

**PERCEPTION OF LOCAL WISDOM ABOUT VISITING IN THE SHORT FILM
"TILIK"**

(Case Study on Ibu-Ibu PKK Gatep, Purwobinangun, Pakem, Sleman, Yogyakarta)



FINAL THESIS

**Submitted to Fulfill the Requirements for Obtaining a Bachelor of
Communication Science Degree at the Faculty of Psychology and Socio-Cultural
Sciences, Universitas Islam Indonesia.**

Arranged by :

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**COMMUNICATION SCIENCE INTERNATIONAL PROGRAM
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YOGYAKARTA**

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STATEMENT OF ETHICAL CLEARANCE

UNDERGRADUATE THESIS

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It has been defended and has been validated by the Thesis Committee of Communication Science Departement in Faculty of Psychology and Socio-Cultural Science of Universitas

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STATEMENT OF ACADEMIC ETHICS

Bismillahirrahmanirahim

Signing below, I:

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Through this letter I stated that:

1. During the process of accomplishing this thesis research, researchers did not perform academic frauds in any kind of form, such as plagiarism, involving others in making the thesis, or any other kind of violations which are contradicting the academic ethics highly upheld by Islamic University of Indonesia.
2. Therefore, this thesis is a pure form of my scientific work as a student and a researcher, and not involving other people/parties.
3. Should there be any occasion, after I graduate from the Communication Science Department in Faculty of Psychology and Social-Culture Science of Islamic University of Indonesia, which states that this thesis has strong evidence of being a plagiarized work or conducting academic frauds, I will be responsible for all the consequences and academic sanctions that has been set by Islamic University of Indonesia.

Hence this statement is truly sincere

Yogyakarta, October 24 2023,



Bimo Akhdanu Haidar 193201074

MOTTO

“Life’s too mysterious to take it too seriously.”

“Never regret a day in your life. Good days bring you happiness and bad days give you experience.”

DEDICATION

I dedicate this work to:

My lovely Mom and Dad, and also my Future Self.

FOREWORD

Assalamu'alaikum Wr.Wb

Alhamdulillahirobbilalamin, In the name of Allah SWT, the most gracious and merciful, I thank you for the blessings that you have bestowed upon me. Sholawat and salam were chanted to our Prophet Muhammad SAW for all the values until the end of time, allowing the writer to complete this undergraduate thesis titled "Perception Of Local Wisdom About Visiting In The Short Film "TILIK" (Studi Terhadap IBU - IBU PKK Gatep, Purwobinangun, Pakem, Sleman, Yogyakarta)".

The amount of time and effort required to complete this thesis is truly exhausting. I went through the entire process from start to finish. By the help of the best people in the author's life, who contributed in various ways to the successful completion of this thesis. Different parties that help in a gentle, mental and physical way. Keeping the author in the right direction. As a result, the author would like to thank a few people for their contributions.

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ABSTRACT

The tradition of paying sick people a visit is fascinating on its own and would make a great subject for a film. We can help our friends and family by visiting those who are ill. This study looks at how the women of PKK Gatep, Purwobinangun, Pakem, Sleman, and Yogyakarta interpret the local wisdom of visiting, as shown in the short film Tilik. The purpose of this research is to learn how PKK moms feel about the principles shown in the film Tilik and how they feel about the local wisdom gleaned from watched the video. Researchers in this study employed descriptive qualitative approaches, collecting data through interviews and written documentation. PKK women from Gatep, Purwobinangun, Pakem, and Sleman, Yogyakarta, are the sources for this study. The study is grounded in perceptual theory. Visits have grown commonplace in Indonesian culture, as evidenced by the survey's findings, but the mothers of the PKK in this particular Tilik film add their own twist by engaging in gossip on the journey. As a group, the women of the village take a truck to the hospital to see Lurah's sick mother, and the trip is interesting because the women don't stop talking about each other the entire way. The findings revealed that according to the perspective of the PKK mothers, visiting has become a customary practice and a regular occurrence in Indonesian culture. However, the Tilik film introduces a distinctive aspect of visiting, which involves the use of truck transportation. This is a noteworthy occurrence where village women utilize a truck initially intended for hauling products as a method of transportation to see Lurah's ailing mother at the hospital. This demonstrates that Tilik Films has effectively shown valuable indigenous knowledge in its films.

Keywords: Local Wisdom, Movie, Perception, PKK

CHAPTER I

INTRODUCTION

A. Background

The Indonesian film industry is undergoing a period of fast expansion. This progress suggests that the film industry participants are in the process of ascending and developing human resources in the film business. With this development, citizens will become more interested in locally produced films than in foreign films.

The development is characterized by a number of factors, including a storyline that is clearer, less predictable, and more original; characters or actors who are more expressive and more immersed in their roles; and animation and CGI (Computer Generated Imagery) that are more contemporary and aesthetically pleasing to the audience. All of this is also inextricably linked to the icy hands of Indonesia's leading filmmakers, like Joko Anwar, Ernest Prakarsa, Fajar Nugros, Fajar Bustomi, Awi Suryadi, Manoj Punjabi, and a host of others.

The increase in the number of spectators who watch local films is very encouraging for the national film industry and the country as a whole. The Ministry of Education and Culture aims for national films to account for fifty percent of the domestic film market. To reach this objective, the government is prepared to finance national filmmakers as they partner with international filmmakers to produce a high-quality film designed to capture the hearts and interests of the Indonesian people. The increasing number of feature film viewers in Indonesia is also attributable to the increasing number of films produced in Indonesia. If there were only 609 movie screens in 2012, there were 1,412 by the end of 2017, and there will be more than 2,400 by 2022.

Due to the proliferation of films with moral lessons, cinema has recently attracted a large following. This is evident by the proliferation of films that promote the importance of positive messages in a short, straightforward, and engaging manner. As a result, numerous filmmakers have emerged to create works that can be viewed by the public and have a good impact.

Conscious of the potential of cinema medium in message building, short films with moral messages have recently arisen in Indonesia. This is what makes movies more engaging and memorable than other mass communication media due to the plot structure and the orderly arrangement of story and reality information. Morality is an essential component of human existence, because a virtuous person will always benefit

himself and others. Moral people never lie or misrepresent the truth and are courageous in their efforts to eradicate fraud. They are impervious to seduction and bribery. Moral individuals appreciate others regardless of their social standing. In addition, they consistently provide a positive example in all aspect of their lives. For this reason, morality is crucial to the survival of humanity (Rokhayah, 2015).

Of the several films shown on the big screen, a range of hues have been shown, naturally fitted to the current social phenomena. Among the variety of films displayed on the big screen, "Tilik" is one that contains a moral message that is both constructive and relevant to current events in society. Tilik's film provides color to Indonesian cinema. This film addresses a variety of moral and societal messages.

The Yogyakarta film is directed by Wahyu Agung Prasetio was uploaded on August 17 on the official YouTube channel of Ravacana Films. Tilik's production firm, Ravacana Films, is a Yogyakarta-based company that has created titles for a variety of short films. Short Film Selected at the 2018 Maya Cup, Official Selection at the 2018 Jogja-Netpac Asian Film Festival, and Official Selection at the 2019 World Cinema Amsterdam (goodnewsfromindonesia.com). The writer of the script is Bagus Sumartono. Siti Fauziah, who plays Mrs. Tejo, the most chatty character in this film, has previously appeared in a lot of short films. Briliana Desy as Yu ning, who consistently contradicts what Mrs. Tejo says (efendi, 2020).

The word "Tilik" implies *tengok* or visiting in the Javanese language, particularly in Jogja and Central Java (Saraswati, 2020). Similarly, this film is dubbed Tilik because it depicts the travel of a group of ladies to the hospital to visit the mother of the village chief who is unwell. The party traveled to the hospital in a pickup belonging to a fellow villager. And it was inside this truck that the chatter and rumors that created the "primary flavor" of this film occurred. On the journey, one of the most popular figures in the community, Bu Tejo, is discussing Dian, a village flower in her neighborhood. The girl's beauty, which captivated the community's spouses, was the conversation topic. Bu Tejo also referred to Dian as an untruthful woman based on "internet"-sourced information and rumors. The audience admitted to feeling "irritated" because of how Bu Tejo provoked the other women to corroborate her claim. Not all of the women in the truck, however, agreed with Bu Tejo. Yu Ning, who objected and felt uneasy with Bu Tejo's statements, was present. Yu Ning often cautioned Bu Tejo to monitor what he said. They fought because they were defending their respective ideas.

In addition to frequently discussing his neighbor's dishonor, Bu Tejo's persona is also depicted as someone who enjoys flaunting his wealth, which Yu Ning finds rather frightening. This is evident by the quantity of jewelry he wears, despite the fact that he only visits sick people. Also, quick to spend money, Bu Tejo promotes her husband as the new lurah candidate, lurah is the head of the sub-district as a district or city regional apparatus. A village head is under and responsible to the sub-district head at the sub-district level. The group of women failed to visit Bu Lurah when they arrived at the hospital because she was still in the ICU. They can only meet Fikri, the son of Bu Lurah, and Dian, a girl whose name has been debated (Saraswati, 2020).

This film is supported by a main character who succeeds in every scene and a plot that is simple but important. There are several interesting phenomena to be used as the basis for this research, including the fact that this film contains a moral message, namely the care that is still inherent in rural communities, that the message conveyed in this film is well packaged, funny, and clear, and that despite the film's brevity, the message hits the audience. Since its upload, *Tilik* Film has been viewed over 5,2 million times by YouTube viewers as of August 17, 2020. With over 28,000 tweets, the subject became a Twitter hot topic. (Hayati, 2020, there have been 25 million views of the *Tilik* movie on YouTube. Chosen at the 2018 Maya Cup, Official Selection at the 2018 JogjaNetpac Asian Film Festival, and Official Selection at the 2019 World Cinema Amsterdam (Dwiastono, 2020). This film's main character or actress is incredibly active so that the viewer is lulled into a sense of realism, and the film's lighting approach is also excellent, because in cinema, light is crucial for displaying good objects and illusions.

Indonesia is known for its cultural diversity and variety of traditions. The village community continues to preserve the image of Indonesian living that is rich in culture and tradition. Community cultural identity in the form of values, norms, ethics, beliefs, practices, and particular regulations imposed by a community culture is Indonesian indigenous knowledge that must be conserved so that it is not eroded by the passage of time. Many Javanese still observe the indigenous people's original culture, *susah seneng song penteng kumpul* (in difficult and happy circumstances, the most important thing is to stay together). This article was published on Kompasiana.com with the headline "The Custom of Visiting the Sick, a Kind of Harmony among Tamanrejo Villages."

The phrase encourages the Javanese community, particularly the rural community, to always visit relatives, relatives, and family in the course of business or simply to meet. The Javanese believe that the fruit of wisdom is life's happiness and glory. The villagers of Tamanrejo village, Limbangan subdistrict, Kendal district, Central Java continue to practice the tradition of visiting the sick. One of the supports that can be used to support social life is visiting the sick.

In addition to their hectic schedules, if one of their residents or neighbors is unwell or grieving, the villagers will undoubtedly find the time to pay them a visit as a gesture of support. It has been a very long time since the tradition of visiting Indonesians became ingrained. In fact, one could argue that this practice of visiting has become a part of the local lore for the people of Indonesia, particularly in rural Java quoted from Kompasiana.com

(<https://www.kompasiana.com/karyakata/62f0dd323555e411cb56edf3/tradisi-membesuk-orang-sakit-sebagai-bentuk-kerukunan-warga-desa-tamanrejo>, Retrieved March 8 2023).

