

Representation of The Impact Of Social Gap That Affects Moral Values In The Film "Parasite"

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Abstract. *The modern era is an era marked by the development of science and technology as well as socio-cultural developments that take place rapidly through various sources and media. Communication media is often used by the public in a positive learning world, for example as a means of delivering moral messages. There are many types of moral messages conveyed through communication media, one of which is through films. This study aims to determine the impact of social inequality and moral messages contained in the film 'Parasite'. The method used is qualitative and quantitative methods, namely through observation of dialogue data in films, expressions, and plot practices, action data in each scene, demands from each story session, and also audience comments. The results obtained from this parasitic film can criticize life in South Korea, especially the socio-economic gap between the rich and the poor. This film also contains many hidden meanings, such as the comparison of body odor as a social marker between rich and poor families, the help of insiders in the world of work, and the comparison of the meaning of rain for the rich as a blessing, for the poor it is a disaster.*

Keywords: *Communication Media; Parasite Films; Moral Message; Social Inequality*

INTRODUCTION

The modern world introduces things that are increasingly structured and updated. All kinds of culture and creativity that have been developed from the past have been made more interesting. One of these cultures is film. A film is an arrangement of scenes controlled and created by a producer (Ratna, 2011). By displaying the message or entertainment side that was intended by the creator from the start of the film. With continuously updated technique, the film manages to reach an infinite level of creation. This film, which is a combination of audio and image, was born in various ways. One of them is through image recording, doodles, animations, and miniatures taken using a

camera through various techniques which of course have been combined in such a way. All of these things certainly aim to produce a work that has a great opportunity to be able to compete with other works. Therefore, it is undeniable that this method has always been cultivated since the first. The reason behind the action is because through this, there will be many characters that can be explored and shown which are sometimes similar to life stories so that the attraction will continue to increase (Angerler, 2016).

In other words, the film also includes a sequence of scenes that have characters as the main structure that forms the whole. It is undeniable that films are one of the main foundations in the world of entertainment. So that everyone would like one of these branches of art. Of course, each film has a different plot with the support of images, characters or characters in it that become the hallmark and differentiator between other films. Although the intrinsic elements of the film shown are different, it certainly leads to different purposes and functions. The purpose is to entertain and display creativity, while the function is to retell the message to be conveyed to the audience in a way that is easier and easier for the audience to understand. Besides being a means of showing creativity, films can also be a spiritual tool. So that in its manufacture it takes time and appreciation as well as a coherent, long, clear, and sequential process (Ramaswamy & Gouillart, 2010). All that can not be separated from the intervention of techniques and people out there to continue to develop ideas. All these procedures are carried out to make the audience satisfied and able to support the work. a film has its own style in presenting the story. One of them is by bringing original characters who will act out the scenes that have been written in a script that is written in such a way. It is proven that the film culture has progressed rapidly to date, as evidenced by the many films that have been born from extraordinary ideas. Creativity is rooted in various interesting genres such as romance, comedy, thriller,

One of the genres in an interesting film is telling about the life of social inequality. Social inequality is an unbalanced condition in society, the cause is social imbalance so that there are striking differences. The story of social inequality is the delivery of stories that allude to real life that shows relationships between people or interactions that occur in society. Talking about it, individuals interact or are interconnected, it can be seen from an economic perspective, between rich and poor people, officials and ordinary people.

There are several main factors that cause social inequality, the first is Differences in Natural Resources, because the economic level of an area can be influenced by the availability of its natural resources. Second, Government Policy, Due to in making decisions made by the government can create gaps in the layers of society. Third, the influence of globalization, this gap arises when some people are unable to adapt to globalization. So they will be left behind and not get what others get. Fourth, Demographic Conditions can be influenced by the level of community growth, health, education, and also employment (Jeyifo, 2003). That way, of course, each region will have different geographical conditions. This will later create social inequality. This is because the work productivity of each member of the community in various regions is certainly not the same. Fifth, Location and Geographical Conditions can affect the development process in the area. Generally, it can have a negative impact on society from social inequality, namely social discrimination, social jealousy, crime, and social conflict. Therefore, there are many films that carry this theme to make the basis of the film researched from everyday life. Social inequality can occur due to lack of employment opportunities to poverty, so that it can have a negative impact on society from social inequality, namely social discrimination, social jealousy, crime, and social conflict. Therefore, there are many films that carry this theme to make the film's basis for research from everyday life.

