

Cultural Components of Film COCO: A Mexican Heritage Multicultural Culture

Vivi Fauziah, Retno Purwani Sari

Faculty of Humanities, Universitas Komputer Indonesia
Jl. Dipatiukur No. 112 Bandung 40132, Indonesia

email: vivi.63720027@mahasiswa.unikom.ac.id

Abstract. The aim of this study is to investigate the Mexican cultural components displayed in Pixar Animation Studios' film *Coco*. This study examines how cultural practices and maintenances are issued and debated in Mexico, which is known for having the most cultural diversity in America. The study is based on Kennedy and Manohar's cultural components theory. The qualitative method was used in this study, with note taking used to collect valid data. According to the findings, the film *Coco* contains seven types of Mexican cultural components: language, religion or belief, norms, cultural values, social collectives, statuses and roles, and cultural integrations. They are all practiced as part of 'Day of the Dead' as we known as the Mexican tradition and a part of family traditions. This film's depiction of multiculturalism has successfully preserved Mexican cultural identity while providing creative and innovative support. Mexican multicultural concepts offer a more comprehensive and useful perspective on today's world. This study defines how cultural maintenance can support the specific and unique identity of a specific culture. Exploration of arts, culture and heritage, for example, through movies is a potential activity to deal with our senses after a pandemic's crisis.

Keywords: cultural components, identity, Mexican culture, multiculturalism

1. Introduction

Literature serves as a medium through which individuals can express their experiences and perceptions of the world through written works. As noted by Pickering and Hoeper [1], literature is a unique aspect of human behavior that emerges from a desire to comprehend, articulate, and communicate these experiences. Novels, poetry, and prose are all examples of literary works that allow authors to capture and convey their thoughts and emotions. The adaptation of *Coco* from a novel to a film demonstrates how literature can transcend mediums and reach diverse audiences, showcasing the power of storytelling to connect people across different cultures and backgrounds.

Moreover, literature has the potential to serve as a tool for individuals to express their feelings, emotions, and activities [2] [3], as evidenced by the creators of *Coco*. By encompassing all aspects of human behavior and attempting to express any feeling, emotion, thought, or idea [4], literature can provide us with a deeper understanding of life and the world around us. In essence, a literary work is an expression of an individual who is inspired by their life experiences. Overall, the power of literature lies in its ability to capture and convey the complexities of the human experience, creating a connection between the author and the reader and illuminating the diverse perspectives and voices that shape our world.

As previously mentioned, literary works can usually be found in several media [5][6], including Film *Coco*. In some literary works, there are usually elements of life, one of which is social and cultural. Culture can be interpreted as the creation and transmission of human faith through particular symbols, such as linguistic symbols, as a collection of symbols used to communicate cultural views among members of a

society. Cultural messages that can be found in the media, government, religious institutions, educational systems, and possibly elsewhere. [7][8]. In this study, Film *Coco* is one that takes the background of Mexican culture for its narration. The film was produced by American producer Darla K. Anderson. This film became the fourth highest-grossing film under other well-known films in 2017 [9]. and Pixar's most successful film in China. One of the factors that make this film successful is the thick cultural theme contained in the film [9]. This film was adapted by an American producer, which represents Mexican culture.

The selection of the film *Coco* for this study is grounded in its portrayal of the socio-cultural conditions of the Mexican people. Through viewing the film, audiences can gain insight into traditional practices and cultural elements highlighted in the narrative, thereby expanding their cultural understanding and knowledge. The objective of this study is to analyze and uncover the cultural components depicted in the film. This study can serve as a useful reference for other students and researchers interested in exploring similar topics in literature. The sociological approach employed in this study is based on the cultural components theory proposed by Manohar and Kennedy adapted by Nurhasanah [10]. By examining the cultural elements in *Coco*, this study contributes to learning of the intersection between culture and media, highlighting the significance of representation and cultural authenticity in film.

2. Literature Review

2.1 Previous Findings

Cindenia et al. [11] have proposed that the meeting of two different cultural backgrounds can take place in various ways, through cultural objects such as arts, language, and local food, as well as non-object culture, such as traditional beliefs and personal relationships. These cultural signs can be used to analyze literary works and represent cultural aspects. In their study, Cindenia et al. aimed to interpret Maluku local culture in the film *Salawaku* by identifying and analyzing cultural objects and non-object cultures using qualitative content analysis. The results revealed that dance, language/dialect, food, and drink were included in the cultural aspects of objects, while customary beliefs were included in non-object cultural aspects. Their research highlights the importance of culture as an identity that shows the different characteristics of each individual and acts as a cornerstone of communication.

