Analysis of Tengkorak Londa Film Perception on Ammank Ameta Youtube Channel

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ABSTRACT

This research aims to analyze perceptions of the film "Tengkorak Londa." There is a lack of in-depth research regarding audience responses to horror films on digital platforms, and researchers want to know how audiences respond to these films. The research method used is descriptive qualitative with a focus on audience comments. Data is collected through observation and documentation. The research results showed that most viewers responded positively to this film but also provided criticism regarding the use of language, acting quality, visuals, introduction to local culture, and message delivery. Hopefully, this research will contribute to the development of communication science and become a reference source for policymakers..
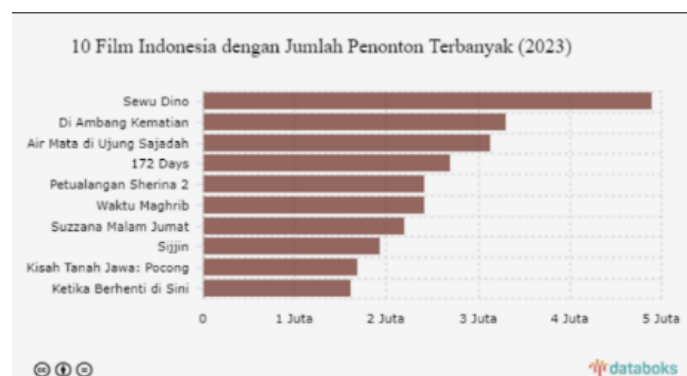
INTRODUCTION

In conveying information to mass media, especially communication media, there are various things we can do to describe it (Gumilar et al., n.d.). In this case, the film is the choice of researchers to be part of the research to convey a message in communication to be perceived (Saumantri, 2022). Perception means the ability to differentiate, group, and focus (septiyana, 2014). A person's perception does not arise by itself but through processes and factors that influence the formation of one's perception (O. A. Ismail, 2017). The film is considered a powerful medium of communication with the targeted masses; through a medium, the film can be a powerful way to create meaningful stories (Adiprabowo & Wibowo, 2024). Because of its audio-visual nature, the film can tell a lot quickly (Hafizh, 2023), which became later reconstructed through the medium of cinema through developing various fashions of the social international via visual language communication that became then interpreted together (Adiprabowo & Sanofi, 2023). The moviegoer's mind can naturally perceive the whole scene based on the information provided (Yogaprayuda & Tandian, 2021).

It can be said that films are part of mass media communication, which is audio-visual, and aim to convey specific social or moral messages to the audience (Asri, 2020). Of the many film genres in the mass media, researchers chose films with the horror genre. Horror films are designed to cause horror, fear, terror, or horror in the audience (Permana, 2014) (T. Ismail & Wenerda, 2021). Public opinion on Indonesian horror films is often the primary concern on social media (Emarapenta et al., 2024). The horror film genre is still the center of attention for some Indonesians; inevitably, filmmakers compete to create films that citizens can like (Aprilian, 2021). This is because it has conducted several surveys of which films in the horror genre in Indonesia have the largest audience (Sukatno et al., 2014). Here's the 2023 horror film audience rating data:

Figure 1. Film Audience Rating Data in 2023 in Indonesia
Source: https://databoks.katadata.co.id/datapublish/2023/12/20/10-film-indonesia-terlaris-sepanjang-2023

From this data, we can see that films in the horror genre are still in the top positions but do not dominate (Hojanto et al., 2022). Enthusiasm for the horror film genre in Indonesia has always been synonymous with the themes of stories and local Indonesian beliefs (Nur, 2024). raising local culture to be used to introduce culture from each region in Indonesia to the world (Guntoro, 2022). In addition, film is considered a means of public communication in conveying messages through cultural signs (Adiprabowo, 2018) (Adiprabowo & Widodo, 2023). So, it can be said that the development of

Indonesian horror films always raises the locality of the people related to the beliefs held following the development of the cultural situation every decade (Lutfi & Agus Trilaksana, 2013) (Wulandari & Islam, 2020).

