

IDENTITY CONSTRUCTION REFLECTED THROUGH NON-VERBAL BEHAVIORS IN *PARASITE* MOVIE

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ABSTRACT

The research discussed identity construction built in the movie of *Parasite* through the non-verbal behaviors aspect. The aims of this study were to find out the types of identity construction reflected through non-verbal behaviors, how the identity reflected in the movie, and to find out the reasons of the emergence of identity construction in the movie. The descriptive qualitative method is being used in this research, and the data were derived from the *Parasite* movie's screenshot. The findings of the study showed that: (1) There are three identities found they are person identities, role identities, and social identities. (2) The identity construction reflected through non-verbal behaviors are object, accessories, smells/body odor. (3) The significance of identity construction emergence in the movie is to shows that every detail used in people daily can form an identity, and because movies are one of the products that people consume the most, then this becomes very helpful in showing the realities of real life.

Keywords: *Identity, Society, Behaviors, Parasite Movie.*

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A. INTRODUCTION

In this late period, modernity makes the question of identity more interesting and complicated. In the article about The problem with identity: Who is the real you? who said that “how do we actually know who we are? It may seem simple – we are a product of our life experiences, which we can be easily accessed through our memories of the past” (Mazzoni, 2018). Within contemporary sociological thought, the study of identity forms a key pillar. Identity studies, initiated by the works of Mead (1934), have developed and become fundamental to the contemporary sociological discourse. Micro sociological viewpoints (social psychology, symbolic interactionism), focused primarily on the published person, dominated study in the 1970s. Identity is the characteristics, values, personalities, appearances and/or attitudes that make an individual or group. Identity is, as we all know, something that everybody has. In many aspects of one's life, identity itself is created (Hall, Questions of Cultural Identity, 1996). According to Lund Research Ltd (2012), constructs are mental abstractions that we apply to convey our interests in ideas, people, organizations, events, and objects/things. Constructs are a way of bringing theory to reality by helping to explain the many components of theories and measuring/observing their behavior. Hall (1993) defined identity construction is undoubtedly affected by certain factors, as identity often reflects how individuals position themselves and how they are placed in their world. Identity is something that is put in a society or also in a language or history in which it can never be a fixed, enduring or unchanging opposition.

Based on the statement by Stryker and Burke, there are many ways to examine identity construction. In society, three forms of 'identity' are commonly understood. (1) In relation to culture; (2) in relation to groups or socioeconomic levels; (3) as a part of the individual. The previous literature on Hill-Parks (2011) about Identity Construction and

Ambiguity in Nolan's Film, the author viewed the research in regards to the social and performative acts used to form identity in contemporary culture.

As for this study, movie will be the object. Movie is one of the works that has many signs, symbols, codes, and conventions to tell what writers are aiming to portray. This study is conducted to show how the movie of *Parasite* constructs their line-story through the non-verbal behaviors, characteristics and the objects. By analyzing how they act and what objects they are using in the scene, the researcher conducted the explanation of the movie identity. Sometimes, most people do not really care about the objects used by the actor/actress in the movie. They only see these objects as complementary objects. Just as Carlsson (2018) said in his study, more specifically, as a prop that takes the form of an object that is so common in movies like clothes and cars or in our culture, such as mobile phones or laptops, the viewers may not consider the prop to be representative of the importance of the story. The problems of this study are formulated as the following: (1) What kind of identity construction is reflected through non-verbal behaviors in *Parasite* movie? (2) How is the identity construction reflected through non-verbal behaviors in *Parasite* movie? (3) Why are the identity construction is reflected through non-verbal behaviors in *Parasite* movie as the way they are?