The reason why researchers want to research the topic of LOCAL WISDOM PERCEPTION OF VISITING IN THE SHORT FILM "TILIK" (Studi Terhadap IBU - IBU PKK Gatep, Purwobinangun, Pakem, Sleman, Yogyakarta) because researchers are interested in discussing the perceptions of Ibu - Ibu PKK Gatep, Purwobinangun, Pakem, Sleman, Yogyakarta towards the local wisdom of "Visiting" in the film Tilik, due to the use of perception theory in the thesis "PERCEPTION OF LOCAL WISDOM ABOUT VISITING IN THE SHORT FILM "TILIK" (Case Study on Ibu-Ibu PKK Gatep, Purwobinangun, Pakem, Sleman, Yogyakarta)" the author emphasizes that the author only focuses on obtaining data that correlates with perceptions in activities with Ibu-Ibu PKK Gatep, Purwobinangun, Pakem, Sleman, Yogyakarta.

B. Research Question

Based on this background, this researcher focuses on the following questions: What is the Perception of Local Wisdom of Visiting in The Short Film "Tilik" Towards Ibu - Ibu Gatep, Purwobinangun, Pakem, Sleman, Yogyakarta.

C. Research Objective

1. To know the perception of local wisdom on (Ibu - Ibu PKK Gatep, Purwobinangun, Pakem, Sleman, Yogyakarta) in visiting someone in the short film Tilik.

2. To know about the factors that influence the perception of (Ibu - Ibu PKK Gatep, Purwobinangun, Pakem, Sleman, Yogyakarta) in the short film Tilik.

D. Research Benefit

1. Theoretical Benefit

This study seeks to give insight and knowledge to researcher regarding the perception of Ibu-Ibu PKK Gatep, Purwobinangun, Pakem, Sleman, Yogyakarta towards Tilik film regarding local wisdom “Tilik” as in their real life.

2. Practical Benefit

This research is anticipated to deliver benefits of knowledge and insight into Ibu-Ibu PKK Gatep, Purwobinangun, Pakem, Sleman, Yogyakarta about the description of local wisdom visualized in the form of short films.

E. Previous Research

The first study was conducted by Baby Prilly Cantika, a student in the Islamic University of Indonesia Yogyakarta's Communication Studies Program, and was titled “Persepsi Pada Relationship Dalam Film Story Of Kale” this study was inspired by a novel hypothesis regarding the audience's perception of the relationship in the film Tale of Kale. The link between Kale and Dinda occurred predominantly among young people. This study intends to determine how young people perceive the relationship between Kale and Dinda in the film Tale of Kale. The Tale of Kale is a segment in the film Nanti Cerita Tentang Hari Ini starring Ardhito Pramono as Kale, a character whose traumatic background causes him to close his heart to new acquaintances. Young adults who have seen the film Tale of Kale and have at least one year of experience in bad relationships are used as sources. Using in-depth interviews with sources, this study employs a qualitative research approach. Purposive sampling was utilized to select several of informants based on the preferences of the researcher. In this investigation, there were a total of six informants. The method of analysis utilized is the analysis of audience perception or audience opinion of Kale and Dinda's relationship in the film Story of Kale, each of which has a unique type of relationship, such as a dependent relationship, a controlling relationship, a hard-working relationship, an open relationship, a long-distance relationship, a negotiation relationship, and a toxic relationship. The research findings from in-depth interviews indicate that the majority of speaker perceptions indicate that the connection between

Kale and Dinda in the film *Tale of Kale* is a toxic one, and that each speaker's perception has affecting variables.

The paper that the researcher found is by Muhammad Reza Putera Lesmana, a student in the Islamic University of Indonesia Yogyakarta's Communication Studies Program, and also entitled “Persepsi Mahasiswa Terhadap Konflik Dan Suspense Dalam Serial Film *Money Heist - La Casa De Papel*” the focus of this research is to determine how students perceive conflict and suspense in the film series *Money Heist - La Casa de Papel*. This Netflix film series recounts the Spanish Money Printing Plant robbery and the Spanish State Bank. The writers and producers of the film series, led by the 'professor'-nicknamed main character, depict conflict and suspense through cross-cutting editing techniques where every scene occurs concurrently but in various places. This research employs a qualitative methodology and a paradigm of constructive interpretation. Students in the city of Yogyakarta are the subject of the research; observation and interviews are employed to collect data, and the data are presented descriptively. This study examines two topics: cinematic conflict and the creation of tension through cross-cutting editing techniques. Students' perceptions of conflict and suspense in the film series *Money Heist - La Casa de Papel* are influenced by numerous aspects, including experiential factors, internal factors such as psychological and biological components, and external factors such as intensity and repetition of objects. The cross-cutting editing method is also a tool that may be used to create suspense in a film or television series by juxtaposing two sequences with different sets and settings that appear to intersect but do not.

The third study is conducted by, a student in the Islamic University of Indonesia Yogyakarta's Communication Studies Program, entitled “Persepsi Masyarakat Terhadap Superioritas Perempuan Pada Film *Marlina Si Pembunuh Dalam Empat Babak*” *Marlina The Killer in Four Acts* is an Indonesian film by Mouly Surya which became released in 2017. This film depicts the efforts of women to obtain justice. This film also depicts instances of violence and rape against women. The goal of this study is to determine the public's view of women's superiority in *Marlina the Killer in Four Acts*. Descriptive qualitative research methods are utilized. The research methodology employed is constructivism. This study employs key informants as its primary research subjects and data source. The purpose of selecting these key informants was to ensure the quality of the obtained data and information. According to the participant observation concept, data were acquired by the researchers themselves through in-

depth interviews, documentation studies, and direct observation of research objects. In numerous stages, the research data in the form of field notes were analyzed, including data reduction, data presentation, and conclusion/verification. This study's findings reveal that the public's opinion of women's superiority in the film *Marlina: The Killer in Four Acts* is based on the characteristics of life's vision, heart conviction, self-confidence, and excitement and ambition.

The fourth study that the researcher found was conducted by Simon Hudson, Youcheng Wang, Sergio Moreno Gil, the paper is listed at *International Journal of Tourism Research*. Entitled "The influence of a film on destination image and the desire to travel: a cross-cultural comparison" this study aimed to quantify the initial effects of a film on the perceptions of audiences from various nations. This experiment was conducted using the film *Motorcycle Diaries*, which primarily showed South America. Utilizing recognized measures from the tourism and marketing literature, viewers from the United States, Canada, and Spain were questioned before and after viewing the video, and the results demonstrated that the film altered their opinions of South America. After watching the film, a huge number of the respondents showed a want to visit the nations depicted in the film, with Canadians exhibiting a significantly higher interest to visit South America than the US and Spanish participants. People who were inspired to travel by the film were especially influenced by the destination's represented landscapes, landscape, and cultural features.

The fifth study that researcher found was conducted by Sri Wahyuni, Hambali, and Jumili Arianto. A student in Riau University, with a thesis titled "Public Perception of The Value of Local Wisdom of The Tradition of The Village The Left Kampar". This study aims to determine the implementation of the tradition of *lubuk larangan* in Padang Sawah Village, Kampar Kiri Subdistrict and to find out how the community perceives the value of wisdom. to find out people's perceptions of the value of local wisdom, local wisdom value of *lubuk larangan* tradition in Padang Sawah Village, Kampar Kiri Subdistrict. Kiri. Respondents in this study were 50 people using Purposive Sampling technique. The data collection techniques used are through observation, questionnaires, documentation, literature, and interviews. The form of this research is descriptive qualitative. The research method used The research method used is mixed method (mixed method). This method is done by collecting data and analyzing qualitative data at the next stage to strengthen the research results. Based on the results of research conducted on people's perceptions of local wisdom. local

wisdom of lubuk larangan in Padang Sawah Village, Kampar Kiri Subdistrict, then can be concluded that overall the data regarding people's perceptions of local wisdom lubuk larangan many stated that the tradition of lubuk larangan is very good as much as 86.14%. Based on the results of research and data analysis, the researcher provides recommendations to the Padang Sawah Village Community to be more careful and pay attention to the tradition of lubuk larangan in Kampar, especially in Pang Sawah Village, Kampar Kiri District.

F. Concept and Theories

Research requires the use of concepts and theories, which are the fundamental elements of the process. Because theory provides the foundation for conducting research analyses, as well as for analyzing and presenting data derived from research. Several concepts and theories that are pertinent to the study that will be conducted will be discussed in further detail in the sections that follow.

1. Perception

a. Definition of Perception

To perceive something is to have one's senses pick up on its surroundings and then transfer those impressions onto specific regions of the brain in order to make an observation. (Husaini, 1978: 103). The most fundamental aspect of communication is perception, and the most fundamental aspect of perception is understanding, which is equivalent to deciphering in the communication process. (Mulyana, 2002: 167).

One definition of perception offered by Jalaludin Rahmat's "Psychology of Communication" (2001: 51) is that it is "an experience of objects, events, or relationships obtained by inferring information and interpreting messages." This definition is similar to that offered by Desiderato. To perceive is to assign significance to sense input. (scientific sensory). The term "perception" refers to the mental activity involved in taking in sensory data. Reality and how it is perceived are not always the same thing. As a result, many factors, including one's upbringing, societal standing, the state of the economy, and the state of the ecosystem, play a role in shaping one's perspective (Sarwono, 2014: 24).

b. Perception Indicators

Perception Indicators According to Bimo Walgito (2004: 54-55)
perception indicators are as follows:

1) Absorption/Acceptance

The human body's five organs can take in information about the world around them either independently or in concert. The brain will receive a reaction, image, or perception after the sensory organs have taken them in. Depending on what is being witnessed, these pictures may be singular or multiple. Whether the image is distinct relies on the stimulus, the health of the senses, and how long ago it was taken.

2) Definition/Understanding

The brain forms a knowledge by categorizing, comparing, and interpreting impressions and images it receives. The learning procedure is one of a kind, and it moves quickly. The individual's prior mental pictures also play a role in the comprehension.

3) Assessment/Evaluation

An evaluation is made by the person after the development of opinions and comprehension. One's recently gained knowledge is evaluated in light of one's own personal standards. Although the goal is consistent, each person's evaluation must be unique. Thus, each person has their own unique perspective.

c. Perception Factors

Both the perceiver and the observed world play a role in shaping one's perspective. However, attention is the most important element in shaping impression. (Rakhmat, 2001: 51-54). The mental process of paying attention is characterized by the strengthening of one stimulus or sequence of cues at the expense of others. When we focus on one of our senses to the exclusion of information coming in through the others, we are said to be paying attention.

1) External Factors

Dynamic Magnets. Humans, like many other creatures, are drawn to moving images. We prefer to see the name of the promoted product displayed in moving characters. We'll ignore everything else in the room except for the one little rodent that's making noise. Intensity of the Stimuli. Stimuli that stick out from the crowd will get our full focus.

Red on white, a tall person among short people, a booming voice on a still night, a half-page ad in the newspaper, or the most boisterous vendor's offer at the night market: these things hardly go unnoticed. Novelty. Things that are novel, unusual, or otherwise distinctive will garner interest. Extraordinary cues have been shown to aid in learning and memory retention in some studies. This is why consumers often seek out the newest editions of popular books, films, and even automobiles.

New content is regularly introduced in the media. Stimuli lose their impact when they are not new. Repetition. When given repeatedly with some novelty, people tend to pay more attention to the material. Here, what we already know and what we don't yet know come together. (what we are new to). As with any form of advice, repetition can have an effect on our subconscious.

2) Internal Attention Grabbing Factors

Hungry people's thoughts revolve entirely around food for biological reasons. Therefore, eating is the number one distraction for a hungry individual. After viewing erotica, young people are more receptive to sexual cues.

Psychological and Social Aspects. Show us a picture of a congested thoroughfare filled with people. Inquire as to their perceptions. Everyone's account will be unique. However, without being specifically questioned, no one will be able to say how many of the aforementioned 15 are depicted. We can't tell you how many girls are in this class because we can't tell you how many of them are wearing red if we're asked that question. What we pick up on depends on our sociogenic goals, views, routines, and free will.

3) The perceived object

A sensory stimulus is generated by the item and delivered to the sensors. Stimuli can originate either internally or externally to the person doing the perceiving. Perceived things are plentiful, including everything in a human's immediate environment.