The author's study can use variables such as cultural aspects of objects, including cultural arts and language, as well as non-object cultural aspects such as beliefs and customs, to analyze the literary work. The author's research is similar to Cindenia et al.'s work in analyzing cultural aspects or components. By studying the cultural aspects of the literary work, the author can contribute to a better understanding of cultural diversity and its role in communication.

2.2 Theoretical Background

2.2.1 Sociological Approach in Literature

Sociology is related to a person's social life, it can be in the form of changes in the study of human behavior. and Literature describes a person's life or experience which is then expressed through literary works in written form. Sociology and literature are interconnected because both of them discuss a person's social life, which then the person's life or social reality can be made into a literary work. Giddens in Loyal [12] suggested that sociology focuses on understanding human behavior and the complexities of our own lives, which can be one of the most challenging and difficult journeys we undertake. Moreover, Richardson [13] stated that the sociology of literature holds that literature serves as a means of creating and representing the social experiences of humanity, thereby capturing the essence of human existence. He argued that the production of literary works is a byproduct of living within a community of other individuals. Literature arises from unique social institutions and practices.

In this case it can be said that there are differences in literary works, such as differences in norms, values, and social behavior among various societies, as well as differences in the themes of literary works from these communities. When people have different roofs, the literature obtained from the system will also be different.

2.2.2 Definition of Culture

Culture is a multifaceted concept that plays a crucial role in shaping the identity of a region. Its definition varies, but it can be broadly understood as the core of human social personality or behavior that reflects a shared understanding of a community's beliefs, knowledge, morals, arts, laws, and customs. It is also regarded as something good or valuable and a manifestation of the work of the human soul in the broadest sense. In addition, culture is a principle based on life systems and human needs that demonstrate its features. Therefore, every individual has a unique culture formed by their creativity, taste, and desire, which is shaped by every aspect of society. Communication is an essential factor in the formation of culture and its characteristics, as it establishes and shares different aspects of customs, rituals, laws, and other motifs among people. The sociological approach offers various influential theories to study culture in different regions.

2.2.3 Component of Culture Theory

As stated in the introduction, this study is based on the cultural component theory of Kennedy and Manohar [14][15]. First components of culture consist of language. The most crucial part of human life on Earth is language. The several languages are an important element of the culture. Language is culture, and culture is language. Language is the most crucial thing we need to know everywhere we go. Second, religion and beliefs: A civilization's religion and beliefs play a vital part in defining its culture; every religion has a sacred rite that all people must perform. That belief is a people's inheritance that has remained steadfast and pure, and religion is also an institution that governs human spiritual life. Then norms, every civilization or community has its own set of norms. which are inextricably linked to culture. Cultural taboos and traditions may be included. This regulation is divided into four parts, namely as follows: a) Social norms are social pressures given to members of society to conform to norms. b) Religious norms, namely rules based on the teachings of a religion or belief, demand full obedience from all its members. c) Legal norms are norms based on orders and prohibitions that regulate order in society through legal provisions and law enforcement in the form of sanctions imposed by the authorities. d) Moral standards are rules based on conscience or human morality.

These rules are global in the sense that they are recognized and followed by all people in the world, but their forms and manifestations vary. Apart from that, there is also values. A civilization's social values are likewise considered cultural characteristics. A culture's values typically refer to the accomplishments that are highly appreciated in that culture. Social collectives, is a part of components of culture. Social groups, organizations, communities, institutions, classes, and societies are all symbolic social constructs. Statuses and roles: A social role or status is simply a slot or place within a group or society that provides an overall picture of the social structure and is thus an important feature of culture. The last component is cultural integration, the measure of harmony with which distinct cultural aspects are blended. Subcultures, local cultures, and historical and cultural traditions are all examples of this.

2.3 Movie

2.3.1. Definition of Movie

Wibowo in Rizal [16] stated that movie is a methodology for conveying Several information are sent to the wider public through the medium of narration, and it may also be understood as a means of

artistic expression for artists and filmmakers to express their thoughts and story concepts. Film is a literary work that consists of moving pictures. in which there are scenes that describe a storyline. According to Effendy [17] Film is a digital sound medium of communication used to transmit a message to a group of people gathering in one location.

Based on the definition of experts, it can be summarized that film is a literary work that is documented or recorded using a camera and then edited in such a way that the audience does not get bored watching the film and the audience can pick up hidden meanings or messages.

2.3.2 Elements of Movie

The film will achieve success if the film has elements that can warm the heart. Film is the result of an interesting process of uniting elements so as to produce an interesting film as well. Movie elements contained in the coco film (2017), namely: director, producer, script scenario, characterization, editing film, visual effects (visual textures through the entire length of the film), music arrangement, (complete the movie experience) , voice arrangement [18].