From the understanding that has been obtained, the researcher chose a horror film originating from the Toraja region, namely a film with the title "Tengkorak Londa" from the Ammank Ameta YouTube channel, which has reached 105 thousand views three years published in mass media, namely on the youtube application, here is the audience data of the film "Tengkorak Londa":
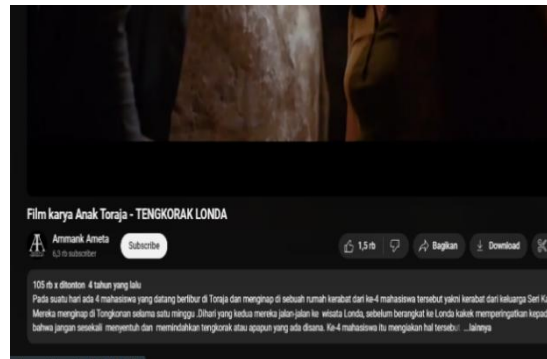

Figure 2. Tengkorak Londa film audience data
Source: https://www.youtube.com/watch?v=fsNv3wvNazw&t=28s&ab_channel=AmmankAmeta

This film tells the story of students who vacationed in Toraja. They visited a cave cemetery tour known as "LONDA." One of them violated taboos by touching the skull of a couple who supposedly committed suicide in the cave. As a result, they experience a strange occurrence, and one of their friends is in a trance. The grandfather of One of their friends came and healed the friend who was possessed, as well as gave them advice about their experiences.

From existing understanding, researchers found that this film is a film that provides implicit messages related to meaning, symbols, and moral messages. In this case, the researcher chose this title because of the lack of in-depth research on audience perceptions of horror films on digital platforms; researchers wanted to know how the audience responded to the film. Of course, the use of language, acting quality, visuals, introduction to local culture, and conveying messages in films must be more accessible to understand (Sartika, 2014).

REVIEW OF LITERATURE

Analysis of Indonesian Horror Films Produced in 2014 (Case Study: Klender Mall and Room 207)

Horror films are closely related to using opposite characters that cause fear in the audience in the form of supernatural creatures such as ghosts, evil spirits, and so on. The characteristics of films in the horror genre carry the audience away using the haunted storyline. However, some Indonesian horror films present scenes that are impolite and even classified as immoral or pornographic. This study wants to see if there is pornographic content in Mall Klender and Kamar 207, which means the highest-grossing Indonesian horror film in 2014. The analysis was conducted using the views and assessments of 30 respondents with characteristics, namely Indonesian horror film audiences aged 20-40 years. Based on the analysis results, no pornographic content was produced in the film Mall Klender and

Kamar 207. Scenes indicated to be pornographic content can still be accepted by the audience into scenes within the limits of reasonableness and support the carrying of the atmosphere and impression in the story conveyed (Sukatno et al., 2014)**.**

Javanese Perception of Lingsir Wengi Song as a Cross-Cultural Communication of Islamic Syiar (Qualitative Phenomenological Study of the Message Behind Sunan Kalijaga's Lingsir Wengi Song)

A person's way of thinking will determine what he will see. Such an outcome is a valuable lesson from every event that has been or will even happen. Tembang Lingsir Wengi, an expression of prayer and da'wah from the bearer of Islam's holy teachings, is considered a particular method or ritual to summon and gather spirits. This view is not based on understanding and in-depth study, only a priori, so what is not based on experience raises a lonely view far from the original, mainly when this song is used as one of the music in a horror film. This study aims to change the general public's views, especially Javanese, to open the mindset about Lingsir Wengi songs. Decision-making must be based on the experience of trying or seeing, doing, and understanding further. (Putra, 2016)

Student Perception of Female Film with Turban Necklace

The research was entitled "Student Perception of Women with Turban Necklace Films (at the Faculty of Social Sciences, Political Sciences, Medan Area University). This research was conducted to find out how students perceive the Women's Film Berkalung Sorban and the theme of the story of the Women's Film Berkalung Sorban. The method used in this study is descriptive and does not use a hypothesis test. Data is collected using literature studies, field research, and questionnaires. The film Perempuan Berkalung Sorban has a characteristic Islamic story by taking the central theme of a woman's struggle to get space for women. But by continuing to carry out her nature and daily life as worthy of women, ordered by Allah SWT.

Furthermore, the perception of FISIP UMA students regarding the Turban Necklace Women Film is the plot of the film where they know the theme of the story conveyed, the storyline, the cast of the film, the lifestyle contained in the film, which they think has a positive impact on the general public and especially women. It's just that there are still many shortcomings in every cast, dialogue, and scene that are not per Islamic norms (Yuliana Ritonga, 2014).