4) Sensory organs, nerves, and nervous system

The sensory organs are the primary means by which information is received, the primary requirement for awareness. In addition, the brain, as the seat of the mind, requires a sense neuron to relay the information about external stimuli. The brain is the hub of the nerve system, and it is through its processes that information acquired by the senses can be processed and understood. (Walgito 2002: 89).

5) Functional Factors

Personal variables, such as needs, prior experiences, and other such things, decide perception not based on the nature or presentation of the stimuli but on the qualities of the perceiver. (Rakhmat, 1996: 55).

6) Structural Factors

Physical stimuli and their impacts on an individual's nervous system are examples of structural variables. (Rakhmat, 1996: 58). In his work "Introduction to General Psychology," Sarwono (1996: 43-44) identifies six variables that contribute to individual differences in perception, namely:

a) Attention

People tend to ignore most of the external cues and instead concentrate on a select few. This variation accounts for why people have such divergent points of view.

b) Expectation

One's anticipation of the circumstances that will occur in the future is what we mean when we talk about expectation.

c) Necessity

A person's perspective can be influenced either momentarily or persistently, depending on the type of need the person is experiencing. Different requirements inevitably result in distinctive perspectives.

d) Value system

Perceptions are influenced by the predominant ethical framework in the community.

e) Personality traits

This characteristic of disposition will also have an effect on perception.

f) Psychiatric disorders

Misperceptions or what are more generally known as hallucinations can be the result of mental health conditions like schizophrenia. Hallucinations, on the other hand, are highly personal and can only be experienced by the person who is afflicted with the condition in question.

d. Elements of Perception

Selection and interpretation, as described by Mar'at (1992: 108), is the first component or aspect of sight. The sensory organs perform a selection procedure to whittle down the incoming information. In order to make sense of one's own events and set of beliefs, one must engage in a process of interpretation. A person's value system can be thought of as the criteria by which he or she decides whether or not to embrace a given input.

e. Perception Process

Perception, according to Alport (in Mar'at 1992), is a "cognitive process" shaped by one's past, present, and future exposures and information. The individual factor plays a role in determining the availability of answers in the form of attitudes and individual behavior towards preexisting objects; experience and learning give shape and structure to objects captured by the five senses; knowledge and horizons give meaning to objects captured by individuals.

There are two types of personal circumstances that can influence perceptual outcomes: those that are physical in nature, and those that are mental in nature. A person's perspective can be altered if their bodily system is being disrupted. Meanwhile, a person's perceptions will be influenced by the psychological factor, which encompasses their experience, emotions, thinking ability, frame of reference, and drive. (Walgito, 2002: 47). According to the preceding discussion, there are different levels of awareness. (Walgito 2004: 55-54).

- 1) The natural process, which is a process that starts with an object that produces experience and stimulus to the sensory organs or receptors, is referred to as the "natural" process.

- 2) In this physiological process, the stimulus that is received by the sensory equipment is immediately communicated to the brain by the sensory neurons.
- 3) After the process has been completed in the brain, the individual is then able to determine what it is that he desires to obtain through the receptor process as a direct consequence of the stimulation that he is given.
- 4) The individual undergoes a psychological process in which they become aware of what is received through the various sensitive systems or receptors.

When a person has come to the conclusion that he has received through the receptors in his body to his central brain, it means that they have recognized what information they have received. Then what you just described is what's known as the perceptual process.

2. Local Wisdom

Local wisdom, as defined by Rahyono, is a form of human intelligence that is possessed by particular ethnic groups and acquired through the experience of the community. To put it another way, local wisdom is the product of a specific community learning from its own experiences, rather than the experiences of other communities, which may or may not be similar. These values will have a very strong attachment to particular communities, and the value itself will have experienced a significant amount of change over an extended period of time, throughout the duration of the community's existence. (Hafidh, 2018: 24).

According to Moendardjito, aspects of the local culture have the potential to be a form of local brilliance due to the fact that they have demonstrated the ability to survive up until now. The term "local wisdom" refers to a perspective on life and science, as well as the many different approaches to life that take the shape of activities carried out by local communities in order to address a variety of challenges and fulfill their requirements. When translated into other languages, it is frequently interpreted as meaning "local wisdom," "local knowledge," or "local genius." (Hafidh, 2018: 25).

The truth that has been passed down through generations in a certain area is referred to as "local wisdom." As a counterargument to sociocultural shifts and the effects of modernization, it is important to investigate, cultivate, and

maintain indigenous ways of knowing because they have a high intrinsic worth. Even though it is local, local wisdom is used as a guide to life because even though it is local, the value contained in it is considered to be very universal. Local wisdom is a product of a coherent prior culture that has been used continuously as a guide to life.

Local wisdom has a close relationship with the conventional culture of a particular location; more specifically, local wisdom includes a variety of perspectives and rules that are designed to give people a basis for determining an action, such as how a community behaves on a daily basis. (Fitri, 2017: 5).

The following are the two elements that are classified as forms of local wisdom:

a. Local Wisdom that Tangible

Tangible local wisdom includes:

- 1) Textual knowledge refers to various kinds of indigenous know-how, including value systems, procedures, and special provisions, all of which are poured into the shape of written records and can be found in traditional books of primbon, calendars, and prasi or written culture on palm leaves. Textual knowledge can also refer to written culture on palm leaves.
- 2) Building/Architectural.
- 3) Cultural/Traditional Heritage Objects (Works of Art), such as keris, batik and so on.

b. Intangible Local Wisdom

Intangible local knowledge such as guidance that is communicated directly and passed down from generation to generation; this advice can also be passed down in the form of songs and chants that contain traditional teaching values. Orally and verbally, societal values are passed down from one generation to the next by means of the petuah and other intangible expressions of local wisdom.

Environmental wisdom, also known as local wisdom, has been a part of people's lives since ancient times. Environmental wisdom refers to a positive human behavior in dealing with nature and the surrounding environment. This behavior can be sourced from religious values, customs, ancestral advice, or

local culture. Environmental wisdom is built naturally into a community of people so that they can adapt to the environment around them.

This behavior develops into a culture in an area and will continue to develop for generations. In general, local culture or regional culture is interpreted as a culture that develops in an area, whose elements are the culture of the ethnic groups living in that area. In the implementation of sustainable development by technological advances, people forget the importance of tradition or community culture in managing the environment. Often, local culture is considered to be something that has been around for a long time.

3. Movie

a. Movie Definition

Film can be understood in either of these two meanings, at least according to the Big Indonesian Dictionary. To begin, film can be used to create negative or positive images and is a thin film composed of celluloid. Filmmaking is an industry, which means that it is something that contributes to the overall economic production of a society and is evaluated in comparison to other products. Film is an essential component of the medium of communication that is utilized by individuals and organizations in order to convey and receive messages (Subandy, 2011).

A movie is called a live-image, also commonly referred to as a movie. Cinema is the common term used to refer to a collection of movies. The term "cinema" originates from the Greek word "kinematikos," which means "motion." Celluloid is the conventional name for the layers of liquid cellulose that make up film. Celluloid is popularly known in the film industry as film. Movies are made by animating real people and objects and using cameras to record real people and items (including fantasy and artificial characters). (Hafidh, 2018: 30) The movie is an example of mass communication in action.

According to Bittner, a message delivered via mass media to a huge number of individuals is considered an example of mass communication. Film is an element that contributes to the economic output of a society, and it needs to be evaluated in context with the other things that are created. Movies are a vital component of the network that people and organizations use to

convey and receive information; as such, they are an essential aspect of the communication system.

Film is one of the art forms that has a high level of exclusivity in the aesthetics of our culture and is considered to be one of the most beautiful. Because of its elite status, it inevitably contributes to the formation of a paradigm that, in the long run, makes the process of film production in the country more difficult. Many people have the misconception that the average person cannot produce their own movie since it takes a lot of money and expensive equipment, not to mention that movies need to be backed by human resources that have high levels of education in the sectors in which they work.

Experts arrived at the conclusion that movies have the potential to affect audiences after considering the power and capability of movies to reach a wide variety of social sectors. Since then, there has been a rise in the number of studies that aim to investigate movies' influence on modern culture. The relationship between movies and society is always understood in a linear sense, and this is the case in the majority of the research that has been conducted on the influence of movies on society.

That is, movies always impact and change society depending on the message that is behind them and never accomplish the reverse of what they intend to do. The idea that movies are representations of the culture of the time and place in which they were produced is one of the premises on which this viewpoint has been attacked. Movies constantly document the reality that evolves and advances in society, and then they portray that reality onto the screen. (Rahma, 2017: 18).

Film itself according to Heru Effendy (Novand, 2018: 7-9) is divided into various types, namely:

- 1) Documentary Movie

The Lumiere brothers gave the first film they made about the life of workers in their factory the moniker documentary. The film was about the workers in their factory. John Grierson, a film reviewer from the United Kingdom, believes that documentaries are an innovative approach to portraying truth. Although they are made for various reasons and show reality in various ways, documentary films can never

be detached from the objective of spreading information, education, and propaganda for certain individuals or groups. Docudrama is one of the many subgenres that have arisen since the beginning of the documentary cinema industry.

2) Short Movie

The length of time for a short tale film is often less than sixty minutes. In many nations, including the United States, Canada, Australia, and Germany, producing short story films serves as a stepping stone on the path to the production of feature-length motion pictures by an individual or group of individuals. In most cases, film students or other individuals or organizations with a passion for movies and an interest in honing their filmmaking skills produce films of this genre.

3) Feature Length Movie

Films that run for more than an hour and a half often clock in at ninety to one hundred minutes. Films that are typically shown in cinema are considered to be part of this category. There are movies that go on for even longer than an hour and a half.

Other categories of movie productions:

a) Corporate profile

This movie is being made for the benefit of various institutions in relation to the activities that those institutions participate in, such as the show "Your Business" that airs on SCTV. In and of itself, the movie functions as a presentation tool.

b) TV Commercial

This film was made with the intention of distributing information, whether that information be about products (in the form of product advertising) or about public services. (Public Service Announcement). Explicit depictions of the marketed goods are almost always included in product advertising. That there is a distinct audio-visual stimulation about the product is meant by this. In the meantime, public service announcements (PSAs) convey to the manufacturer of a product the concern that

the company has for the social issue discussed in the marketing context.

c) TV Programme

This program is made specifically for the consumption of people who watch television. Television shows can be broken down into two categories: those that tell tales and those that don't tell stories. The sort of story can be broken down into two distinct categories, namely the fiction category and the non-fiction category. The fiction group is responsible for the production of short stories, television movies, and television series. The non-fiction section is responsible for producing various educational programs, documentaries, and company profiles from various parts of the country. In contrast, the non-story program itself consists of things like TV quizzes, chat shows, variety shows, or coverage of current events, etc.

d) Music Video

Music producers can utilize television as a distribution channel for their wares by using music videos to sell their items. In 1981, the music video channel MTV was responsible for introducing the concept to the general public. Alongside the expansion of private television networks in Indonesia came the rise of music video production as a lucrative industry. In due time, video clips developed into its own distinct category of media as well as industry.

G. Research Methodology

1. Research paradigm

Research methods are a thorough way or strategy to find or obtain the necessary data. Research methods are the techniques, theories, and processes are use to address difficulties and find answers to problems we wish to study. (Mulyana, 2004: 145). This type of research is qualitative, which is defined as a series of activities or processes of capturing information, from reasonable conditions in the life of an object, connected with solving a problem, both from a theoretical and practical point of view. According to Kirk and Miller (Ghony and Almanshur, 2012: 34), qualitative research is used to find or develop existing theories.

2. Research Approach

Qualitative research is a scientific method that prioritizes the process of in-depth dialogue and interaction between the researcher and the phenomenon being studied in order to gain a deeper understanding of the phenomenon in its natural social context. (Herdiansyah, 2010: 9). Through in-depth interviews and other data collection methods, qualitative researchers serve as human instruments and engage in dialogue with the people or things being studied. (Sugiyono, 2016: 5-6). Therefore, the writer must have a close familiarity with the source.

