INTERTEXTUALITY AND CULTURE IN SHREK 2 MOVIE

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Abstract
This research was to describe the intertextuality and culture in Shrek 2 movie. This research was descriptive qualitative method. The data of this research obtained from the script movie of Shrek 2. The script of the Shrek 2 movie becomes population of the study and the sample is the words which have intertextuality and culture in Shrek 2 movie. This research was analyzed by using Intertextuality theory. From this research found that there were 8 form of intertextuality which include in this movie. There were 6 Pastiche, 1 Bricolage and 1 Calque. Some Intertextuality scene in this movie refer to other famous movie, such as Spiderman, Mission Impossible, The Lord of the Rings- The Fellowship of the Ring, Zorro, and Ghost Busters. Most of Culture used in this movie were from American company, there were 4 brands from American Company and 1 brand from Italian Company.

Keywords: Intertextuality, culture, Shrek 2, movie.

INTRODUCTION
Intertextuality is the study of text involving other texts by looking for and examining the relationship. A text, in intertextuality spectacles, is born from other texts and must be seen according to its place in textual breadth. Kristeva (1986) states the process whereby speakers and hearers re-appropriate language creates what she terms ‘intertextuality,’ where each text is “a mosaic of quotations; any text is the absorption and transformation of another”. So, in intertextuality it should be previous text or language used that will be discussed. Language can be understood as taking old texts from memory and reshaping them into present contexts (Becker, 1994). Becker also posited that, “apparently free conversation is a replay of remembered text – from TV news, radio talk, the New York times.

Intertextuality is related to the reader’s attitude in reading literary texts. Intext can provide guidance to readers to view texts in advance as a contribution to a code that allows various significant effects. Based on the literary experience possessed, the reader will be able to identify other text elements in the new work. Thus, in the process of reading it, a reader will “repeat” the texts he once knows that are later related to the text at hand. Confronting a text in its value the reader does not only read the text that is read, but “side by side” with other texts so that the interpretation cannot be released from the other texts. In considering the relationship between film and culture, it is important to remember that, while certain ideologies might be prevalent in certain eras, a film usually depicts culture in an area, but we still do not know what is the culture contains in Shrek 2 movie.

Shrek 2 is one of the animated films that has been aired on several private television stations in Indonesia. As an animated film of course, this is very interesting the attention of the audience, especially children. Bearing in mind that this film is a film produced by a foreign country and not a film from Indonesia, the contents of the film and the culture contains there are also based on the culture of the country that creates the film. This will be very troubling if Indonesian children watch animated films in which it does not reflect Indonesian culture. One example is the kissing scene imitated from the film Spider-Man. Of course, it is very contrary to Indonesian culture. Based on this, the authors analyze the Intertextuality and Culture in the film Shrek 2.

Shrek has many parts: Shrek, Shrek 2, Shrek the Third and Shrek Forever After. For each part released in a different years and writer. Shrek 2 movie is one of the most popular cartoon movies in 2014 by Andrew Adamson. Thus, the writer uses Shrek 2 movie as a data, because in this movie there are many scenes that have copied from previous movie such “Spiderman, the lord of the rings, mission impossible, and many other”. In this case the writer will analyze the intertextuality and culture in the Shrek 2 movie. As related
to the background of study above, the writer formulated the problem of study as: “How is the intertextuality and culture in Shrek 2 movie?” Related to the problem of the study formulated above, the objective of the study is: “to find out the intertextuality and culture in Shrek 2 movie.” This study is expected to enrich the study of English especially in Intertextuality, to help more understanding the intertextuality and culture especially in Shrek 2 movie.

METHODS

This research used descriptive qualitative method. Descriptive qualitative method is the method that emphasizes to the meaning and description of certain condition (in certain context) which is used in daily life. The writer describes about the intertextuality and the culture in Shrek 2 movie. The data of this research were obtained from the script movie of Shrek 2. The script of Shrek 2 movie became population of the study. The words to be analyzed were those which had intertextuality and culture in Shrek 2 movie. The technique for collecting data was by documentary technique. The writer collected the data from the script of Shrek 2 Movie then analyzed by using intertextuality theory.

RESULTS AND DISCUSSION

Intertextuality

The data were collected from the script of Shrek 2 Movie. The writer took of some scenes which had an intertextuality and culture. Then, it analyzed to know which movie that was related to the previous movie.