Analysis of Public Sentiment Towards Indonesian Horror Films Using SVM and TF-IDF Methods

In the digital era, public opinion about Indonesian horror films is often the primary concern on social media. This study aims to evaluate the views and feelings expressed by the public regarding Indonesian horror films. Support Vector Machine (SVM) and Term Frequency-Inverse Document Frequency (TF-IDF) methods were used as the primary analytical tools in this study. People's issues and views towards horror films are extracted from social media platforms to be identified as pro and con opinions.

The SVM method and TF-IDF text representation are expected to understand people's emotional responses to specific film genres deeply. The analyzed data consisted of 2281 data. Later,

the Support Vector Machine (SVM) algorithm was used as a text classification method, accompanied by word weighting using TF-IDF. The results obtained from this analysis are 82.51% for accuracy, 5.28% for precision, 7.26% for recall, and 6.12% for F1 Score. This research proves the ability of SVM and TF-IDF methods to classify public opinion sentiment toward Indonesian horror films. It has the potential to provide insight into the social impact and acceptance of Filmworks in the entertainment industry (Emarapenta et al., 2024).

METHOD

The perception analysis approach to the film "Tengkorak Londa" on the Ammank Ameta YouTube channel uses a qualitative approach with two main methods, namely content analysis and discourse analysis. Content analytics focuses on collecting comments and viewer reviews. The data collected will be analyzed to identify key themes such as Acting and Visual, Introduction to Local Culture, emotional influence, relevance, language. Through this process, researchers can find patterns of general perception of the audience.

In addition, discourse analysis is also used to understand how language and narrative in audience comments and discussions affect the perception of a film. This approach examines not only what is being said, but also how the discourse is influenced by the broader social and cultural context. In this case, discourse analysis examines how the audience's cultural norms, values, or views are reflected in the way they comment or criticize the film. With this approach, this study provides more details on how the film Tengkorak Londa is perceived by YouTube viewers and can clarify what factors affect the formation of this situation.

FINDINGS AND DISCUSSION

Several mixed reactions were found based on responses or comments from respondents who had watched and watched the Londa Skull movie. Cultural recognition, emotional influence, acting and visuals, and language relevance play a crucial role in creating an immersive and memorable viewing experience. Cultural recognition provides context that helps viewers feel connected to the story, bringing familiarity and relevance to their lives. This affects the audience's emotional response to absorb stories that contain cultural elements that they know or understand.

Emotional influence refers to the way a particular culture expresses emotions and builds stronger bonds with viewers who have similar backgrounds. Acting and visuals enrich the story, bring the characters to life, convey emotions visually, and influence the way the audience experiences and interprets the story. Strong imagery deepens the experience, and authentic acting adds depth to the characters.

The relevance of language ensures that communication in a story occurs in a way that is appropriate to the cultural and social context of the audience. The language used emphasizes, strengthens the relationship with the audience through local dialects and the right choice of words, thereby increasing understanding and engagement. These four elements play a role in creating an emotional bond and a deeper understanding of the story. When these elements work well, the audience

will feel more connected and engaged, which in turn results in a positive response to the work. Researchers collected data through 15 comments that reflected the necessary information. Here is the analysis data from the 15 selected comments:

Table 1. Language relevance

No	username	commentary
1	@asrianiyaniyaniofficial4018	Film nya bagus, sedikit masukan kalau boleh pake bahasa asli kita saja dan sudah sangat bagus karena di lengkapi dengan terjemahan jd org sudah mengerti. Oia jangan lupa pemainnya di poles dikit 😊 dan lebih mendalami peran masing2 😁 🙏 Good job guys, selamat berkarya
2	@lianatalia5294	Bagus ceritanya cuman saran sy cobalah pake bahasa sendiri bahasa toraja campur sama bahasa indonesia sesuai daerah
3	@pingky0	Mantappp atas ide yang kreatif. Kekurangannya: pemeran masih terdengar kaku saat saling berkomunikasi karena logat yang bercampur-campur dan juga potongan-potongan scene-nya ada yang tidak nyambung. Tapi sebenarnya cerita ini sudah sangat bagus, tinggal bagian-bagian tertentu saja yang perlu diperbaiki
4	@catherineclaudya945	Salah satu film bagus dari Toraja. Tapi masih kurang dapet gregetnya. Mungkin bahasanya klo udah logat ya logat aja. Hanya sebagai saran dan masukan saja. Keep it up!!! Good job buat Ammank Ameta
5	@perksyalom1586	Ceritanya bagus sebenarnya, cuma logatnya kayaknya terlalu dipaksakan. Jadinya ada beberapa kata yang sebenarnya artinya sama tapi jadinya berubah. Jadinya terkesan nggak natural gitu. Saran aja sihh, sesuai aja gitu na
6	@anthiqasaranga899	Ya ampunnn kaku sekali pake logat, kelihatan masih gimana ya pokoknya kaku banget. Coba di bawa rilex aja jangan tegang gitu jadinya sangat kelihatan di buat-buat. Padahal ini sebenarnya ceritanya bagus. Pemerannya kurang mendalami alur ceritanya.