This descriptive qualitative study aims to investigate how mothers from PKK Gatep in Purwobinangun, Pakem, Sleman, and Yogyakarta feel about the local knowledge depicted in the film *Tilik*. The facts and characteristics of a field can be described in great detail using a descriptive method. The purpose of this study is to provide an account of the following: (Saifuddin, 2001:7). This investigation seeks to discover and explain facts through the collection of words, images, and not numerical data. Scripts from interviews, photos, copies of personal files, and official records all contribute to the data set.

3. Conceptual Definition

In this study, "perception" refers to a positive and negative reaction to the same object, namely the short film "*Tilik*" by the production house *ravacanafilms*, which depicts the local wisdom of visiting. This study was conducted in the cities of Gatep Purwobinangun, Pakem, Sleman, and Yogyakarta. This study's definitions and conceptual boundaries are perceptions,

specifically responses, understanding, and judgment, whose indicators are cognitive and affective, based on the problems and theoretical framework outlined in the explanation in each chapter.

a. Cognitive Aspects

A cognitive response is one that can be explained by the person's thoughts, reasoning, knowledge, or facts. Everything that can be learned or understood through experience or study.

b. Affective Aspects

Feelings and outlooks are examples of affective phenomena. A feeling is a mental declaration that allows you to evaluate the degree to which something makes you joyful or sad. (Sujanto, 2004: 84). The author of this study analysis (Azwar, 2007) the local wisdom presented in the Ravacanafilms short film Tilik..

4. Data Source

Words and deeds are the primary sources of information in qualitative study, as stated by Lofland in (Moleong, 2002: 112). There are two components to the data set used in this analysis:

a. Primary Data

Primary data is information that is collected first hand, either by the researcher or the people whose interests the study is meant to serve. (Hasan, 2002: 82). Researchers in this investigation collected information from informants. The moms of PKK members from Purwobinangun, Pakem, Sleman, and Yogyakarta are the primary sources for this study. Informants were chosen because they are experts on the topic at hand and are ready to share their knowledge with the research team.

b. Secondary Data

Data obtained from sources other than the study's subjects, typically in written form, is referred to as secondary data. (Saifuddin, 2007: 91). Books on da'wah theory, perception, communication, and related field notes were used as secondary references for this article.

5. Data collection

This investigation was conducted utilizing qualitative research methodologies. To acquire the relevant data, researcher has employed the following data collecting method:

a. Interview

An interview is a type of verbal communication, and as such, it is a conversational format with the purpose of eliciting information. Both the questions and the responses are discussed verbally during the interview. Although face-to-face interaction is preferred for this type of communication, it is also possible to have these conversations over the phone.

A form of interviewing known as a semi-structured interview was the method that the researcher chose to utilize. The in-depth interview category includes this particular interview as one of its entries. In contrast to formal interviews, the implementation has a more open-ended format. The objective is to discover problems in a more forthright manner. It was requested that the respondents share their thoughts and suggestions. When conducting interviews, researcher have a responsibility to pay close attention to and take notes on what respondents have to say.

b. Informant Selection Technique

The selection of the area and also the selection of informants for the PKK women of Gatep, Purwobinangun, Pakem, Sleman, Yogyakarta, has several factors. The relevance of the region to the recording location of the short film Tilik is Yogyakarta, with this Gatep, Purwobinangun, Pakem, Sleman has a high relevance. Regional impact is also a factor underlying the reason for the selection of the ladies of Gatep, Purwobinangun, Pakem, Sleman, Yogyakarta. Being an informant for this thesis, the interview about the local short film Tilik, can provide a deeper and better understanding of the effectiveness of local traditions on the surrounding.

As research subjects, PKK women have diverse and important roles in managing various social, cultural and development programs in Gatep Village, Purwobinangun, Pakem, Sleman, Yogyakarta. Therefore, the

informant selection technique was designed to include variations that reflect the PKK women's social background, education, experience and level of involvement in community activities. The informant selection method involved initial interviews with a diverse number of PKK women, within the structure of the Gatep Purwobinangun PKK women's group, Pakem, Sleman, Yogyakarta. As such, the study sought to cover a range of different viewpoints and experiences of PKK women who participate in various social program and project activities. A careful informant selection technique is expected to provide a diversity of data that can support an in-depth qualitative analysis of the PKK women's contributions and experiences in the broader community context.

Followers of the Ibu- Ibu PKK Gatep, Purwobinangun, Pakem, Sleman, Yogyakarta were singled out for questioning in this particular interview. In this particular instance, the material that will be investigated in the interview is data pertaining to Ibu-Ibu PKK perceptions of “Tilik” Film in terms of the local wisdom correlation, between how the film displays it and their real life. Below is a list of sources that researcher will be interview.

No	Name	Gender	Age	Profession
1	Susilomurti,S.Pd	Female	42	Teacher
2	Darti Nur Iffah, S.Pd	Female	46	Teacher
3	Tini,S.Pd	Female	42	Teacher
4	Ida Isminingsih	Female	40	Farmer
5	Isna Puspita	Female	38	House Wife

c. Documentation

This method is used whenever data or other written materials need to be recorded, copied or duplicated. Each of these components has been classified and categorized by type. It is common knowledge that documentation refers to the process of gathering information by looking at pre-existing written sources, which relate to the researcher's role in the investigation.

Ibu-Ibu PKK Gatep, Purwobinangun, Pakem, Sleman, Yogyakarta is a community organization community organization that empowers women to participate in Indonesia's development

Research will only be carried out by means of conducting interviews and collecting documents relevant to the items that are required, as this is the only method of data collection that may be used. These methods are employed as a supplement in order to collect information on the overall description of the study site.

6. Data Analysis Technique

The process of finding and organising interview transcriptions, field notes, and other materials that have been collected is referred to as data analysis. This process is carried out methodically to improve one's comprehension of the aforementioned materials and enable one to present one's findings to others. The author of this study applies the Miles and Huberman model of qualitative data analysis because he believes that it lends itself particularly well to the application that is required by qualitative research. The first step in qualitative data research is organising the data, which is a crucial step that needs to be studied before researchers enter the field to establish the primary focus of their investigation. In addition, outdoor research will continue until either the available data will no longer be useful or there will be no more new data and information. After that, move on to the stage where the data is analysed using the Miles and Huberman method.

There are three kinds of activities in qualitative data analysis according to Miles and Huberman (Huberman et al, 2007: 15-20).

a. Data Reduction

Selection, focus, simplification, abstraction, and transformation of "raw data" that happened in written field notes were carried out based on the results of interviews with resource persons from the Ibu-Ibu PKK Gatep, Purwobinangun, Pakem, Sleman, Yogyakarta. Data reduction involves summarizing, choosing what to concentrate on, identifying themes and patterns, and eliminating irrelevant information. The streamlined data will reveal important insights and facilitate future data collection..

b. Data Display

The next stage, which comes after the data has been reduced, is to display the data. The presentation of data in qualitative research may take the shape of, among other things, brief descriptions, charts, flowcharts, and diagrams depicting relationships between categories. In addition to being presented in narrative format, data can also be displayed using graphical formats such as diagrams, matrices, and networks. (networks). When entering a field where there is still an element of speculation, researchers must always test what has been discovered to determine whether or not the theory develops. If the data collected during the research supports the patterns that have been discovered, then the pattern evolves into a standardised pattern that does not undergo any further changes. The pattern is subsequently presented in the concluding report of the investigation.

c. Conclusion

The third stage is to draw conclusions and then verify those conclusions. The preliminary conclusions that have been proposed are still merely provisional and are subject to modification in the event that substantial evidence to support the subsequent stage of data collection cannot be discovered. If, on the other hand, the conclusions have been supported by evidence that is both accurate and consistent when the researchers go back out into the field to collect data, then the conclusions that have been presented are credible. (reliable). In qualitative research, an original discovery that has never been made before is the conclusion that is anticipated to emerge. The findings could take the shape of a description or description of an object that was previously unclear but is now clear as a result of the research.

CHAPTER II

OVERVIEW OF RESEARCH OBJECTS

A. Research Object Description

The focus of this research is perception of local wisdom about visiting presented in a short film entitled "TILIK" whether it can describe the situation experienced by (IBU - IBU PKK Gatep, Purwobinangun, Pakem, Sleman, Yogyakarta). Visiting itself is a local wisdom or habit carried out by some people when relatives or neighbors experience a disaster then support each other by coming (visiting) just to find out the situation or help in any way that the visitor can give to the person being visited. before stepping on the subject matter, the following is an explanation of what the researcher will discuss.

1. Short Film “TILIK”



TILIK Poster

Source : Ravacanafilms.com

The short film *Tilik* (*Ladies on Top*), directed by young filmmaker Wahyu Agung Prasetya, has become a social media sensation in Indonesia. It was uploaded to YouTube on 17 August 2020. Since then it has earned more than 16 million views and generated mixed reactions among netizens.

After the première of *Tilik* on August 17, 2020, Bu Tejo emerged as a rising figure in the entertainment industry. It can also be accessed for free on Ravacana Films's channel on YouTube. People from all areas of life are able to appreciate it, and they have a range of responses to it. However, the public's attention continues to be drawn to Mrs. Tejo's outspokenness.

In point of fact, the short feature *Tilik*, which runs for 32 minutes, was published in 2018. *Tilik* was honored with the Selected Short Film prize at the 2018 Maya Cup and chosen for official selection at both the Jogja-Netpac Asian Film Festival in 2018 and the World Cinema Amsterdam in 2019. Following its screenings at various festivals, *Tilik* was eventually made available for viewing by audiences in Indonesia.

This story came about when two years before it was made, I, as a kid in Jogja, hung out at *angkringan* and chatted. The writer (Bagus Sumartono) and I were chatting, we often discuss together. Well, he told me that, "I've seen mothers riding a truck to visit the sick in one of the hospitals near Malioboro". She told me that they didn't actually want to visit, but to go to Malioboro to shop.

That's what I kept thinking for two years before we finally made the movie. During those two years, I felt restless and then I felt, I realized when I wanted to make this film. This is a big effort and a big budget. Incidentally, in Jogja there is a program from the DIY Cultural Office called *Danais*, which is a special fund. It's an assistance program for artists and us, especially art children. Finally we tried to propose to it, we pitched it and *Alhamdulillah* we got it. We packaged the story from various kinds.

Actually, in the end, it started from this, me, the producer, and the writer have the same thing in common, namely having a widowed mother. Well, this similarity is what we actually draw and we narrate so that women who have single status are often gossiped about, often talked about by many people. Even though those people don't know the actual background story, they just judge.

That's why, during the journey in the movie, we talked about Dian, who has this single status. Although at the end I have a statement that actually women who are single also have the right to their own life choices. Don't judge in a very short time, just with one eye.

I got a lot of criticism from the ending, a lot of discussions came up, why does the ending have to be like this? And I always counter back, "Did you really watch the movie? Are you hypnotized by Ms. Tejo's role? How come, you're that pro". That's how it is. This is based on an interview with Nadif Zahiruddin, the director of the short film "*TILIK*" on the [medcom.id](https://www.medcom.id).

(<https://www.medcom.id/hiburan/montase/Wb70o4Pk-wawancara-eksklusif-sutradara-film-tilik-yang-heboh-di-media-sosial>, Retrieved March 31, 2023).

a. Cast of “TILIK” Short Movie

Table 1
Cast of Tilik short Movie

No	Photo	Name	Cast Name
1		Siti Fauziah	Bu Tejo
2		Brilliana Desy	Yu Ning
3		Angeline Rizky	Bu Tri
4		Dyah Mulani	Yu Sam

5		Lully Syahkisirani	Dian
6		Hardiansyah Yoga Pramata	Fikri
7		Tri Sudarsono	Minto (Ayah Fikri)
8		Tri Widodo	Gotrek
9		Ratna Indriastuti	Yati

10		Stephanus Wahyu Gumilar	Polisi
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b. Synopsis Of The Short Film "TILIK"

Tilik recounts the tale of village mothers who attempted to meet the hospitalized patient Bu Lurah. The women take a freight truck to the hospital in an effort to meet the Bu Lurah. The ladies are unable to reserve a suitable large-scale vehicle, such as a bus, to travel to the hospital due to the emergency situation.