B. REVIEW OF LITERATURE

1. Identity Construction

Studies of identity firstly introduced by Cooley (1902) and Mead (1934). Studies of identity have developed and become fundamental to the present sociological debate. Charles Horton Cooley in 1902 stated about his "The looking-glass self is a social psychological concept". This said the self of an individual develops out of the interpersonal relations of society and the experiences of others. The idea refers to people who shape themselves on the basis of the interpretation of other people, which causes

people to improve the perspectives of other people on themselves. People identify themselves on the basis of what others consider and affirm the perception of other individuals regarding themselves. Cooley explained that there are three parts of the looking-glass self: we imagine how we look to others, we imagine the opinion of that appearance, and we establish our self (identity) through the perceptions of others.

The theory of identity started by trying to specify and make the definitions of "society" and "self" in Mead's sense researchable and to organize them as descriptions of such behaviors; such putative explanations could be tested in systematic empirical study (Stryker, 1968). In 1999, Burke and Stets claimed that when a number of people communicate in a similar situation to check each other's identities, their dedication to each other grows. In addition, they are starting to see themselves as a community, as a new social structure. Additionally, if individuals interacting in a familiar form have trouble confirming their identity, social relations are broken and structures are disrupted.

2. Non-Verbal Behaviors

According to Jones & George (2007) non-verbal communication is "encoding messages through facial expressions, language of the body and dressing patterns." A consistency of verbal and non - verbal, such as a genuine smile accompanying a strong agreement with another person, can ensure that a common understanding has been reached. People can, however, unintentionally express nonverbal communication that opposes their verbal communication. People have little control over their nonverbal communication than they do over their verbal communication. A grimace, for example, may convey underlying dissatisfaction in an intended pleasant agreement (Consador, 2017).

3. Types of Non-Verbal Communication

The publication of Charles Darwin's *The Expression of the Emotions in Man and Animals* in 1872 marked the beginning of scientific research on nonverbal communication and behavior. Since then, a great deal of research has been done on the various types, effects, and expressions of unspoken communication and behavior. While these messages are frequently so faint that we are unaware of them, research has established nine various types of nonverbal communication, that is facial expression, gestures, paralinguistics, body language and posture, proxemics, eye gaze, haptics, appearance, artifacts.

C. RESEARCH METHODOLOGY

This research design of this study is qualitative approach. According to Creswell (2009) qualitative research is a process of scientific research that is intended to understand human problems in a social context by creating a comprehensive and complex picture presented, reporting detailed views of sources of information, and carried out in natural settings without any interventions from researchers. This research study investigated about identity construction using the theory of Burke and Stryker through non-verbal behaviors in *Parasite* movie. The data are all the non-verbal aspects in the scenes of the movie. The data were found from non-verbal behaviors including certain objects, such as appearances, clothes, accessories in the movie of *Parasite*, also the limit of the data in only on two main family, Park family and Ki-Taek Family.

D. DATA ANALYSIS

1. Kind of Identity Construction

Person Identities: Personal identity is the concept people build about themselves throughout the lifetime of a person. People express parts of their unique identity by how they dress and how they interact with each other's.

Ki-Taek's Family, there's a scene show how the Ki-Taek's Family lives their life. They dress in shabby clothes that describe their life condition. Also, a vacant worker who at that time happened to be working as a pizza box paper folder. This depiction shows that the identity of the family comes from the lower class who lived a hard, but also cunning life.

Park's Family, the appearance of Mrs. Park's with well-groomed hair, small pearly white earrings in her ears, and an elegant white dress with a slight slit at the back of the skirt, even with her graceful and gentle movements, showed that she came from an educated upper class.

Role Identity: How people act as other identities in a community to interact with others.

Ki-Taek's Family, pretends to be middle-class educated people in order to be accepted to work with the Park family. They faked their identities by creating fake documents regarding college certificates, and making lies about their environment and acquaintances.

Park's Family, described as a wealthy family who lives in a luxurious house that was once the home of a famous architect, Nam-Goong. They act as employers of their home workers. They are quite good employers, with some 'line' that they set themselves.