2.3.3 Synopsis of Movie

Coco is a story about Miguel Rivera (Anthony Gonzalez), a boy of twelve-years-old, he lives with his great-grandmother, he is named Coco, but Miguel calls him Mama Coco (Ana Ofelia Murguia). They live in a small village in Mexico. When Mama Coco was little, she lived with her mother, Mama Imelda Rivera (Alanna Ubach). At that time, music was still strictly forbidden in his family. However, now his grandson secretly dreams to become an idol or musician like Ernesto de la Cruz (Benjamin Bratt), a movie star and singer who was popular in his grandmother which name is Mama Imelda's era. Once, Miguel tried to enter Ernesto's grave and stole Ernesto's guitar to use in a talent show. Surprisingly, when Miguel strums the guitar, He vanishes from view of everyone in the room. He could only see and be seen by his dogs and deceased relatives. Relatives of the deceased were visiting from the Land of the Dead on vacation. They then take Miguel with them to their world, subjecting him to many incidents. There, Miguel goes on an unexpected journey to find know about his family history. Miguel's journey in the Land of the Dead was very hard, but in the end he realized that his great-grandfather was the one who was with him from the beginning in the land of the dead who brought him to Ernesto de la Cruz's meeting.

3. Research Method

The descriptive qualitative approach was used in this study's research design. A qualitative descriptive approach, based on statement Moleong [19], is a research method in which data is collected in the form of words, pictures, and not statistics. These data can be derived via interviews, field notes, photographs, video tapes, personal information, notes, or memos, and other documents. It seeks to provide an overview of "Pixar Animation Studios' Coco, a Cultural Component" (Sociological Approach) Based to statement by Arikunto [20] data is the product of researchers to recording facts or numbers to collect information. The research obtained data from a data source, is about 1 hour 45 minute film "Coco" by Disney Pixar Animation.

The researcher employed note taking as the research tool to collect data for this study. For other words, the researcher learned and understand and also recorded some relevant information about the data in the video. The data was evaluated using a sociological perspective. Component of Culture Theory is a prominent theory in sociological approaches. To solve the first question, the researcher applied Manohar's (2011) hypothesis. The researcher then applied Kennedy's idea.

4. Results and Discussion

4.1 Results

The results of the component of culture in the film Coco are described in this section. This film analysis is based on Manohar and Kennedy's theory. Using a sociological approach to literature, this study examined the cultural elements in the film Coco by Disney Pixar Animation. To help people understand the data, the researcher provided an explanation. H for Hour, M for Minute, and S for Second. According to Manohar theory [14][15], the following cultural components were found in the film Coco.

1. Language

Datum I. H.00 / M.04 / S.31

[Miguel] : "Muchas gracias!" (Thank you!)
[Street Vendor] : "Denada, Miguel!" (You're welcome, Miguel!)

2. Religion and beliefs

Datum III. H.00 / M.15 / S.38

(Miguel follows his Abuelita to the family Ofrenda , holding the pile of flowers as she arrange them on the altar.)

[Abuelita] : "Dia de Los Muertos is the one night of the year our ancestors can come visit us We've put their photos on the ofrenda so their spirits can cross over. We made all this food -- set out the things they loved in life, mijo. All this work to bring the family together. I don't want you sneaking off to who-knows-where."
[Abuelita] : "Where are you going?"
[Miguel] : "I thought we were done... 15."
[Abuelita] : "A Ay, Dios mío... Being part of this family means being HERE for this family... I don't want to see you end up like-- Abuelita looks up to the photo of the faceless musician."

3. Norms (Law Norms)

Datum IV. H. 00 / M. 33 / S. 02

[Corrections Officer] : "disturbing the peace, fleeing an officer, falsifying a unbrow..."
[HÉCTOR] : "That's illegal?"
[Corrections Officer] : "Very illegal. You need to clean up your act, amigo."
[HÉCTOR] : "Amigo? (verklemt) Oh, that's so nice, to hear you say that, because... (misty) I've just had a really hard Día de Muertos, and I could really use an amigo right now."

4. Value

Datum V. H. 00 / M. 13 / S.49

[Plaza Mariachi] : "Ah, mira mira! They're setting up for tonight. The music competition for Día de Muertos. You wanna be like your hero? You should sign up!"

[Miguel] : "Uh-uh, my family would freak!"

[Plaza Mariachi] : "Look, if you're too scared, then, well... have fun making shoes."
(Miguel considers this.)

[Plaza Mariachi] : "C'mon. What did de la Cruz always say?"