One of the people named Bu Tejo, who frequently spoke negatively of other people in the truck, started an internal struggle on the way to the hospital. Dian, a village flower in her area, was among the most talked-about characters during the journey. Dian was the subject of discussion because of her attractive face, which attracted the attention of the village's husbands and men.

Bu Tejo referred to Dian as an untrue lady based on information found online and some rumors. Then Bu Tejo incites other moms to concur with her narrative. But not all the ladies in the truck agreed with Bu Tejo's assertions. Bu Tejo's questions infuriated Yu Ning, who repeatedly attempted to remind him to stick to his original points. Bu Tejo and Yu Ning even got into a fight over the defense of their individual points of contention. When the moms arrived at the hospital, Bu Lurah was still in the intensive care unit, so they chose not to visit her. The only person they could interact with was Fikri, Bu Lurah and Dian's son, who was the topic of discussion. Upon learning this information, Bu Tejo sneered at Yu Ning, who had asked the women to visit Bu Lurah but lacked complete knowledge of her condition.

In the final scene of the tale, Dian is seen getting into a car with a middle-aged man named "Mas" sitting in it after the group of mothers who couldn't visit Bu Lurah returned from the hospital. Dian confided her worry to the

guy, confessing that she could no longer maintain a covert relationship and that she desired marriage. Additionally, he was concerned that Fikri would find it difficult to take the news that his father would wed Dian.

2. Ibu – Ibu PKK

PKK, which stands for "Pembinaan Kesejahteraan Keluarga" (Family Welfare Development), is a community development movement that began in Bogor in 1957 with a home economics seminar that led in the establishment of ten components of family life. The ministry of education, teaching, and culture followed suit in 1961 by establishing 10 family life as a family welfare education curriculum taught in schools and community education (penmas) until this day.

Community Education Training Center (PLPM) was created in May 1962 in the hamlet of Salaman, Magelang District, Central Java Province, in order to promote the 10 aspects of family life. In the Dieng region of Wonosobo district, particularly, the lives of some people in central Java were exceedingly sad and troubling in the mid-1960s, as many of them suffered from Honger Oedem (HO). As the wife of the central Java governor at the time, she felt responsible for the welfare of her community and took the initiative to organize a PKK in central Java, from the provincial level to the village and ward levels. With the board composed of wives of regional leaders, community leaders, women, and men, the PKK's ten most important features are carried out intensively.

In light of the success of PKK in Central Java, the President of the Republic of Indonesia suggested to the Minister of Internal Affairs, Mr. Amir Machmud, that PKK be implemented in other regions of Indonesia. Since then, the PKK Movement has been implemented in the regions under the name Pembinaan Kesejahteraan Keluarga. In 1972, the Minister of Home Affairs sent letter number: sus 3/6/12 dated December 27, 1972 to the Governor of Central Java with copies to governors throughout Indonesia, which contained the contents to adjust the PKK Nomenclature from Family Welfare Education to Family Welfare Development.

a. Informant Profile

This research is aimed at informants to answer the question of how the perception of pkk mothers towards the local wisdom of visiting in the short film "TILIK". Before the authors and researchers describe the answers to these problems, previously the authors want to describe the personal profile

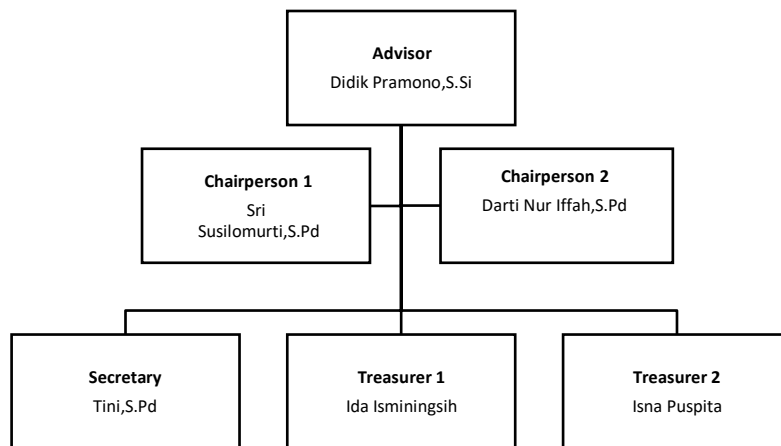
of each informant to clarify the description and data that the authors get to provide an overview of the perceptions of PKK mothers towards the local wisdom of visiting in the short film "TILIK".

For the informants that the author gets. The author uses the method of taking informants with purposive sampling method, namely the researcher determines what information is needed and sets out to find people who can and will offer it based on their knowledge or experience with the research topic.

To start this research, the researcher will interview 5 informants. Furthermore, interviews are conducted directly in order to get answers that match the actual situation. Before starting the research interview, the researcher will invite to watch the short movie "TILIK" together with the informant. The following are the data and profiles of the five informants:

Ibu - Ibu PKK Gatep, Purwobinangun, Pakem, Sleman, Yogyakarta has the following membership structure:

Table 2
Structure of Ibu - Ibu PKK Gatep, Purwobinangun, Pakem, Sleman, Yogyakarta



And the following is a list of sources that the author interviewed:

Table 3
List of informant

No	Name	Age	Position in the organization
1	Susilomurti, S.Pd	42	Chairperson 1

2	Darti Nur Iffah,S.Pd	46	Chairperson 2
3	Tini,S.Pd	42	Secretary
4	Ida Isminingsih	40	Treasure 1
5	Isna Puspita	38	Treasure 2

CHAPTER III

FINDINGS AND DISCUSSION

A. FINDINGS

1. Interview Result

Face-to-face conversations were carried out by the researcher with five female PKK members from the communities of Gatep, Purwobinangun, Pakem, and Sleman in Yogyakarta. In order to find out how the PKK females in Gatep, Purwobinangun, Pakem, and Sleman, and Yogyakarta felt about the local *keraifan* visiting depicted in the short film "Tilik," interviews were carried out with each of these groups. The following are the findings of interviews with various informants that appeared in the short film "Tilik," including PKK Gatep women, Purwobinangun, Pakem, Sleman, and Yogyakarta. The interviews focused on the local wisdom of visiting.

In this section, the author replaces the names of the interviewees with numbers (1,2,3,4,5) according to the order of the list of interviewees in table 3.

2. Perception of Ibu-Ibu PKK Gatep, Purwobinangun, Pakem, Sleman, and Yogyakarta Towards the local wisdom of visiting in the short film "Tilik"

The first step in gathering information about how members of the community, particularly those from PKK Gatep, Purwobinangun, Pakem, Sleman, and Yogyakarta, feel about the depiction of the region's traditional practices and customs in the film "tilik," is to define the term "perception" in its broadest sense. The term "perception" has been established in advance; perception is the process of acquiring information about the external world through the five senses that humans are endowed with. When it comes to activities, every person has their own unique motivations for participating. When people make the a decide to watch the short film "Tilik," they do so for a variety of reasons, similar to the reasons that motivate them to carry out the activities described above. In addition to providing entertainment for them during their leisure time or the opportunity to learn more about the indigenous knowledge that is commonly held by Ibu-Ibu PKK, particularly in the majority of regions of Java.

According to the findings of survey responses conducted in the field, PKK mothers express feelings of joy when given the opportunity to discuss the short

film "Tilik." When summoned to an interview about the short film "Tilik" that was uploaded on YouTube, one of them is Mrs. Ida. What do you think about the short film "Tilik," which was uploaded on YouTube?

"I first heard about the movie "tilik" from my family who said that this movie was funny, and after watching it, it turned out that it was really funny and could be similar to the daily lives of the mothers here." (Mrs. Ida, March 20, 2023)

"Saya itu pertama kali dengar film "tilik" dari keluarga yang bilang kalo film ini lucu, dan setelah menonton ternyata memang beneran lucu bisa sama dengan keseharian ibu-ibu yang ada disini"

In a similar vein, Mrs. Sarini was overjoyed when she was approached to discuss the short film "Tilik." On the other hand, Mrs. Puspita believed that the short film "Tilik" should not simply be watched, but rather used as a model for real-world behavior.

"I'm happy, it turns out there are also films that show the daily lives of mothers" (Mrs. Puspita, March 20, 2023).

"Ibu senang mas, ternyata ada juga ya film yang menampilkan keseharian ibu-ibu"

When the author invited the mothers of PKK Gatep, Purwobinangun, Pakem, Sleman, and Yogyakarta to witness the short film "Tilik," the mothers responded with a positive attitude. The mothers had a variety of personal opinions regarding the short film "tilik." Because the short film "Tilik" not only uses Javanese language but also displays light scenes so that viewers who do not speak Javanese can also enjoy the movie, watching a show that contains local wisdom is very useful where it can introduce local wisdom that is found in particular on the island of Java. This is because the show can introduce local wisdom that is found in particular on the island of Java.

The first question asked respondents what they knew about the short film "Tilik". Respondents totaling 5 people varied in their answers, complete answers

were already available at the data collection stage. The following answers from respondents are almost the same

"A movie about the habits of mothers when they want to visit someone" (Mrs. Ida, March 20, 2023).

"Film tentang kebiasaan ibu ibu saat ingin menjenguk seseorang" (Ibu Ida, 20 March 2023).

and

"A movie about visiting the sick" (Mrs. Puspita, March 20, 2023)

"Film tentang menjenguk orang sakit"

Researchers used the answer codes submitted by respondents, namely short films about the habits of mothers and short films about visiting the sick, so analyzing was easier because the answers were uniform.

In the second question, respondents were interviewed about what they knew about the meaning of visiting or "Tilik" in the movie. Respondents totaling 5 people varied in their answers, complete answers were already available at the data collection stage. The following answers from several respondents are almost the same

"Visiting sick people" (Mrs. Darti, March 20, 2023).

"Menengok orang sakit" (Ibu Darti, 20 March 2023).

and

"Seeing the condition of someone who is in a disaster" (Mrs. Sri, March 20, 2023).

"Melihat keadaan seseorang yang sedang di timpa musibah"

Researchers used the answer codes that had been submitted by respondents, namely visiting the sick and seeing the condition of people who were hit by disasters, so that analyzing was easier because the answers were uniform.

The third question, respondents were interviewed about the storyline of the short film "Tilik" whether it was easy to understand or not. Respondents totaling 5 people varied in their answers, complete answers were already available at the data collection stage. The following answers from several respondents are almost the same

"Yes, because it is in accordance with the daily life of mothers"
(Mrs. Sri, March 20, 2023).

"Iya karena sesuai dengan keseharian ibu-ibu"

"The role of the actors is very deep" (Mrs. Tini, March 20, 2023).

"Peran dari pemainnya sangat mendalami"

The researcher uses the answer code submitted by the respondent, namely yes, because it is in accordance with the daily life of the mothers and the players explore the role, so analyzing is easier because the answers are uniform.

The fourth question, respondents were interviewed about whether when watching, they entered into the storyline of the short film "Tilik". Respondents totaling 5 people have the same answer to the fourth question, namely the answer "Yes". So that the researcher uses the answer code that has been submitted by the respondent, namely yes in analyzing the answer.

In the fifth question, the interviewees were asked about the influence of the Tilik film on understanding the local wisdom of visiting/tilik. The 5 interviewees varied in their answers, with complete answers already available at the data collection stage. The following answers from several sources are almost the same.

"Good, because it really illustrates Javanese local wisdom when you want to visit someone" (Mrs. Sri, March 20, 2023).

"Bagus, karena sangat menggambarkan kearifan local jawa Ketika ingin menjenguk seseorang"

"Good, because what is presented in the movie is almost entirely done by mothers" (Mrs. Ida, March 20, 2023).

"Baik, karena yang disajikan dalam film hampir keseluruhan dilakukan oleh ibu ibu"

Researchers used the code from the answers that had been submitted by the sources, namely good and good. This is done so that analyzing is easier because the answers are uniform.

