Panther Movie

   For knowing the kinds of cultural relations used in Black Panther movie, the researchers analyzed the situation and dialogues in some of the scenes from Black Panther movie. The theory of Iriye (2002) and Barkan (2012) also helped the researchers to choose the proper type of cultural relations used in Black Panther movie.

   a. Direct Cultural Interaction

   This type showed in the situation where King T’Challa made a speech in front of the World Leaders.

   b. Indirect Cultural Interactions

   This type involves ideas, values, and beliefs proper to a specific culture and often featured in philosophy, literature, music, and art that are acting as cross-national tools, which can foster and strengthen intercultural dialogue. The researchers used theory of cultural elements by Barkan (2012) to find this kind of cultural relations. Indirect cultural interaction could be found by the researchers in Black Panther movie. The researchers used the classification of elements from culture to find the indirect cultural interaction. From the classification, both material and non material culture in Black Panther movie that represents indirect cultural interaction were values, symbols, language and technologies. The technologies included RTF, EMP beads, Remote Access Kimoyo Beads, Black Panther costume, and healing devices.

2. The Cultural Relations Realized in Black Panther Movie

   The source of data was collected from the dialogues in the script of the Black Panther movie then the researchers found that cultural relations exist in the last scene of Black Panther movie. Thus, the researchers analyzed the cultural relations found from the scene in a form of dialogue and presented the result of the analysis by giving explanation. The cultural relations could be found by the researchers in Black Panther movie. From the dialogue above, the words *the first Wakandan International Outreach Center, the social outreach* and *the science and information exchange* proved that cultural relations existed.

   There are many ways to improve a country to have a better quality through their cultures. Hard power and soft power are the choices that a country could choose to actualize their goals. Hard power is an aggresive type to influence the behavior or interests of other political bodies attacking other lesser militaries or economic powers while soft power is the use of economic or cultural influence to persuade other nations put an attention to a nation. According to Nye(2015), soft power has three measures, they are public diplomacy, cultural diplomacy, and cultural relations. Cultural relations is an interaction between two or more countries through their cultures. It is one of the ways to build the relationship between countries without coercion but the countries showed their attraction on other countries’ cultures through their desire to collaborate with the intention of being more advanced in connectivity, understanding, relationships, beneficial transactions and dialogue between people and cultures.

   Iriye (2002) classifies cultural relations into two types, direct cultural interaction and indirect cultural interaction. Direct cultural interaction denote physical encounters with
people and objects of another culture while indirect cultural interaction involve ideas, values, and beliefs proper to a specific culture and often featured in philosophy, literature, music, and art that are acting as cross-national tools, which can foster and strengthen intercultural dialogue. The researchers found cultural relations by analyzing the movie and script of Black Panther. The cultural relations represented in the words mentioned by King T’Challa, they were the first Wakandan International Outreach Center, the social outreach, the science and information exchange. The words were the realization of cultural relations where it aims to share Wakanda’s knowledge and technology to the rest of the world. From the cultural relations that were found, the researchers analyzed the kinds of cultural relations found in the Black Panther movie using theory of Akira Iriye. As the researchers knew from the theory of Iriye (2002), there were two kinds of cultural relations inside Black Panther movie. Indirect cultural interactions involve ideas, values, and beliefs proper to a specific culture and often featured in philosophy, literature, music, and art that are acting as cross-national tools, which can foster and strengthen intercultural dialogue. The researchers used theory of cultural elements by Barkan (2012) to find this kind of cultural relations. In the dialogue, the French Ambassador asked what can a nation of farmers like Wakanda offer to the rest of the world then the theory of Barkan could answer this question.

3. Conclusion

In this study, the researchers analyzed the cultural relations found in Black Panther movie. The cultural relations was a topic that rarely taking by people to be researched whereas many advantages could be get by a country and its people. While, The British Council and Goethe-Institut (2018) defined the cultural relations as reciprocal transnational interactions between two or more cultures that encompassing a range of activities conducted by state and/or non-state actors within the space of culture and civil society. From the analysis, the researchers discovered that the cultural relations existed in the movie with a dialogue that mentioned the words related to the cultural relations. They are the first Wakanda International Outreach Center, the social outreach, the science and information exchange. The words proved that Wakanda really runs the cultural relations together with other nations.

The result found that the cultural relations used is direct cultural interaction and indirect cultural interaction where direct cultural interaction was include physical encounters with people and objects of another culture while indirect cultural interaction involved ideas, values, and beliefs proper to a specific culture and often featured in philosophy, literature, music, and art that are acting as cross-national tools, which can foster and strengthen intercultural dialogue. From the Black Panther movie, in the last scene of the movie exactly, the researchers found the direct interaction between Wakanda and other countries. King T’Challa, the next ruler of Wakanda made a speech about an approval to help others all around the world through their technology in front of the state officials from all over the world moreover they were already build the first Wakandan International Outreach Center to facilitate the access of technology to the outside world. The indirect cultural interaction found in the answer of French Ambassador question about what Wakanda could give to other nations. The answer related to the theory of cultural elements by Barkan (2012), they are as follows:

a. Symbols that some of it actually types of nonverbal communication, while other symbols are in fact material objects. While in Black Panther movie, its symbol categorized as nonverbal communication called gestures where Wakandan was folding their arms over their chest.
b. Language that vitalizing human lives easier and connecting their purpose throughout spoken words or written words is like a magnet to every people in this world. Black Panther movie was showing something unique when speaking about language because the characters inside used xhosa as one of their language where only the Africans know this language.

c. Values that shaping its norms involved judgements of what is good or bad and desirable or undesirable. “No betrayer allowed in this country” was the best words to describe the value inside Black Panther movie. The accident happened when Prince N'Jobu and Ulysses Klaue were conspiring to steal vibranium from Wakanda then King T’Chaka noticed this crime so he decided to punish him.

d. Artifacts or material objects that involved in the last element of culture was the most element that often turning up in the Black Panther movie. Artifacts appeared in the form of technology in this movie, RTF, EMP beads, remote access kimoyo beads, black panther costume, and the healing devices created by Wakanda’s technology were the proofs to prove the greatness of vibranium strength.

References


