

## An Analysis of Cultural Value In Buya Hamka Movie

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### Abstract

Cultural values are not only habits that exist within the scope of society, but also found in movies. In this study, the researcher aimed to find various categories of cultural value based on Buya Hamka movie. Data collection and completion analysis using qualitative descriptive research. The data taken is also based on the cultural values spoken or performed by Buya Hamka. Researchers have found 45 Cultural Values of Human Relations with God, 36 Cultural Values of Human Relations with Others, 8 Cultural Values of Human Relations with Society, 12 Cultural Values of Human Relations with Self And researchers found the Implications of Cultural Values Found in Education Sector, namely 36 Islamic values, 8 national values, 24 moral and ethical values and 4 cultural values Then the most dominating cultural value in the film is the Cultural Value of Human Relations with God and the Implications of Cultural Values in Buya Hamka's Education Sector, found mostly Islamic values. The researcher hopes that this study can be significant data for the linguistic community and can add insight to readers about the cultural values spoken and performed by Buya Hamka in the movie Buya Hamka.

**Keywords** - sociolinguistic, cultural value, implication, education, movie, Buya Hamka

### Abstrak

Nilai-nilai budaya bukan hanya kebiasaan-kebiasaan yang ada dalam lingkup masyarakat, tetapi juga terdapat dalam film. Dalam penelitian ini, peneliti bertujuan untuk menemukan berbagai kategori nilai budaya berdasarkan film Buya Hamka. Pengumpulan data dan analisis penyelesaian menggunakan penelitian deskriptif kualitatif. Data yang diambil juga berdasarkan nilai-nilai budaya yang diucapkan atau dilakukan oleh Buya Hamka. Peneliti telah menemukan 45 Nilai Budaya Hubungan Manusia dengan Tuhan, 36 Nilai Budaya Hubungan Manusia dengan Sesama, 8 Nilai Budaya Hubungan Manusia dengan Masyarakat, 12 Nilai Budaya Hubungan Manusia dengan Diri Sendiri Dan peneliti menemukan Implikasi Nilai Budaya yang Ditemukan dalam Sektor Pendidikan, yaitu 36 nilai-nilai Islam, 8 nilai-nilai kebangsaan, 24 nilai-nilai moral dan etika dan 4 nilai-nilai budaya Kemudian nilai budaya yang paling mendominasi dalam film tersebut adalah Nilai Budaya Hubungan Manusia dengan Tuhan dan Implikasi Nilai Budaya dalam Sektor Pendidikan Buya Hamka, ditemukan sebagian besar nilai-nilai Islam. Peneliti berharap penelitian ini dapat menjadi data penting bagi komunitas linguistik dan dapat menambah wawasan pembaca tentang nilai-nilai budaya yang dituturkan dan dipraktikkan Buya Hamka dalam film Buya Hamka.

**Kata Kunci** - sosiolinguistik, nilai budaya, implikasi, pendidikan, film, Buya Hamka

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## INTRODUCTION

The movie "Buya Hamka" presents the life story of a great figure in the history of literature and humanitarian struggle in Indonesia, Haji Abdul Malik Karim Amrullah, or Buya Hamka. Through this movie, the audience is not only invited to get to know his life journey, but also to reflect on the cultural, moral, and religious values he espoused. Buya Hamka is a figure who plays an important role in the development of education and culture in Indonesia, and his works reflect various aspects of people's lives. Therefore, an analysis of this movie is essential to understand how the values contained in it can contribute to the nation's cultural identity as well as its relevance in the modern context, especially for the younger generation who need to understand their cultural heritage.

According to Amanda (2010) Film as a visual medium has the power to convey moral messages to its audience. In this context, the film "Buya Hamka" becomes an interesting work to analyze because it raises the figure of Buya Hamka, a leading cleric and intellectual figure in Indonesia, who has a great influence in shaping the morals and values of people's lives. The movie not only depicts Buya Hamka's personal life, but also highlights his views and moral teachings.

As stated by Amanda (2010), in the context of Indonesian culture, films that highlight historical figures or figures who have influence in the field of religion and morals are often in the public spotlight. This is inseparable from the important role of these figures in shaping the morality and identity of the nation. Therefore, the analysis of moral values contained in the film "Buya Hamka" is relevant as a contribution to understanding how moral messages are conveyed through film media, as well as how these messages can influence viewers in the formation of moral values.

Through in-depth analysis of this film, it is hoped that the cultural values conveyed, the values upheld by Buya Hamka's character, and how these messages are represented in the context of visual narratives can be revealed more clearly. In addition, the analysis of this film can also provide a deeper understanding of the relationship between works of visual art and the formation of morality and culture in society.