The sixth question, respondents were interviewed what was interesting when watching the movie *Tilik*. Respondents totaling 5 people varied in their answers, complete answers were already available at the data collection stage. The following answers from several respondents are almost the same

"The story is good in accordance with daily life" (Mrs. Ida, March 20, 2023).

"Cerita nya bagus sesuai dengan keseharian"

And

"The role of the actors is very deep" (Mrs. Tini, March 20, 2023).

"Peran dari pemainnya sangat mendalami"

Researchers used the answer codes that had been submitted by respondents, namely a good story and a deep role in analyzing it easier because the answers were uniform..

In the seventh question, respondents were interviewed about their responses to the short film "*Tilik*". Respondents totaling 5 people varied in their answers, complete answers were already available at the data collection stage. The following answers from several respondents are almost the same

"It's good, but for today it might be excessive in the way the situation is conveyed by the women in the movie" (Mrs. Darti, March 20, 2023).

“Bagus, tapi untuk masa sekarang mungkin berlebihan cara penyampaian keadaan yang dilakukan ibu ibu dalam film”

And

"Especially funny Mrs. Tejo" (Mrs. Ida, March 20, 2023).
“Lucu apalagi bu tejo”

Researchers used the answer codes that had been submitted by respondents, namely good and funny, to make the analysis easier because the answers were uniform.

In the eighth question, the interviewees were asked about their feelings when watching the short film "Tilik". The interviewees, totaling 5 people, varied in their answers, the complete answers were already in the data collection stage. The following answers from several sources are almost the same

"I was happy, I laughed a lot at the behavior of the women in the movie" (Mrs. Puspta, March 20, 2023).

“Senang, banyak ketawa ngelihat kelakuan ibu ibu di dalam film tersebut”

And

"It's normal" (Mrs. Darti, March 20, 2023).

“Biasa aja”

Researchers used the code from the answers that had been conveyed by the sources, namely happy and ordinary. This is done so that analyzing is easier because the answers are uniform.

In the ninth question, respondents were interviewed about the depiction of the visiting situation conveyed by the film. Respondents totaling 5 people varied in their answers, complete answers were already available at the data collection stage. The following answers from respondents are almost the same

"Good, the story really describes the daily life of mothers"
(Mrs. Ida, March 20, 2023).

"Bagus, ceritanya menggambarkan sekali keseharian ibu ibu"

And

"Good, it's just too much" (Mrs. Darti, March 20, 2023).

"Bagus, cuman berebihan"

Researchers use the answer code that has been submitted by the respondent, which is good in analyzing it easier because the answers are uniform.

The tenth question, respondents were interviewed about whether after watching the movie you feel or have experienced the events that occurred in the movie. Respondents totaling 5 people had the same answer to the tenth question, namely the answer "Yes". So that the researcher uses the answer code that has been submitted by the respondent, namely yes in analyzing the answer.

B. Discussion

1. Internal Factors of the Perceptions of PKK Mothers of Gatep, Purwobinangun, Pakem, Sleman, and Yogyakarta

The learning process is influenced by internal elements within an individual that direct their attention towards an item, leading to perception. This process is dependent on psychological complexity. The psychological intricacy aligns with individuals' cognitive processes of comprehension, learning, and motivation. In addition to the learning process, motivation and personality are internal aspects that also influence an individual's motivation. While motivation and personality are inherently intertwined with the learning process, they also exert a significant influence. In this scenario, a stimulus that captures one's attention frequently leads to heightened motivation. The aspect of personality has a significant role in forming perception, as it is strongly linked to the learning process and motivation. This, in turn, influences what individuals observe when attending to a situation. One's personality, morals, and age might influence their perception of the surrounding

environment. When assessing the importance of different triggers, we tend to assign greater importance to those that capture our attention, rather than those that do not. An individual will only perceive stimuli that are most salient in their consciousness. Under these circumstances, the choice of respondents to the Tilik short film has the potential to shape the perception that the video effectively portrays the local tradition of visiting sick individuals in a positive light. The results of the discussion indicate that various informants exhibit varying levels of attentiveness towards the questions posed to them. Nevertheless, multiple informants echoed identical statements, with the second informant expressing:

"Good, but for the times nowadays may be too much way of conveying the situation that the mother did in the movie" (Mrs Darti, 20 march 2023).

"Bagus, tapi untuk masa sekarang mungkin berlebihan cara penyampaian keadaan yang dilakukan ibu ibu dalam film"

Almost all informants said that the same thing that the The majority of informants stated that the primary reason that drew their attention in the Tilik short film was its successful portrayal of local wisdom related to tourism throughout the movie.

A different reason was given by the third informant,

"Good, because it really illustrates Javanese local wisdom when you want to visit someone" (Mrs. Sri, March 20, 2023).

"Bagus, karena sangat menggambarkan kearifan local jawa Ketika ingin menjenguk seseorang"

And the same thing was said by the fourth informant,

"Good, because what is presented in the movie is almost entirely done by mothers" (Mrs. Ida, March 20, 2023).

"Baik, karena yang disajikan dalam film hampir keseluruhan dilakukan oleh ibu ibu"

According to the second informant, the thing that needs to be considered is that the tasks and responsibilities undertaken by women nowadays may be overwhelming, as depicted in the Tilik short movie.

Furthermore, there are also informants who say that they are impressed by how easily the general public can comprehend the short video Tilik., as the first informant said,

"The story is good in accordance with daily life" (Mrs. Ida, March 20, 2023).

"Cerita nya bagus sesuai dengan keseharian"

And the fifth informant said the same thing,

"The role of the actors is very deep" (Mrs. Tini, March 20, 2023).

"Peran dari pemainnya sangat mendalami"

Internally, the community members' perceptions and responses to the film are profoundly shaped by their individual motivations and experiences. These individuals, when opting to engage with the short film "Tilik," do so for diverse reasons, akin to the multifaceted motivations that drive their participation in various activities. Some watch the film for leisure, relishing the entertainment it offers, while others view it as an educational opportunity to delve into the indigenous knowledge held dear by Ibu-Ibu PKK, particularly prevalent in the majority of Java's regions. When analyzing the feelings expressed by PKK mothers regarding the film, it is evident that they experience a sense of joy and connection when discussing "Tilik." For instance, Mrs. Ida, when interviewed about the film uploaded on YouTube, described it as "funny" and relatable to the daily lives of mothers in her community, offering a glimpse into their collective sentiment. Similarly, Mrs. Sarini exuded sheer joy when discussing the film. Conversely, Mrs. Puspita saw the film as more than mere entertainment; she viewed it as a model for real-world behavior, reflecting a diverse spectrum of personal perceptions and emotions.

2. External Factors of the Perceptions of PKK Mothers of Gatep, Purwobinangun, Pakem, Sleman, and Yogyakarta

The principle of intensity of attention states that the level of understanding increases in proportion to the strength of external stimuli. Size is closely related to the principle of intensity. This statement asserts that the greater the magnitude of a thing, the more readily it may be recognized or comprehended. The size of an object has a significant impact on a person's perception. People are naturally drawn to objects of certain sizes, which can ultimately influence how they see them. The concept of opposites asserts that an external stimulus that has a contrasting appearance to its backdrop or surrounds, or is entirely unexpected, will garner significant attention. Put simply, an individual's perception is shaped and impacted by external elements that signal the presence of an object in contrast to its surroundings. The concept of repetition posits that an external stimulus that is repeated will command greater attention compared to one that is encountered just once. Reiterating the stimuli will heighten our sensitivity or vigilance. Repetition refers to the external quality of an object that can influence an individual's perception. The concept of motion asserts that individuals are more likely to direct their attention towards objects that are in motion within their field of vision, as opposed to objects that are immobile. Perception arises from the motion of an object that captures an individual's attention. The concept of familiarity states that both novel and familiar external situations can serve as attention attractors. An unfamiliar thing or event within a familiar context, or a familiar object or event within an unfamiliar context, will capture the observer's attention. Ibu-Ibu PKK possesses the capacity to shape the exterior perceptions that Tilik short film conveys to its spectators. The findings of the conversation indicate that various informants exhibit varying levels of attentiveness towards the questions posed to them. This observation was reiterated by other informants, including the second informant.

"I was happy, I laughed a lot at the behavior of the women in the movie" (Mrs. Puspta, March 20, 2023).

"Senang, banyak ketawa ngelihat kelakuan ibu ibu di dalam film tersebut"

The majority of informants expressed agreement on the same matter. Most participants indicated that the main factor that captured their interest in the Tilik short film was its effective depiction of indigenous knowledge pertaining to tourism throughout the entire movie.

A different reason was given by the first informant,

"The story is good in accordance with daily life" (Mrs. Ida, March 20, 2023).

"Cerita nya bagus sesuai dengan keseharian"

And the same thing was said by the fourth informant,

"I'm happy, it turns out there are also films that show the daily lives of mothers" (Mrs. Puspita, March 20, 2023).

"Ibu senang mas, ternyata ada juga ya film yang menampilkan keseharian ibu-ibu"

According to the second source, it is important to remember that the tasks and obligations carried by women in modern times might be overwhelming, as portrayed in the Tilik short film.

In addition, there are informants who express admiration for the general public's ability to readily understand the short video Tilik, as stated by the fourth informant,

"I was happy, I laughed a lot at the behavior of the women in the movie" (Mrs. Puspta, March 20, 2023).

"Senang, banyak ketawa ngelihat kelakuan ibu ibu di dalam film tersebut"

The film has a substantial impact on how the community perceives it from an external standpoint. The film's inclusivity is crucial, as it not only utilizes the Javanese language but also includes lighthearted parts, allowing non-Javanese speakers to still enjoy its content. In addition, the community members' overwhelmingly favorable reaction upon being invited to watch the film underscores their receptiveness to cultural depictions. The film's capacity to present and communicate indigenous knowledge particular to the Java region also serves as a compelling external element, enhancing its positive response among the community.

Examining the internal elements more deeply, the community members' reactions to specific inquiries about the film demonstrate a variety of feelings and viewpoints. Their comprehension of the film's plot and their capacity to fully engage with it varies significantly. Some individuals perceive it as comparable to everyday existence and commend the profound portrayal by the actors. Similarly, their reactions to the film, its portrayal of visiting situations, and their personal experiences relating to it differ, while there is a general agreement that the film promotes a feeling of connection with their own lives.

On the other hand, the external variables refer to the qualities and manner in which the film is presented, which in turn affect how it is received by the society. The favorable external environment surrounding "Tilik" is influenced by the film's language accessibility, its ability to connect with local culture, and its potential as a teaching tool. Ultimately, the way the community perceives the film "Tilik" is influenced by an intricate combination of internal elements, such as individual motivations and emotions, and external factors, such as the film's content and accessibility. The complex dynamics described here reveal the many aspects of how a local community engages with and understands cultural portrayals in film. This emphasizes the deep connection between personal feelings and external factors in developing their shared understanding.

3. An Analysis of the Perceptions of PKK Mothers of Gatep, Purwobinangun, Pakem, Sleman, and Yogyakarta

One obtains an experience of things, situations, or relationships through the process of inferring information and interpreting messages; this process is referred to as perception. The process of providing meaning to sensory stimuli is known as perception. Despite this, understanding the significance of the information received through the senses requires not only sensation, but also concentration, expectations, motivation, and memory. (Rakhmat, 2001: 51).

It is impossible to disentangle the cognitive and emotional components of experience from the process of its formation. (Willis, 2007: 176). It is impossible for perception to exist apart from either of these two components; consequently,

it is impossible for an individual to have perception in the absence of either information or an evaluation of something. Therefore, it is essential to have both cognitive and affective aspects, both of which are responsible for giving birth to perception.