[Miguel] : "Seize your moment?"
(The mariachi appraises Miguel, then offers his guitar.)

[Plaza Mariachi] : "Show me what you got, muchacho. I'll be your first audience."

5. Social Collectives

Datum VI. H.00 / M.32 / S.38

[Patrolwoman]: "We got a family looking for a LIVING BOY."
(The exit gets closer when Miguel is stopped by a patrolman.
Miguel's hoodie loosens to reveal his living face. Patrolman Ahh! The patrolman frantically grabs for his walkie-talkie.!)

[Patrolman] : "Hold it, muchacho ! AHH.. I found that living boy! Oh, whoa.."

7. Status and Role

Datum VII H.00 / M.15 / S.38

[Abuelita] : "It's Día de los Muertos -- no one's going anywhere. Tonight is about family."
(She deposits a pile of marigolds in Miguel's arms.)

[Abuelita] : "Ofrenda room. Vámonos."
(Ofrenda Room-- Moments later, Miguel follows his Abuelita to the family ofrenda, holding the pile of flowers as she arranges them on the altar.)

[Abuelita] : "Don't give me that look. Día de los Muertos is the one night of the year our ancestors can come visit us. (beat) We've put their photos on the ofrenda so their spirits can cross over. That is very important! If we don't put them up, they can't come! (beat) We made all this food -- set out the things they loved in life, mijo. All this work to bring the family together. I don't want you sneaking off to who-knows-where."

8. Cultural Integration

Datum VIII. H.00 / M.15 / S.14

[Abuelita] : "NO MUSIC!!! Terrified, the musicians stumble as they run away."

[Miguel] : "I think we're the only family in México who hates music... We see the Rivera family tinkering in the shoe shop, no music to be heard. And my family's fine with that."

4.2 Discussion

1). Language

Datum I. H.00 / M.04 / S.31



Figure 1 Components of Culture : Language

As stated by The Manohar theory [14][15], this situation is illustrated in the figure 1 that the use of Spanish is part of their culture. When we want to carry out an activity, language is an important component that must be understood by both parties, because if we don't know the language we cannot carry out two-way communication. In the dialogue, Miguel is about to go to shining his shoes in the square and passes a street vendor, then runs past a food stall, Miguel takes a roll of fried dough and throws a coin at the seller. Researchers can say that the scene is included in the elements of language culture because it is an essential component that cannot be separated from culture. They reciprocate using Spanish because they understand each other's meaning of the language. Spanish itself is a cultural language because Because Spanish evolved from Latin, and half of the English vocabulary is derived directly or indirectly from Latin, there are many words in Spanish that will look similar to English words. ultimately worthy of cultural exploitation and inclusion in the literature.

2). Religion and beliefs

Datum II. H.00 / M.03 / S.32



Figure 2 Components of Culture : Religion and Beliefs

The average Mexican has no official religion. Roman Catholicism, on the other hand, is the dominant and culturally pervasive faith. More over 80percent of the total of the people is Catholic, according to estimates. Many Mexicans consider Catholicism to be an element of their identity, something passed down via families and country as a cultural inheritance. Religion and belief are the most important part of a culture, in this case film the researcher have found a religion and belief. As in the following figure 2, in every corner of the room in Coco's film, put up a cross artifact as a symbol of their religious beliefs. The existence of Catholics in Mexico is a physical symbol, with suffixes and other Catholic objects in houses, as well as Catholic rituals. Mexicans believe religion is a vital part of their lives. Religion is regarded as a significant aspect in Mexican culture, as is respect for priest, faith in Catholic institutions, and Catholicism in home education.

Religion and beliefs

Datum III H.00 / M.15 / S.38



Figure 3 Components of Culture : Religion and Beliefs

Manohar [15] who said, religion and belief in each community Civilization has a significant influence in forming culture. According to this, in the Coco film there is a Day of The Dead or also Mexican called as Dia de Los Muertos. This is the tradition of giving offerings to deceased families such as food and drink. The surviving family members will visit the grave on the eve of the celebration. Ancestors who have died will pay them a visit to the tomb and deliver them magical offerings. Many of them believe that this tradition is carried out is a means one day a year, we welcome the souls of our loved ones back.

This ritual was performed in the film Coco, especially in figure 3 there is a Coco family whose family ancestors have passed away, then the family performs a ritual every year to commemorate the death of his family. When Miguel wants to go to a music festival, his grandmother forbids him to go because it is the anniversary of the death day of the year. Then, he was invited to a room called Ofrenda room. Ofrenda is an altar that is installed in homes and certain places in Mexico, to memorialize and also honor their ancestors who are no longer alive.