Therefore, this research aims to conduct an in-depth analysis of the cultural values contained in the "Buya Hamka" movie, with the aim of understanding how these cultural values are conveyed through the visual medium and their impact on the audience in maintaining culture.

As for the reason the researcher chose this title and why it should be the movie Buya Hamka Inspirational Figure: Buya Hamka (Haji Abdul Malik Karim Amrullah) is an inspirational figure in Indonesian history. As a scholar, writer, and politician, he had a great influence in the fields of religion, literature, and the struggle for independence. Besides Influential Literary Works: Hamka wrote many famous literary works that have high literary value, such as "Tenggelamnya Kapal Van der Wijck" and "Di Bawah Lindungan Ka'bah". His works are not only popular, but also provide insightful views on culture, morals, and social life. Moreover Religious Thought: Buya Hamka is known as a moderate scholar. His profound thoughts on tolerant and inclusive Islam made an important contribution to the development of Islamic thought in Indonesia.

Koentjaraningrat (in Meisyita, 2019) states that culture covers all aspects of human life, including behavior, beliefs, patterns of thought, habits of life, and traditions. The behavior of the characters, the characters of the characters, and the objects and supporting materials in the film can show the cultural value in literary works.

Djamaris (in Meisyita, 2019) states that cultural values are divided into five categories of relationships: first, cultural values in human relationships with God; second, cultural values in human relationships with nature; third, cultural values in human relationships with other people and others; and fourth, cultural values in human relationships with themselves.

There are five previous studies that, the first research was conducted Dwi Ratih Puspitasari (2021) Social-Cultural Values In Tilik Film (Semiotic Study Of Charles Sanders Peirce). "Tilik", a Javanese-language short film produced by Ravacana Film and received special funding from the Yogyakarta Special Region Cultural Office in 2018, is the subject of this research. The purpose of the

research is to study and describe the social and cultural values depicted in the film. The representation of social and cultural values is the focus of this research. The movie "Tilik" is the subject of this research because of the image fragments from the scenes of the movie. This research uses a qualitative approach. Content analysis is the type of research used by the author. It is a model used to examine data documentation consisting of text, images, symbols, and others. This method can be used to analyze various types of communication, such as radio, films, newspapers, books, and so on.

Charles Sanders Peirce's semiotic theory, which divides signs based on symbol, object, and interpretant, known as the triadic triangle, was used in this study. According to the analysis conducted using Charles Sanders Peirce's semiotic approach, a lot of data was found that showed social and cultural values in the movie "Tilik". These social and cultural values can be studied further. Socio-cultural values such as language systems, family attitudes, social organization, technological advances, livelihood systems, religious systems, greetings, myths that develop in society, social status, mutual cooperation, and manners are some examples. The research data shows this. (Puspitasari, D.R 2021)

Second by Kristiani Fatika Sari (2022), entitle A Cultural Value in The Movie *Miracle In Cell N0.7* By Lee-Hwan-Kyung. The purpose of this study is to evaluate the cultural significance of the film *Miracle in Cell No. 7*. The qualitative method was employed by the researcher. The researcher gathered data via reading the screenplay, seeing the film, and taking notes on each scene. To verify validation, the researcher employed triangulation of data and theory. The study's findings demonstrated that cultural values, including social values—of which cultural identity and the place of culture in society are among their components—could be found in the film *Miracle in Cell No. 7*. (Sari, K. F 2023).

Third from Deby Rodearni Simbolon, Esra Perangin-angin, Suasti Murni Nduru (2022) with the title *Analysis Of Religious, Moral, And Cultural Values In The Novel Tenggelamnya Kapal Van Der Wijck* By Hamka And Its Relevance As Teaching Material For. The results of this study indicate that the character messages from the cast in the movie *Tenggelamnya Kapal Van Der Wijck* are Zainuddin with a firm character in making decisions and Hayati, a woman with a humble character. Islamic character messages in this film are courage, prioritizing, honesty, hard work, helping, siri/hargadiri. Caring and good manners. (Simbolon, D. R 2022)

Fourth from Vera Wardani and Ramli Gadeng is Entitled *Analysis of Cultural Values in Eumpang Breuh Comedy Movie Texts*. This study aims to describe the cultural values and the form of presentation in the text of the comedy film *Eumpang Breuh*. This type of research is content analysis research using a qualitative approach. The method used is descriptive-qualitative.