Based on the comment data provided by users in the Language Relevance category, it can be seen that several aspects are highlighted regarding the use of language in films, that the use of native language in films is essential to increase the authenticity and depth of the audience's experience of the culture represented in the film, which means that when learning culture, we must also understand the language. When we study the language, we must also investigate the culture (Sitompul & Simaremar, 2017). Using local languages is also suggested to strengthen the region's cultural identity, with suggestions to mix it with Indonesian to make it more authentic. However, in the use of accents, it should be noted not to look too forced or change the meaning of words because this can affect the audience's perception of the film's authenticity. Lastly, the alignment between story and language use is also a focus, where consistency in language use can enhance the overall authenticity and appeal of the film.

Table 2. Acting and visuals

No	Username	Commentary
1	@pingky0	Mantappp atas ide yang kreatif. Kekurangannya: pemeran masih terdengar kaku saat saling berkomunikasi karena logat yang bercampur-campur dan juga potongan-potongan scene-nya ada yang tidak nyambung. Tapi sebenarnya cerita ini sudah sangat bagus, tinggal bagian-bagian tertentu saja yang perlu diperbaiki

2	@catherineclaudya945	Salah satu film bagus dari Toraja. Tapi masih kurang dapet gregetnya. Mungkin bahasanya klo udah logat ya logat aja. Hanya sebagai saran dan masukan saja. Keep it up!!! Good job buat Ammank Ameta.
3	@anthiqasaranga899	Ya ampunnn kaku sekali pake logat, kelihatan masih gimana ya pokoknya kaku banget...coba di bawa rilex aja jangan tegang gitu jadinya sangat kelihatan di buat-buat. Padahal ini sebenarnya ceritanya bagus. Pemerannya kurang mendalami alur ceritanya
4	@markkiller5717	Not bad lah. Sedikit kritik dan saran. Aktingnya belum dapat feel-nya masih kaku Pengambilan gambarnya masih kurang pas. Soundnya masih kasar banget banyak banget suara ga jelasSin per sin masih belum menyambung ceritanya

From the data collected, researchers found the root of the problem in the visual point. Namely, the audience criticized the cast's acting, which sounded stiff, reducing the authenticity of the chat and characters. An actor must have intelligence that masters himself, including mastering the player's rhythm and the types of films followed (Imanto, 2007). This shows the need for the cast to deepen the role and create convincing emotions.

Although the film is claimed to be beautiful, the audience feels less captivated. The comments indicate that the visual and acting aspects may not be entirely appealing yet, highlighting the need for improvements to lighting and composition to enhance the film's appeal. Criticism was also given to the rigidity of acting; the audience suggested that the cast be more relaxed and natural. The authenticity of acting is essential to create a convincing experience for the audience.

Technical aspects such as shooting and sound quality are also a concern. In contrast, sound systems play a crucial role in shaping the atmosphere and dimensions of the regional setting for story needs (Yhudanto, 2021). The audience felt the shooting was not optimal, and the sound sounded harsh. Therefore, improvements in overall visual quality, including proper cinematography and lighting, are expected to form an engaging experience for the audience.

Table 3. Introduction to local culture

No	username	commentary
1	@lianatalia5294	Bagus ceritanya, cuma saran saya cobalah pakai bahasa sendiri, bahasa Toraja campur sama bahasa Indonesia sesuai daerah
2	@jodidawa1290	Aku suka karena tidak meninggalkan kearifan lokal dari segi logat bahasa, karena dari dalamnya secara tidak sengaja ikut memperkenalkan budaya yang ada di Toraja dll
3	@athaunrulyjohana9456	Betul, tidak boleh disentuh itu Tengkorak manusia sembarangan apa lagi bicara sembarangan ditempatnya tapi kebanyakan pendatang tidak memahami dan tidak sadar kalau ada larangannya akhirnya terjadi penampakan dan dihantui

Based on the comment data provided by users in Local Wisdom, it can be seen that several aspects are highlighted related to local wisdom in the film. The use of local languages, such as Toraja mixed with Indonesian, to strengthen the region's cultural identity. They believe that using local languages can increase the audience's emotional engagement and effectively introduce local culture. The use of local accents inadvertently introduces Toraja culture to the audience.