<table>
<thead>
<tr>
<th>No.</th>
<th>Part of film</th>
<th>Kind of intertextuality</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>In a scene of celebrate Fiona’s marriage looks just like the Oscar’s award ceremony, with a red-carpet celebrity (Hansel &amp; Gretel, tom thumb &amp; Thumbelina, sleeping beauty and fairy godmother) and a hyper enthusiastic tv presenter (01:03:51).</td>
<td>Pastiche</td>
</tr>
<tr>
<td>2</td>
<td>The gigantic gingerbread man that storms the castle of kingdom far far away, is reference to the “stay-puff marshmallow man” from ghost busters movie (01:10:19).</td>
<td>Bricolage</td>
</tr>
<tr>
<td>3</td>
<td>After the gigantic gingerbread fall down the said “be good”. His last word is reference to the final scene from E.T. the extra-terrestrial by Steven Spielberg.</td>
<td>Pastiche</td>
</tr>
<tr>
<td>4</td>
<td>Another character – puss in boots uses his sword to write a “p” on a tree with three strokes. Antonio Banderas, who is a voice of puss played “Zorro” in “the mask of Zorro”, who is known for using his sword to write “z” with three strokes (00:34:32).</td>
<td>Calque</td>
</tr>
<tr>
<td>5</td>
<td>When Shrek, donkey and puss were in jail, Pinocchio and friends were trying to escape them, the background music is the theme from “mission impossible” (01:08:12).</td>
<td>Pastiche</td>
</tr>
<tr>
<td>6</td>
<td>The opening of this movie like action movies in spider – man, which Fiona wipes the mud off Shrek while he hangs upside down and kisses, just like Mary Jane kisses Spider-man (00:04:19).</td>
<td>Pastiche</td>
</tr>
<tr>
<td>7</td>
<td>The honeymoon montage at the beginning of the film, the couple is seen being fitted for wedding rings. A flying ring dropping on Fiona’s finger and sporting a red fiery writing afterwards is a parody of lord of the rings- the fellowship of the ring. Also, the sign for the poison apple, the tavern where captain hook voiced by tom waits and nick cave plays piano, is shown in exactly the same manner as the sign of the prancing pony from lord of the rings- the fellowship of the ring (00:03:47).</td>
<td>Pastiche</td>
</tr>
<tr>
<td>8</td>
<td>When Fiona tears drop then a fairy godmother appear, it is intertextuality from Cinderella (00:19:10).</td>
<td>Pastiche</td>
</tr>
</tbody>
</table>

From the data above, there were six scenes which had in pastiche intertextuality. A pastiche is any work of art that imitates the style of another artist or artists. Pastiches are not meant to ridicule the original style in the way that a parody does; instead, a pastiche respects the original style and often pays some homage to it. In literature, a pastiche usually is a light-hearted imitation that is jocular while celebrating the original. There was one scene which included in Calque intertextuality. Calque is basically when a word is borrowed from a foreign language. In this movie calque was in the scene where another character – Puss in Boots uses his sword to write a “P” on a tree with three strokes. Antonio Banderas, who is a voice of Puss played “Zorro” in “The Mask of Zorro”, who is known for using his sword to write “Z” with three strokes (00:34:32). Here is the script:

Now, ye ogre, pray for mercy from...
Puss...in Boots!

There was only one scene which included in Bricolage. Bricolage is basically creating something innovative out of nothing or using two different tools to create something new and different. It can be seen
in the scene when the gigantic Gingerbread Man that Storms the castle of Kingdom Far Far Away, is reference to the “Stay-puff Marshmallow Man” from Ghost Busters Movie (01:10:19). Here is the script:

Go, baby, go
There it is, Mongo!
To the Castle!
[Shrek] No, you great stupid pastry.
Come on!

It can be concluded that from all the scenes in Shrek 2 Movie, there were 8 form of intertextuality. There were 6 Pastiche, 1 Calque and 1 Bricolage.

Culture
There were numerous signs around the Kingdom of Far Far Away that refers to known American Brands:

Table 2. Culture in Shrek 2 movie.

<table>
<thead>
<tr>
<th>No</th>
<th>Culture in Shrek 2 Movie</th>
<th>Brand of Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Far Far Away sign refers to (Hollywood Sign) this sign is repeated in many scenes: 00:11:32, 00:12:22, 00:30:06, 00:56:57.</td>
<td>American Company</td>
</tr>
<tr>
<td>2</td>
<td>Farbucks Coffee refers to (Starbucks) in minutes 00:11:28, 01:10:29, 01:00:41, 01:10:29. Starbucks Corporation is an American coffee company.</td>
<td>American Company</td>
</tr>
<tr>
<td>3</td>
<td>Burger Prince refers to (Burger King) in minutes 00:11:43. Burger King is a fast food restaurant</td>
<td>American Company</td>
</tr>
<tr>
<td>4</td>
<td>Versarchery refers to (Versace) in minutes 00:11:34. Gianni Versace usually referred to simply as Versace, is an Italian luxury fashion company. This movie also shows a clothes store</td>
<td>Italian Company</td>
</tr>
<tr>
<td>5</td>
<td>Friar’s Fat Boy (Big Boy) in minutes 00:26:08. Big Boy is an American Locomotive company. But in this movie, it is a fast food restaurant</td>
<td>American Company</td>
</tr>
</tbody>
</table>

From the table above it can be concluded that Most of Culture used in this movie were from American company. It can be seen from the Farbucks Coffee refers to (Starbucks), Burger Prince refers to (Burger King), Far Far Away sign refers to (Hollywood Sign) and Friar’s Fat Boy refer to (Big Boy) an American Locomotive company. And there was one that different where Versarchery refers to (Versace), Gianni Versace usually referred to simply as Versace, is an Italian luxury fashion company.

CONCLUSION
The conclusion from this research is that many intertextuality and culture are found in this movie, not only refer to other fairy tales but also in many signs of human culture. There were 8 form of intertextuality which include in this movie. There were 6 Pastiche, 1 Bricolage and 1 Calque. Some Intertextuality scene in this movie refer to other famous movie, such as Spiderman, Mission Impossible, The Lord of the Rings- The Fellowship of the Ring, Zorro, and Ghost Busters. Culture of this movie is more like commercials, there were 4 brands from American Company and 1 brand from Italian Company. The brands, like fashion, company, fast food, or even a comedian which were from American and Italy.

The writers suggest to the next researchers to have and conduct a research about related topic but in different strategy and different data. It can be a story, speech text, poem, other song lyric or other data that have not been analyzed by the other researchers.

REFERENCES