Data collection is done by using listening and note-taking techniques. The results of the research found are the cultural values contained in the *Eumpang Breuh* comedy film text consists of, (1) Cultural values of human relations with God include, (a) praying and (b) obeying. (2) Cultural values of human relations with nature contained in the *Eumpang Breuh* comedy film include, (a) sweeping, (b) utilizing natural products, (d) protecting the environment, and (e) beautifying nature. (3) The cultural values of human relations with humans include, (a) apologizing and forgiving, (b) helping others, (c) being helpful, (d) inviting a party, (e) asking for help, (f) asking permission, (g) paying attention to appearance, (h) attention, (i) delivering the mandate, (j) good manners, (k) respecting women, (l) donating, (m) respecting guests, (n) liking the opposite sex, (o) asking for an address, (p) saying thank you, (q) giving a ride, (r) lining up, and (s) greeting and answering greetings. (4) Cultural values of human relations with the community include, (a) advising, (b) responsibility, (c) marrying, and (d) providing assistance. (5) Cultural values of human relations with oneself include, (a) cleaning oneself, (b) studying, (c) applying for a job, (d) trying to change fate, (e) working hard, (f) responsibility, and (g) maintaining health. The form of cultural value delivery in the *Eumpang Breuh* comedy film text has two specifications, namely, the form of direct cultural value delivery and the form of indirect cultural value delivery. (1) Direct cultural value delivery has two forms, namely, (a) through the author's description (screenwriter/director) and (b) through the character. (2) Indirect delivery has two forms, namely, (a) through events and (b) through conflict. (Wardani, V 2018)

The five is Ananda Tiara, Nirmawan (2023) with the Analysis of Moral Values and Cultural Values in the Movie "Penyalin Cahaya" by Wregas Bhanutej. This descriptive qualitative research aims to describe the moral and cultural values found in the film *Penyalin Cahaya* by Wregas Bhanuteja. The movie *Penyalin Cahaya* by Wregas Bhanuteja is the subject of this research. The method of watching and taking notes is used to collect data. The researcher himself is the tool of this qualitative research. People are used as tools for data collection based on known criteria. By using qualitative descriptive analysis as a data analysis technique, the author conducts research by selecting, classifying, interpreting, and interpreting data before reaching a conclusion. The results showed human moral values such as optimism, confidence, resentment, and despair. Friendship, cooperation, betrayal, lying, honesty, parents, and self-sacrifice are human moral values in social interactions with others. In the movie *Penyalin Cahaya*, cultural values only provide information about Javanese culture in Indonesia, such as kebaya and batik used by actors, but do not distinguish Javanese culture from others. (Tiara, A., & Nirmawan, N (2023)

## LITERATURE REVIEW

Djamaris (in Meisyita, 2019) states that cultural values are divided into five categories of relationships: : (1) Cultural values in man's relationship with God. (2) Cultural values in human relationships with nature. (3) Cultural values in human relationships with society. (4) Cultural values in human relationships with other people or each other. (5) Cultural values in man's relationship with himself.

Cultural values are general perceptions that make behavior good or bad, right or wrong, appropriate or inappropriate, whether for individuals, groups, or society as a whole. According to Suratno (2013), culture is the result of activities and inner design or human intellect that can be accepted and recognized by society at that time.

In addition, according to Koentjaraningrat (2003) culture is the result of the entire system of ideas, feelings, actions, and human works in social life, which are created by learning. Society creates a cultural value system as a guide to life and a driver of human behavior, which is manifested in manners and behavior. Cultural values are values that are agreed upon by all members of a community, tribe, or nation and are valid and widespread in the community, both within the organization and outside the community.

### Culture Value

Culture consists of many components. Koentjaraningrat (2003) states that the term "universal" refers to the fact that elements of culture can be found in the culture of every nation around the world. The seven elements of culture are as follows: (1) language system; (2) knowledge system; (3) kinship system and social organization; (4) equipment and technology system for life; (5) economic system or livelihood; (6) religious system; and (7) art system.

1. Language System: This term refers to the communication system used by a society to exchange information, ideas and concepts. Language not only serves as a tool for communication, but also indicates cultural perspectives and principles.
2. Knowledge System: This encompasses the knowledge, beliefs and values held by a society. This includes knowledge about nature, ways of life, beliefs, and philosophies that shape the way they see the world and act. - Kinship System and Social Organization: This shows the social structure and pattern of relationships between individuals in a society. This includes the customs that organize the family, social classes, marriage, and power structures in the society.
3. Living Equipment and Technological Systems: This refers to the tools or technology that a society uses to meet the needs of daily life, such as agricultural equipment, household appliances, and information technology.