The data reduction stage, the data display stage, and the conclusion drawing and verification stage are the three phases that make up the analysis model developed by Miles and Huberman. After the data has been collected, it is examined in the manners detailed below. (Miles and Huberman, 2007: 173-177).

a. Reduction Data

Data reduction involves summarizing or selecting the most essential aspects of a dataset, concentrating on these aspects, and searching for recurring themes and patterns. Because the data collected from the environment is so extensive, the researchers have to narrow their focus in order to reduce the amount of information they collect. The respondents were chosen by the researcher in accordance with the initial objective, which was to select respondents who had understanding and were able to discuss well about the perception of the local wisdom of visiting depicted in the short film "Tilik," and who could evaluate both the positive and negative aspects of the short film with a total of 5 people. The researcher chose respondents who understood and could discuss well about the perception of the local wisdom of visiting depicted in the short film "Tilik." The sources consulted for the documentary short "Tilik" provided very varied responses when asked about their impressions of the local knowledge represented in the film. Following the completion of the phase devoted to the acquisition of data comes the stage devoted to the reduction of said data.

The following will present the results of data reduction from 10 questions from 5 respondents.

In this section, we delve into the profound findings and perceptions of Ibu-Ibu PKK Gatep from Purwobinangun, Pakem, Sleman, Yogyakarta, as they engage in the exploration of traditional practices and customs portrayed

in the film "Tilik." It commences by establishing the groundwork of the term "perception" within a broad spectrum, underlining its essence as the cognitive process by which individuals acquire insights into the external world through their senses. Understanding the perceptions of these individuals when partaking in activities, such as watching a film, is pivotal. Their decision to watch "Tilik" mirrors their motivations for various engagements, uncovering a parallel between their reasons and experiences.

Based on the wealth of survey responses collected in the field, it becomes evident that Ibu-Ibu PKK express a pervasive sense of joy when they discuss the short film "Tilik." Their affinity for the film lies in its entertainment value and its striking resonance with their daily lives. Mrs. Ida, a key respondent in the research, aptly epitomizes this sentiment, describing "Tilik" as an amusing portrayal of the daily experiences of the Ibu-Ibu PKK in her community. This favorable sentiment resonates with Mrs. Sarini, who too found the film captivating. Notably, Mrs. Puspita emphasizes that "Tilik" should be viewed as more than just entertainment; it should serve as a model for real-world behavior.

Upon the researchers' invitation for the Ibu-Ibu PKK to view "Tilik," they encountered an overwhelmingly positive response. While the Ibu-Ibu personal opinions exhibited some diversity, they commonly acknowledged that the film's use of the Javanese language and its light-hearted scenes rendered it accessible to a wider audience. They recognized its potential in introducing and propagating the local wisdom inherent to the island of Java. Notably, respondents were probed about their understanding of the term "Tilik" and its significance within the film. The consensus among respondents was that "Tilik" pertained to visiting the sick or witnessing someone in distress—a uniform perception that simplified the analytical process.

The film's storyline received acclaim for its ease of comprehension and relatability to the daily lives of the respondents. The depth of the actors' performances added authenticity to the narrative. Furthermore, the

respondents' full immersion in the film's storyline underscored its effectiveness. When questioned about their engagement with the narrative, all respondents affirmed their active involvement. The film significantly contributed to the understanding of local wisdom associated with visiting or "Tilik." Respondents appreciated its vivid illustration of Javanese local wisdom related to visitation, deeming this insight highly valuable. The respondents also found various facets of the film intriguing, particularly its relatable storyline and the actors' profound character portrayals. Their overall enjoyment of "Tilik" underscored its capacity for captivating an audience. Their emotional responses to the film leaned toward happiness and amusement, with laughter resonating through their interactions with the on-screen characters. Their laughter attested to the film's ability to evoke joy. Notably, the portrayal of the visiting situations in the film was generally well-received. It effectively mirrored the daily lives of the Ibu-Ibu although a subset of respondents expressed reservations about the portrayal being somewhat excessive. Finally, the respondents' accounts confirmed that they had felt or experienced events similar to those depicted in the film. This attests to a high degree of engagement and identification with the film's content.

The perceptions of Ibu-Ibu PKK Gatep from Purwobinangun, Pakem, Sleman, Yogyakarta, concerning the film "Tilik," are overwhelmingly positive. The film not only resonates with their daily lives but also effectively conveys local wisdom. This study underscores the significance of media as a cultural preservation and promotion tool. In line with Alport's theory (as articulated by Mar'at, 1992), perception is a dynamic cognitive process that is influenced by individual experiences, knowledge, and social horizons. The positive responses from the Ibu-Ibu reflect how their past and present exposures shape their perception, enhancing the film's role in portraying and fostering an appreciation of traditional practices and customs.

b. Data Presentation

After the reduction of the amount of data, the next stage is the presentation of the data. The presentation of data obtained through

qualitative research can take the shape of brief descriptions, charts, tables, or relationships between categories, among other possible formats. The presentation of data serves the purpose of making it simpler to comprehend what is taking place. The author makes an effort in this stage to collect pertinent data from the 5 informants, with the goal of obtaining data that can provide answers to the issues that are being discussed by researchers. The researchers talk about the data for each question in terms of perception categories that have been split in half to create two distinct subcategories: cognitive and emotional. The process of presenting data consists of the stages listed below:

Tabel 5
Data Presentation

No	Variabel	Indicator	Sub.Indicator	Question
1	Perception	Kognitif	1. Informasi 2. Pengetahuan	1,2,3,9
1		Afektif	1. Perasaan 2. Sikap	4,5,6,7,8,10

1) Cognitive Aspect (Knowledge)

Cognitive perception is divided into two types, namely knowledge and information. Questions related to cognitive aspects (information and knowledge) are in numbers 1, 2, 3, 5, 6.

The answers from several respondents were almost the same, so the researcher used the code from the answers that had been submitted by the short film about the habits of mothers and the short film about visiting the sick.

Tabel 6
Data Presentation Question 1

No	Answer	Amount
1	Film pendek tentang kebiasaan Ibu-Ibu	3
2	Film pendek tentang menjenguk orang sakit	2
	Totally	5

When it was questioned whether or not all respondents were familiar with the fundamental plot of the Tilik Short Film, the responses that came back were " Film pendek tentang kebiasaan Ibu-Ibu as 3 answers" and " Film pendek tentang menjenguk orang sakit as 2 answers." These findings come from the data collection that was done previously. The conclusion that can be drawn from this is that the highest number of people responded, which is 5. Observing the program is beneficial in this regard because it offers information that is comprehensible. All of the respondents watched the short film "Tilik" because they were aware of, and interested in learning more about, the indigenous knowledge that was portrayed in the film. This is the conclusion that can be taken from the data presented above.

Researchers used the code that had been conveyed, namely visiting the sick and seeing the condition of people who were hit by the disaster.

Tabel 7
Data Presentation Question 2

No	Answer	Amount
1	Menengok orang sakit	2
2	Melihat keadaan orang yang ditimpa musibah	3
	Totally	5

According to the findings of the research described above, all of the respondents have an understanding of the concept of "Tilik," as evidenced by the fact that "2 people answered Menengok orang sakit " and "3 people answered Melihat keadaan orang yang ditimpa musibah." The conclusion is that the greatest

number of sources, 5, should be used. This is due to the fact that the short film uses a language that can be readily comprehended by a number of individuals, particularly Javanese individuals who speak Javanese. The data presented above allow us to make the following conclusion: all of the respondents have no trouble understanding the language that is utilized in the short film "Tilik".

According to the findings of the research described in the previous paragraph, all of the interviewees have an understanding of the plot of the short film "Tilik," with the overall outcome indicating that the interviewees responded "Yes, 5 people answered." This is due to the fact that viewing the short film provided the respondents with a comprehension, which allowed them to comprehend the narrative that was presented in the short film "Tilik." All of the respondents watched the short film "Tilik" because they were familiar with, and interested in learning more about, the description of the local wisdom of visiting that was included in the short film "Tilik." This is the conclusion that can be taken from the data presented above.

According to the findings presented above from the data collection, all of the interviewees comprehend the depiction communicated by the cast of the short film "Tilik" in relation to the circumstance that mothers have encountered, with the overall result that the interviewees responded "Good 5 people answered." This is because watching the short film provided respondents with a comprehension of the local wisdom gained from visiting, which allowed them to comprehend the part being performed by the actors in the film because they had experienced it themselves. All of the respondents watched the short film "Tilik" because they were familiar with, and interested in learning more about, the description of the local wisdom of visiting that was included in

the short film "Tilik." This is the conclusion that can be taken from the data presented above.

The cognitive component is the part of someone's information that determines how much they know about something. Experience, investigation, theoretical study, and hands-on training contribute to accumulating this kind of knowledge. (Uhbiyati, 2013: 12). The existence of a person's knowledge base can provide that person with a perception of something; in this instance, that something is the short film titled "Tilik." Variations in respondents' levels of understanding can be inferred from cognitive aspects. This makes a significant difference when considering how to respond to issues that are connected to conventional wisdom in a community.

The cognitive aspects dominate people's perceptions of the short film "Tilik," which can be found here. This can be seen from the differences in the opinions of the respondents, which demonstrates that the cognitive level of the respondents differs in determining attitudes after viewing the short film "Tilik."

Affective responses concern feelings and attitudes. The related questions are number 4,5,6,7,8,10. Affective aspects relate to an individual's assessment of something. Assessments tend to be related to aspects of self (internal factors) and external aspects (external factors).

According to the findings of the data collection that were presented earlier, it can be deduced that every interviewee is aware of the significance of each of the stories contained in the animated short film dubbed "Tilik," as the responses of all interviewees were "Yes." This is due to the fact that viewing the film gives mothers the impression that they have lived through the occurrences depicted on screen, giving them the impression that they have participated in the narrative that is being told. All of the respondents watched the movie in such an immersive manner that they could follow the plot, which is the conclusion that can be taken from the data presented earlier.

The researcher used the code from the answers that had been submitted, namely good and good.

Tabel 8

Data Presentation Question 5

No	Question	Amount
1	Bagus	4
2	Baik	1
	Totally	5

When viewing a short film called "Tilik," all of the respondents felt the influence of understanding the local wisdom that was being conveyed, as shown by the results of " Bagus as many as 4 people" and " Baik as many as 1 person." These findings were derived from the results of the data collection that was described in the preceding paragraph. The conclusion that can be drawn from this is that the highest number of people responded, which is 5. This is due to the fact that viewing the program provides information that is helpful. All of the respondents watched a short film titled "Tilik" because they were aware of and interested in the information that the film conveyed about the local customs and traditions that accompany visiting the area. This is the conclusion that can be taken from the data presented above.

The researcher used the code from the answers that had been delivered, namely the good story and the deep role.

Tabel 9

Data Presentation Question 6

No	Question	Amount
1	Ceritanya bagus	2
2	Peran yang mendalami	3
	Totally	5

All of the respondents found the short film titled "Tilik" to be interesting, and the amount of " Ceritanya bagus as many as 2 people" and " Peran yang mendalami as many as 3 people" were cited as reasons for their interest. These findings come from the data collection described in the previous paragraph. The conclusion that can be drawn from this is that the highest number of people responded, which is 5. This is due to the fact that, when viewing the film, it not only demonstrates a strong storyline but also provides support by the actors who explore the role. The conclusion that can be drawn from the data presented above is that all respondents who watch a short film titled "Tilik" feel interested when watching because of the storyline, which is easy to understand and good, as well as the players who explore roles such as Mrs. Tejo, whose role is so funny that it makes the mothers laugh. This conclusion can be drawn because the data presented above show that mothers find Mrs. Tejo's role to be very funny.

The researcher used the code from the answers that had been submitted, namely good and funny.

Tabel 10

Data Presentation Question 7

No	Question	Amount
1	Bagus	4
2	Lucu	1
	Totally	5

According to the findings of the research described above, all of the respondents experienced a sense of ease while viewing the short film dubbed "Tilik," which received ratings of " Bagus as many as 4 people" and " Lucu as many as 1 person." In addition, the majority of respondents found the film to be "funny as many as 1 person." The conclusion that can be drawn from this

is that the highest number of people responded, which is 5. This is due to the fact that witnessing the program leaves a unique impression on every mother who does so. All of the respondents watched the short film titled "Tilik," which is the only reasonable conclusion that can be taken from the data presented above. Feeling that the movie has a good narrative and a good depiction as well as there are also sources who comment on the cast in the movie looks funny, there is a general consensus that the movie is entertaining.