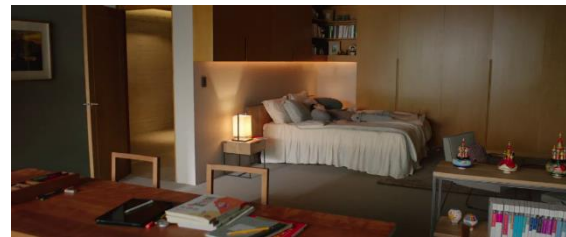
Social Identity: Reflects who they are in terms of the groups to which they belong. Social identity include things like race/ethnicity, gender, social class/socioeconomic position, sexual orientation, (dis)abilities, and religion/religious beliefs.

Ki-Taek's Family, depicted through their weak economic condition. Their jobs, education, and income are very unclear. The clothes they wear are also in stark contrast to the Park family.

Park's Family, wealthy family that values education. Can be seen from the way they educate their children by requiring additional private lessons and also only employing people who are highly educated to become tutors. The economic situation of this family is clearly illustrated by the way they dress, where they live, and their lifestyle.

2. The Emergence of Identity Construction in the Movie

Picture 1. Different bedroom



Source: Parasite Movie

The first picture is where the Ki-Taek family lives. They sleep without a bed and are surrounded by their full and disorganized belongings. The second picture is the Park's family daughter's room. This scene shows a big difference with the objects used, the large comfortable bed, the study table, the large wardrobe, and the neatly arranged objects.

Picture 2. Different toilet.



Source: Parasite Movie

The first picture shows the condition of the bathroom in the Ki-Taek family's house, it can be seen that everything is very messy. This shows that the condition of this family is very irregular. While the other picture shows bathroom furniture in the Park family's house. They have a spacious bathroom, have a bathtub, tv, and a wardrobe in the bathroom. This shows clearly that it is the house of a classy person.

Picture 3. Appearance.



Source: Parasite Movie.

The first picture shows the condition of the Kim family in their shabby, wrinkled and dull clothes. While on the other hand, the Park family dresses in luxurious fashion every day, even their home clothes are quite elite. This scene shows the social class contrast that exists in these two families. As can be seen, the Kim family is dressed modestly, showing their family from the lower middle class. And the Parks dress glamorously.

As Barnard (2014: 93) said, fashion or clothing is not just a style but can also be used to represent a person. The existence of a structured meaning system in it that allows an individual to interpret a social identity, sexuality, gender and class based on what is used which is included in the realm of communication.

Picture 4. Smells.



Sources: Parasite Movie.

In this scene, the son of the Park family, Da-Som smells the body odor of the Kim family, which turns out to be the same. Da-Som says that they all smell the same, which indicates they come from the same place, namely the basement. Their distinctive smell can no longer be hidden, it can be seen from Nathan Park (the father) who repeatedly said that their smell really smelled.

In some cases smell is used to categorize people according to status, power, or social class. In many cultures, wearing expensive perfume or cologne can signify status and wealth. On the other hand, strong sweat or body odor tends to indicate manual work and lower social status. Some odors are associated with certain ethnic groups and can lead to adverse treatment.

Picture 5. The Viewing Stone



Source: Parasite Movie.

This stone appears several times throughout the film. This stone is a gifted stone given to the Kim family by Ki-Taek's friend who is quite wealthy, Min-Hyuk. Min said that this stone is said to bring a prosperity of material wealth to the family.

So this stone shows that it is one form of the Kim family's hope for the prosperity of life they want. They hope that they can get out of their present life and get a better life.

Picture 6. The Business Card.



Source: Parasite Movie.

In this case, even Mr. Park himself said that the business card indicated the class level. Not only is it a great design, but the business card is also printed on thick paper stock. Usually, this type of paper is quite pricey.

This shows the Kim family's attempt to forge the fake company's business card. The Kim's know that the Parks will not accept just anyone to work with their family. So they faked the business cards to look classy.

Picture 7. Stairs.



Source: Parasite Movie.

Stairs are important in this film because both Mr. Park and the Kim family must experience the movement up and down the stairs, which represents social stratification. The transition is obvious, as the Parks are frequently shown emerging from the basement to their living quarters, while Kim is forced to step down as a symbol of their inferior position.