4). Norms (Law Norms)

Datum IV . H. 00 / M. 33 / S. 02



Figure 4 Components of Culture : Law Norms

Norms that govern how people should behave, interact, and react to current rules. In this scene, Héctor (Gael García Bernal) who has died and is in 'the land of the dead' violates existing legal norms. He disrupts the peace in the world, runs away from the officers when caught, and fakes his identity / changes his appearance to someone else because his identity is not registered in order to cross the bridge. His actions were illegal, violating legal norms in 'the land of the dead'.

Figure 4 above, regarding legal norms, researchers have In line with Manohar's statement, he said, law is a norm. Depending on orders and restrictions, which maintains society's discipline with a legal requirements, there are also laws law enforcement because the authority put anctions.

5). Value

Datum V. H. 00 / M. 13 / S.49



Figure 5 Components of Culture : Value

According to Manohar theory's [15], The social value of a specific civilizations are also regarded as cultural aspects. A culture's values frequently refer to the things to be accomplished that are highly valued in that culture. in the film, there is a social value that refers to something to be achieved. One of these scenes, shows that Miguel is a child who wants to be a musician but is hindered by his family who strongly reject music. However, a famous musician who has died, namely Ernesto De la Cruz, stated that if you want something then create that moment. he said 'Seize the moment!' As we can see in figure 5, there's a quote by Ernesto De la Cruz. Miguel, despite his family's opposition, dared to take the initiative and chart his own course in life. In reality, he went on a journey to Land of Death, to see his idol musicians, which served as incentive for him to continue trying. This sentence becomes a cultural value that is perpetuated by the Mexican community in the film so that it can become a motivation for everyone who wants to move forward.

6). Social Colletives

Datum VI. H.00 / M.32 / S.38



Figure 6 Components of Culture : Social Collectives

The term "social collective" belongs to socially symbolic community, social organizations, classes, and institutions. Why in this film does the researcher include this scene as a social collective? because in the film they belong to the patrol police, and while the patrol police are an institution that can be called a social group that has the same goal of eradicating crime or disciplining the environment.

We can see in figure 6, they were shocked to see a human child who was still alive on death island, then they were tasked with finding and capturing Miguel the human child who entered the world of death, where no human who had not died could come there because he violated the existing rules

7). Status and roles

Datum VII . H.00 / M.15 / S.38



Figure 7 Components of Culture : Status and Role

According to Kennedy and Manohar's theory [14][15], statuses and roles are positions in a community as well as civilization, that provide an comprehensive image of social organization and therefore are essential cultural aspects. In Coco's film, figure 7, Miguel's grandmother or who is called Abuelita, has a position that provides a comprehensive image of social structure, because she introduces each member of her family and always emphasizes to her children, grandchildren and all to follow the culture or traditions of their family and local culture. in that scene, he forbade his grandson Miguel to go anywhere because it was Dia de los muertos night. and he also maintains the firmness of his ancestors who do not want and do not like music.

8). Cultural integration

Datum VIII. H.00 / M.15 / S.14



Figure 8 Components of Culture : Cultural Integration

This scene, figure 8 explain that includes a harmonious level of integration in various cultural elements. This can include elements such as subcultures. Subculture is a group of people or a community that has behaviors and beliefs that are different from their parent culture. In Coco's film, the main culture is Mexican culture whose life is accompanied by music. while Coco's family has a different behavior, which strictly prohibits music. They didn't want their successor family to know music because music had a sad experience that separated them from one family member, but that was just a misunderstanding, in the end they were able to make peace with the situation and love music again.



Figure 9 Components of Culture : Cultural Integration

Cultural integrity can also be in the form of a level of harmony in the cultural differences of a group of people with other groups [21]. In the story, we can see in the figure 9, Coco has a cultural tradition that is different from other families, namely the tradition of being a shoemaker, or what is called Rivera. The job is a job inherited from his great-grandfather.

5. Conclusion

Culture is an identity for its own region which shows its own uniqueness. Because the culture is diverse, then of course the practices are also different. Mexico has a different tradition from other countries, which is called Dia de los muertos or the day of the dead. They believes that in this tradition, the deceased's family will visit the world if the deceased's photo is displayed on an altar. Culture can be a means of communication, culture has its own components, based on research results, findings based on the theory of Kennedy and Manohar, there are 7 cultural elements found in the film Coco, namely: 1). Language, 2). Religion / Beliefs, 3). Norms, 4). Values, 5). Social Collectives, 6). Statuses and Roles, 7). Cultural Integrations. Coco's film is a medium to introduce Mexican culture to world citizens. Its very strong traditions illustrate that Mexicans are citizens who are disciplined in their beliefs.

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