The researcher used the code from the answers that had been submitted, namely happy and ordinary..

Tabel 11

Data Presentation Question 8

No	Question	Amount
1	Senang	4
2	Biasa saja	1
	Totally	

According to the findings of the data collection described above, almost all of the interviewees were overcome with emotion while viewing the short film titled "Tilik," with the amount of " Senang as many as 4 people" and " Biasa saja as many as 1 person." The conclusion that can be drawn from this is that the highest number of people responded, which is 5. This is due to the fact that the character that the player plays can impart the same sentiment on the audience as the story that they play. It is possible to deduce from the information presented above that four of the respondents who watched the short film dubbed "Tilik" experienced feelings of happiness, while one of the respondents reported that they thought it was normal to feel this way while viewing the film..

According to the findings of the research described above, all respondents, after viewing a short film dubbed "Tilik," are able to get the impression that the events depicted in the film are something that almost all mothers have either felt themselves or have experienced themselves. This is due to the fact that witnessing the film gives mothers the impression that they have personally gone through the activities depicted in the film. The data presented above allow us to make the following conclusion: each and every respondent's history contains occurrences that are comparable to those described above.

c. Draw Conclusions

In this qualitative research, data analysis consists of forming conclusions and verifying those conclusions. In qualitative research, conclusions are brand-new discoveries that have never been uncovered by anyone before. The findings are presented in the form of a description of an object that, prior to the research, was ambiguous but, as a result of the research, is now obvious.

- 1) Cognitive-based inferences (1, 2, 3, 9) include information and knowledge
 - a) Question number one, which is known about Film Tilik with details of the answers " Film pendek tentang kebiasaan Ibu-Ibu " as many as 3 respondents and answered " Film pendek tentang menjenguk orang sakit " as many as 2 respondents.
 - b) Question number two, which is known about "Tilik" with details of the answers "Menengok orang sakit" as many as 2 respondents and answered "Melihat keadaan orang yang ditimpa musibah" as many as 3 respondents.
 - c) Question number three, who understands the storyline of Film Tilik with the results of all respondents answering yes with a total of 5 people.
 - d) Question number nine, is the depiction of the local wisdom of visiting in the short film "Tilik" good with the results of the answers all respondents answered good with a total of 5 people..

Information will increase public knowledge and awareness, and those in Ibu-Ibu PKK Gatep, Purwobinangun, Pakem, Sleman, and Yogyakarta will be able to acquire knowledge after watching a short film titled "Tilik." Following the viewing of a short film titled "Tilik," the women of PKK Gatep, Purwobinangun, Pakem, Sleman, and Yogyakarta were able to draw the conclusion that the events depicted in the film were similar to those that they had personally experienced. As a result, these women believe that the short film titled "Tilik" is effective at conveying information to its audience. As a result, it is clear that the PKK Gatep, Purwobinangun, Pakem, Sleman, and Yogyakarta cognitive mothers have a favorable impression.

- 2) Conclusion based on affective aspects (4, 5, 6, 7, 8, 10) is a perception related to feelings, attitudes and values of a person towards an object.
 - a) Question number 4, who felt that they entered into the storyline of the short film entitled "Tilik" with the results of the answers all respondents answered yes with a total of 5 people.
 - b) Question number 5, about the opinion regarding the effect of the Tilik Film on understanding the local wisdom of visiting "Tilik" with details of the answers "bagus" many as 4 respondents and "baik" as many as 1 respondent.
 - c) Question number 6, what makes you interested when watching a short film entitled "Tilik" with details of the answers "ceritanya bagus" as many as 2 respondents and "peran yang mendalam" as many as 3 respondents.
 - d) Question number 7, about the responses regarding Film Tilik with details of the answers "bagus" as many as 4 respondents and "lucu" as many as 1 respondent.
 - e) Question number 8, regarding the feeling of watching the movie Tilik with details of the answers "senang" as many as 4 respondents and "biasa saja" as many as 1 respondent.
 - f) Question number 10, Do you feel or have you experienced the events that occurred in the movie after watching the movie with the results of the answers all respondents answered yes with a total of 5 people.

A feeling is a mental statement that allows one to be aware of and evaluate both enjoyment and displeasure. (Sujanto, 2004: 18). The expression of feelings is generally directed at the environment that causes encouragement or stimulation from within, and the response is shown on a particular object. Feelings are generated by stimuli generated from the outside, and the expression of feelings is generally directed at the environment that causes encouragement or stimulation from within. The women of PKK Gatep, Purwobinangun, Pakem, Sleman, and Yogyakarta believe that the short film titled "Tilik" is a good way to learn about the local wisdom that can be found in society, particularly in Java, and that it is a medium for learning about such wisdom. An attitude is a manner of behaving that is founded on one's position and beliefs. Following the viewing of the short film "Tilik," the mothers from PKK Gatep, Purwobinangun, Pakem, Sleman, and Yogyakarta have developed a positive attitude.

Concerning the opinions of PKK Gatep, Purwobinangun, Pakem, Sleman, and Yogyakarta concerning the short film known as "Tilik." Respondents have been able to select and evaluate portions of the short film titled "Tilik" that have a relationship with their lives despite having limited knowledge of local wisdom and different social status backgrounds. However, in point of fact, the acceptance of respondents is comparable, in the sense that the vast majority of them think that the narrative presented in the animated short film dubbed "Tilik" is of high quality. The disparity in perspectives reveals that the extent to which an individual is able to appreciate their own local knowledge plays a significant part in the degree to which they are able to appreciate the short film dubbed "Tilik."

CHAPTER IV

CONCLUSION

A. Summary

Based on the formulation of the problem that the researcher investigated, specifically how the perception of the Local Wisdom of Visiting in the Short Film "Tilik," the researcher made their findings. (Case study of PKK Gatep Women, Purwobinangun, Pakem, Sleman, and Yogyakarta). The discussion of the chapter that has been described has led to the conclusion that PKK Gatep, Purwobinangun, Pakem, Sleman, and Yogyakarta have a positive attitude toward the local wisdom of visiting as depicted in the short film "Tilik." The goodness is determined by the cognitive and affective elements of the responses of people from Gatep PKK, Purwobinangun, Pakem, Sleman, and Yogyakarta while they watched a short film titled "Tilik," with the goodness being determined by the number of positive statements being greater than the number of negative statements. The following information was gleaned from the total of ten statements along with their corresponding codes:

1. Positive consisted of aboutkebiasaan Ibu-Ibu, film pendek tentang menjenguk orang sakit, menengok orang sakit, melihat keadaan orang yang ditimpa musibah, iya, bagus, baik, ceritanya bagus, peran yang mendalami, lucu, senang.
2. Negatives consist of biasa saja and terlalu berebihan.

So that the researcher draws the conclusion that overall the respondents' perceptions are similar (universal opinion), namely that they consider the content of the story contained in the short film entitled "Tilik" to be good..

B. Research Limitations

1. The researcher had difficulty communicating with the interviewees due to language differences and age differences, which required the help of others to interpret each answer received by the researcher.
2. Lack of respondents due to field restrictions in the form of the average age of respondents exceeding the target age required by researchers so that only 5 sources were able to be interviewed.

C. Recommendation

1. For future researchers to dig deeper into information from the object and be able to compare it with competitors, in order to get complementary data about the perception of an advertisement.
2. To the management of PKK Gatep, Purwobinangun, Pakem, Sleman, and Yogyakarta, they must more often hold scientific studies both in social matters and in other matters that can add insight and experience to mothers directly and not just see one or many films in the media.

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ATTACHMENT

No	Question	Answer
1	Apa yang Ibu ketahui tentang Film Tilik?	<ol style="list-style-type: none">1. Film yang bercerita tentang sekelompok ibu saat sedang ingin menjenguk seseorang2. Film tentang menjenguk orang lain3. Film tentang perjalanan ibu ibu untuk menjenguk seseorang4. Film tentang kebiasaan ibu ibu saat ingin menjenguk seseorang5. Film tentang menjenguk orang sakit
2	Menurut ibu apakah arti menjenguk "Tilik"?	<ol style="list-style-type: none">1. Melihat keadaan seseorang yang sedang di timpa musibah2. Menengok orang sakit3. Melihat keadaan orang yang sakit4. Menengok keadaan orang yang sedang sakit5. Melihat kondisi orang yang sedang sakit
3	Apakah jalan cerita Film Tilik mudah dipahami?	<ol style="list-style-type: none">1. Iya karena sesuai dengan keseharian ibu ibu2. Iya, karena persis sekali sama yang dilakukan ibu ibu Ketika menjenguk orang sakit3. Iya, karena peran pemainnya sangat mendalami peran sehingga mudah dipahami

		<p>4. Iya, karena Bahasa yang digunakan merupakan Bahasa sehari hari</p> <p>5. Iya, karena sangat relevant dengan kondisi ibu ibu Ketika menjenguk seseorang</p>
4	Apakah ketika menonton Ibu merasa seperti ikut masuk ke dalam alur cerita Film Tilik ?	<p>1. Iya</p> <p>2. Iya</p> <p>3. Iya</p> <p>4. Iya</p> <p>5. Iya</p>
5	Bagaimana pendapat anda mengenai pengaruh dari Film Tilik terhadap pemahaman kearifan local menjenguk/tilik?	<p>1. Bagus, karena sangat menggambarkan kearifan local jawa Ketika ingin menjenguk seseorang</p> <p>2. Bagus, karena film nya juga memakai Bahasa jawa</p> <p>3. Bagus, buat yang belum tahu kebiasaan ibu ibu di jawa jadi tahu karena film ini</p> <p>4. Baik, karena yang disajikan dalam film hampir keseluruhan dilakukan oleh ibu ibu</p> <p>5. Bagus, karena walalupun film menggunakan Bahasa jawa tetapi cara penyampaian filmnya mampu memberi pemahaman bagi yang menonton</p>
6	Apa ada yang membuat Ibu tertarik saat menyaksikan film Tilik?	<p>1. Ceritanya bagus</p> <p>2. Bu tejo yang membuat filmnya menarik</p>

		<ul style="list-style-type: none"> 3. Peran dari pemainnya sangat mendalami 4. Ceritanya bagus sesuai dengan keseharian 5. Peran bu tejo sebagai seseorang yang menyukai ghibah sangat mendalami
7	Bagaimana tanggapan Ibu mengenai Film Tilik?	<ul style="list-style-type: none"> 1. Bagus sesuai kenyataan yang ada 2. Bagus, tapi untuk masa sekarang mungkin berlebihan cara penyampaian keadaan yang dilakukan ibu ibu dalam film 3. Bagus para pemain sangat mendalami peran 4. Lucu apalagi bu tejo 5. Bagus
8	Bagaimana perasaan anda menonton Film Tilik?	<ul style="list-style-type: none"> 1. Senang, Karena ceritanya sesuai dengan keseharian 2. Biasa aja 3. Senang, karena ceritanya lucu 4. Senang, karena ceritanya banyak adegan lucu 5. Senang, banyak ketawa ngelihat kelakuan ibu ibu di dalam film tersebut
9	Apa sudah bagus atau sesuai penggambaran situasi menjenguk yang disampaikan oleh film tilik?	<ul style="list-style-type: none"> 1. Bagus, sudah sesuai dengan keseharian 2. Bagus cuman berlebihan 3. Bagus, sudah sesuai

		<p>4. Bagus, ceritanya menggambarkan sekali keseharian ibu ibu</p> <p>5. Bagus, apalagi kebiasaan ibu ibu juga suka ngegibah mas</p>
10	Apakah setelah menonton film tilik anda merasakan atau telah mengalami kejadian yang terjadi pada film tersebut?	<p>1. Iya</p> <p>2. Iya</p> <p>3. Iya</p> <p>4. Iya</p> <p>5. Iya</p>