To get to the Kim family's house, they had to go down many stairs until they were at the bottom, the basement. Which shows they are a poor family living in a sad place. On the other hand, to get to the Park family's house, they had to climb an uphill road, up to the stairs that led to the front of the house. They keep going up and up. Shows they are from upper-class families who live in luxurious and comfortable places.

Picture 8. Rain.



Source: Parasite Movie.

The rain in this film shows quite a few important things to both families. For the Kim family, the rain is a disaster because they live in the basement. When it rains, their house will be flooded and drown. They have to sleep in the stadium together with other poor people. Meanwhile, on the contrary with the Park family. They are very grateful when it rains. They said that the rain makes the atmosphere fresher and brighter.

This is what causes Mr. Kim feels very much at odds with the Park family. Even in this case, they were already in different circles.

3. The Reasons of Identity Construction Emergence in the Movie

Nonverbal communication generates more meaning than verbal communication. Some studies say that nonverbal cues provide 90 percent of our meaning, while more current and reputable data reveal that it is closer to 65 percent, *Nonverbal Communication in Close Relationships*, by Laura K. Guerrero and Kory Floyd (Mahwah, NJ: Lawrence Erlbaum, 2006): 2.

The movie industry is perhaps one of the most significant industries of modern society these days. Every video and film has the power to represent society and change people's minds. Every film is set and created in a certain culture. Movies are an essential aspect of who we are; they reflect our beliefs and how we coexist as individuals. It is simpler to perceive our issues, attitudes, shortcomings, and strengths in films than it is to discern them in our everyday encounters.

In this movie, the identity construction appearance aims to show the contrast life of two social classes. This movie tries to describe how the differences in social class that occur in people's lives are real. Through this movie, it is also shown that people can do anything to achieve their desires or the peak, exemplified by the Ki-Taek family who enter the Park family house one by one by faking their identity.

The initial goal of the Ki-Taek family is just to get a better job so that it can change their lives a little. But after they all managed to enter the house as servants as well as tutors, their intentions changed. This shows their true identity, greedy.

As for the Park family, this family treats their workers well in front of them. They treat people they work with like friends but with their own 'boundaries'. They make their relationship with their workers ambiguous, on the one hand, they are friendly, but on the other hand, they also recognize and limit the class differences that exist between them. This family shows that they are in the upper class, and the workers are just a servant who will never be able to pass their boundaries.

E. CONCLUSION AND SUGGESTION

1. CONCLUSION

The concept of identity by Burke and Stryker that applies to this research is relevant since identity has emerged from structural symbolic interactionism. In short, identity is possibly constructed or changes through the influence of society in the life we live in. And the identity itself can be shown through some non-verbal aspects, such as appearance, smells, the object used, artifact, and many others. Then, it appears through when they interact in the society they live in.

First, Kim's family identity is shown as a poor family who lives in a semi-basement. Their identity can be seen with the non-verbal aspects shown in the film. The use of shabby clothes, flooded houses, falsifying files to work with elite families, also make an object (stone) a symbol of their hope. This is also shown by the way they dress. But one thing they can not fake is their body odor.

Second, the Park family is described as an elite family living in a luxurious house. This family identity is formed through the clothes, objects or objects used, the way they accept their workers which must be 'enough' in their standards.

2. SUGGESTION

Parasite movie is a 2020 movie which quite famous because of the movie structure and the awards they got. In this research, the researcher uses Burke & Stryker's concept which portrays about the three aspect of identity in the Parasite movie. The research only applies the non-verbal aspect to analyse the identity construction. it is suggested to those who are interested in studying about identity to analyse another aspect or conflict occurred in the society on behalf of identity.

Moreover, the study of identity construction is also considerably worth pursuing in revealing the identity built in movie. As movie these days is a big consumed of people, it will be really interesting for doing the same kind of research in other movies. Or analyse the same movie in a different way.

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