4. Economic or Livelihood System: Indicates the ways in which the community obtains their economic needs, such as trading, agriculture, or industrial systems. It also shows how societies organize and distribute their economic resources.
5. Religious System: This refers to the set of religious beliefs, rituals and practices held by a society. It is essential for religion to provide meaning, value and path for the members of a society.
6. Arts System: includes the artistic and creative expressions of a society such as visual arts, music, dance, literature and other types of arts. The arts are more than just entertainment or personal expression; they demonstrate a society's cultural values and collective identity.

### Buya Hamka Movie

This film raised the nationalism documentary genre amidst the dominance of horror genre films in Indonesian cinemas. Nationalism documentary films can encourage audiences to become more nationalistic. Nationalism is the spirit of nationalism that must exist in every person as an Indonesian. Because Indonesia has various ethnicities, religions, cultures, and languages. In Volume 1 Buya Hamka, Abdul Malik Karim Amrullah-also known as Hamka-was the chairman of Muhammadiyah in Makassar and how the organization developed and grew. In addition, he was a writer who wrote books that readers loved.

### METHOD

This research is prepared in the qualitative style and is given in the descriptive format. Moleong (2013: 6) defines qualitative research as a sort of study that uses a variety of scientific techniques in a particular natural setting to fully and descriptively grasp the occurrences experienced by research subjects. A detailed knowledge of how a subject or phenomena is seen and experienced by a specific person or group is the main goal of descriptive qualitative research. Furthermore, the intricacies and variances present in a setting may be explained and described using this method. This research that takes a movie background and this research focuses on media research by looking for cultural values that are spoken and the actions of characters or characters in the Buya Hamka movie. Information or facts that are used to argue or determine the answer to a research topic are referred to as data. The source from which data is collected is referred to as the data source. Words and behaviors in the film "Buya Hamka" that contain cultural values are research data, while the movie and movie scenario are research data sources.

### DISCUSSION

The researcher has conducted a data search and found that there are 101 cultural values in Buya Hamka's character in Buya Hamka movie. However, this chapter will only present some data that represent or represent all of these cultural values. The quotes can be interesting, meaningful, or perhaps a favorite for the researcher. The selection process can be done to shorten or simplify the information presented in this chapter, without reducing the substance or quality of the information provided. Contoh Penulisan Tabel 1.

**Tabel 1.**

The Result of Linear Regression Analysis 1

No	Cultural Value Category	Data	Percentage
1.	Cultural Values of Human Relationship with God	45	44.55%
2.	Cultural Values of Human Relationship with Other People	36	35.64%
3.	Cultural Values of Human Relationship with Society	8	7.92%
4.	Cultural Values of Human Relationship with himself	12	11.88%
5.	Cultural Values of Human Relationship with Nature	0	0%
Total		101	100%

Sumber : Data diolah 2025

## Cultural Values of Human Relationship with God

Data 1

“Astaghfirullah”

At (00.07.00) depicts buya hamka who gets advice from his wife that buya hamka must be an example for others, as his wife exemplifies so that buya hamka realizes and says astaghfirullah..



**Picture 1.**

Finding as Culture value of human relationship with God

In the cultural value for man's relationship with God, the word "Astaghfirullah", which in Arabic means "I ask Allah for forgiveness," indicates an important aspect of spirituality and religiosity. It is an expression of apology and acknowledgement that you have committed a mistake or sin.

## Cultural Values of Human Relationship With Other People

“Terima Kasih. Ummi”

In this scene, Buya Hamka thanks his wife for giving him a drink while he was typing the manuscript. The words “Thank you, Ummi” spoken by Buya Hamka to his wife in the movie “Buya Hamka” shown at minute (00.05.13) reflect the cultural value of human relationships with others in several significant ways.

First, it shows respect and appreciation for one's spouse, which emphasizes the importance of mutual respect in a husband and wife relationship. Saying thank you to one's wife reflects respect and recognition for her role and contribution in family life, and builds positive communication.



**Picture 2.**

Finding as Cultural Values of Human Relationship With Other People

Second, it reflects the values of courtesy, humility and compassion in daily interactions, which are integral to a harmonious and healthy relationship. As such, it shows how mutual respect and

gratitude strengthen the emotional and social bonds between couples, reflecting cultural values that are important in maintaining good human relationships.