This shows that Introducing local wisdom in films can help maintain and preserve regional culture and increase the audience's understanding of that culture (Anugrah, 2014). Local prohibitions

and myths are raised in the film, such as the prohibition of touching human skulls and the prohibition of indiscriminate speech in certain places that can cause apparitions and hauntings. This shows that the film includes elements of unique local beliefs and myths, which can enrich the story and introduce the audience to the region's culture.

Table 4. Emotional influence

No	username	commentary
1	@gadengofficial3906	Videonya bagus bro lucu menyeramkan 😂 sukses terus buat kalian semua semoga video selanjutnya lebih bagus lagi.
2	@HJRtube	Keren filmnya. Cuma itu ceweknya yg satu pas lagi nangis kok mukanya keliatan ketawa 😅 😅 tapi filmnya bagus kok. Kembangkan boskuu... Meoli ko torayaa 😁 😁 😁

Based on comments from @gadengofficial3906 users, the video is excellent, creepy, and funny. This comment shows that the film creates an emotional influence that combines funny and creepy elements (Wibisono & Sari, 2021). @HJRtube stated that the film was good but highlighted the mistake of a woman's face being seen laughing while crying. Despite these mistakes, the audience still thinks the film is good and supports its development.

The majority of respondents gave positive responses to this film. They describe the film as good, inspiring, and engaging. Some respondents also mentioned that this film succeeded in introducing the culture of their region, especially the uniqueness and wisdom of the Toraja tribe.

The film also manages to inflict fear, tension, and horror on them. Some of the factors highlighted are the use of jumpscares and unpredictable storylines. The presence of scenes in the stone grave area typical of the Toraja region is also a factor that adds tension and fear to the audience.

Introducing local solid culture and delivering moral messages invite the audience to honor the dead. Another exciting aspect is the film's packaging, which combines horror elements with local Toraja culture. As for the results of the analysis obtained from documentation as supporting data, it can be concluded that the comments and answers from respondents support what is in the film. The scene where the cast is not age-appropriate can be seen in the figure below:
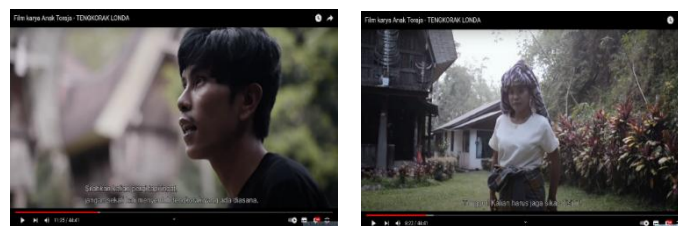
Figure 1. The scene shows the figures of the grandparents
Source: https://www.youtube.com/watch?v=fsNv3wvNazw&t=28s&ab_channel=AmmankAmet

The two figures above show that the actors in the film are still stiff or do not follow the character of the character played, so the nature of the film is not felt.

Figure 2. The scene shows the local wisdom present in the film
Source: https://www.youtube.com/watch?v=fsNv3wvNazw&t=28s&ab_channel=AmmankAmet

The two figures above show the local wisdom in the film, for example, a traditional Toraja house seen from the front of the cemetery in the cave.

CONCLUSION

From the analysis conducted on the audience's perception of the film " Tengkorak Londa," it can be concluded that the film's audience shows the importance of using indigenous languages and introducing local wisdom to strengthen regional cultural identity, especially in the Toraja context. However, there is still room to improve the authenticity of the acting, visual quality, and consistency of the use of accents in this film. They describe the film as good, inspiring, and engaging. Some respondents also mentioned that this film succeeded in introducing the culture of their region, especially the uniqueness and wisdom of the Toraja tribe. Recommendations that can be given: Strengthen the authenticity of acting, improve visual quality, and ensure consistency in accent use. Understanding the audience's desire to strengthen the region's cultural identity while maintaining the appeal and inspiration the film has successfully conveyed.

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