### **Cultural Values of Human Relationship With Society**

“Terimakasih saudara saudara ku, saya hargai betul semua pendapat kalian”



**Picture 3.**

Finding as Cultural Values of Human Relationship With Society

In this section buya hamka thanked everyone who had expressed opinions about buya hamka, both positive and negative, and after that buya hamka resigned as chairman of the East Sumatra muhammadiyah.

Buya Hamka's "Terimakasih saudara-saudara ku, saya hargai betul semua pendapat kalian" in the film on that (01.18.07) reflects deep cultural values in human relationships, especially in terms of communication and social interaction. By saying "Terimakasih," Buya Hamka expresses appreciation and respect for the contributions and views of others, showing the importance of valuing and respecting each individual. Calling out "saudara-saudara ku" shows an attitude of equality and high respect towards all participants in the discussion.

The statement that he "hargai betul semua pendapat kalian" signifies openness and acceptance of various opinions, reflecting the value of diversity and inclusiveness. It also illustrates the value of active social engagement and constructive dialogue, which are essential in building harmonious and supportive relationships. The whole statement demonstrates Buya Hamka's commitment to the principles of appreciation, respect and openness in human interactions.

The cultural values represented by the main character Buya Hamka in the movie about his life are very important to discuss because they reflect fundamental aspects of the nation's identity and character. Buya Hamka is not only a scholar and writer, but also a symbol of struggle, integrity, and dedication to cultural and religious values. The discussion of cultural values in the movie helps viewers understand how Hamka integrated Islamic principles with local culture, particularly Minangkabau culture, in the context of the struggle against colonialism and the formation of national identity. The film illustrates how Hamka nurtured and reinforced these values in every aspect of his life, from literature to education and society. As such, discussing the cultural values in the film not only provides deep insight into Indonesia's cultural heritage and history, but also inspires the younger generation to appreciate and pass on these values in a context that is relevant to today's challenges. By understanding and discussing the cultural values of buya hamka, the audience can gain a better understanding of buya hamka's habits, increase their knowledge of religion, and nationalism.

In Buya Hamka, the cultural value of the main character Buya Hamka is most prominent with the cultural value of human relations with God, which illustrates that Buya Hamka is a devout person who always involves God in his daily life. This is in line with the theory of Koentjaraningrat and

Djamaris (2019), that the cultural value of human relations with God is closely related to culture or habits.

In their analysis, the researchers found that the cultural sector plays an important role in the Implications of Cultural Values Found in Buya Hamka for the world of education. This is closely related to the expectations and encouragement that drive Buya Hamka in his life towards his desires.

According to Apriliany (2021) movies have many benefits in the learning process, making them an effective tool for conveying knowledge to listeners. With its ability to visualize abstract concepts, simulate situations, and depict cultures, films allow viewers to understand complex concepts more easily. In addition, movies also stimulate creativity, enrich language skills, and help in understanding narrative structures. Not only that, movies often address moral and ethical themes, providing a valuable source of reflection and discussion. Thus, films have a significant role in providing useful knowledge to viewers. (Apriliany, 2021) claims that there are several benefits of films, namely (1) entertainment tools, (2) sources of information, (3) educational tools, and (4) a reflection of the social values of a nation.

According to Apriliany (2021) Implications The Cultural Values Found in Buya Hamka's Works for the Education Sector include studying the cultural values of Buya Hamka as well as the ways in which these values can be applied in education. Buya Hamka is an important intellectual and spiritual figure in Indonesian history. He is known not only for his writings about religion but also for incorporating cultural principles into his writing. Some of the identifiable cultural values of Buya Hamka's works and their relevance to the education

Sector Include: Islamic values: Buya hamka emphasizes the importance of Islamic value in the life of every person and society. In education, this means strengthening religious education with the aim of building a strong and moral character. National Values: Buya Hamka is very nationalist, and he writes a lot about national spirit and love of the homeland. Education can combine these values with curricula that teach students about Indonesian culture and history. Moral and Ethical Values: Universal values such as honesty, loyalty, and justice are often mentioned in Buya Hamka's work. In education, this will build a student's character that is responsible and noble. Cultural Values: In his work, Buya Hamka also shows the local cultural values of Minangkabau. In education, it means appreciating and promoting cultural diversity as a nation's wealth to preserve.

## CONCLUSION

Based on the results of the findings and analysis, researchers 4 types of cultural value categories and 4 sectors of cultural value implications for education in Buya Hamka movie. The types of cultural values are cultural values of human relationships with God, cultural values of human relationships with humans, cultural values of human relationships with society, and cultural values of human relationships with themselves. For the implication of the cultural values in education sector is there are of Islamic values, nationality, morals and ethics, culture.

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