METHODS

Through plots and stories that are packaged in such a way, the film parasite managed to captivate the hearts of the audience. The method of this paper applied over the resulting rating reaches the final limit which further shows the quality of this film. Therefore, we are interested in exploring and exploring the things presented in this story (Padgett, 2016). After going through a long process in the appreciation of stories and characters, there are several messages that can be concluded in the lives of several people. The theme of this film is the struggle between the upper and lower classes or social inequality. For conflicts that often occur, this is a heavy thing and includes new things in conveying to film facilities. This film also alludes to the habit of using insiders in everyday life. Through this foundation, we took this story with the reason that it is a unique story, presenting a mature, different story and being able to show things that are

not expected by the audience. This article aims to present and discuss in more detail the representation of the impact of social inequality that affects moral values and moral messages in the parasite film. As for writing, we use a direct observation system about the film through opinions from friends, family, the internet and many more to support the preparation of articles so that they do not deviate from what they should be.

The method we use is a qualitative method, it was taken with the reason to make it easier to write the data in this article. Qualitative studies have a meaning that can be understood as a study that analyzes the condition of the author as the main character in carrying out these activities (Yilmaz, 2013). The research itself is divided into two, namely qualitative and quantitative which have differences but are not too significant. The difference, as in quantitative, starts from a theory that is developed with explanations and supporting data, while for qualitative it is research that aims to make it easier for readers to understand the case studies compiled. Another reason the author chooses qualitative is that this research will lead to an explanation of the volitional qualities of an object that can be explained by quantitative combined methods, in other words this method is broad and does not depend on a single focal point. So basically we choose qualitative to support the ease of the author in conveying, writing, and researching cases by depicting objects that can generate benefits for both the reader and the writer.

Based on all the efforts that the author has put in, the case study that has been carried out can describe film lovers to encourage them to judge and enjoy this film and be used as a reference for life when the message of moral values in social inequality is explained in detail. Our main goal, apart from showing the audience about the parasite film, we also want to appreciate this film that has been shown and is able to give an extraordinary story because it is different from other Korean films which are often known by many people that Korean films always tell the problem of love. The reason for assigning goals is because films are often only infused as entertainment material when in fact there are many moral messages that can be enjoyed and used as guidelines for life. In achieving a good article, data is needed to support writing, so this article uses data obtained from searching and deepening the attraction system, story system, and others such as the case study method. The source of the data obtained comes from the observation of dialogue data in the film, the practice of expressions and plots, action data in each scene, the demands of

each story session, and also from audience comments who feel learning about the moral value of social inequality from the story. From this explanation, the supporting method used is through hearing intonation, sight, translation, an open-minded style and also the ability to apply the storyline with elements that are not contradictory, all of these things to interpret more broadly the meaning of each word, action, or action.

FINDINGS

In recent years, Korean culture is growing rapidly and expanding globally, its existence tends to be accepted by the public in various circles. The massive development of information technology due to globalization is the main factor causing the public enthusiasm for the Korean Wave in Indonesia. The Korean Wave itself begins and is very synonymous with the world of entertainment such as music, drama, movies, and variety shows. One of the worlds of entertainment that is in great demand by the public is film. A film is believed to be a means of channeling the feelings of the audience. Some films certainly feature various scenes that sometimes become an attraction as well as a representation of life in the real world. This film, which is the art of the beauty of audio images, always attracts the hearts of many viewers with a story that is made true through a different plot from other film plots. So that a film certainly has its own characteristics and charm in its packaging. For all of this, the film will certainly continue to advance and be updated by alluding to various new themes that actually often occur in real life.

One of the best Korean films of 2019 goes to parasite. This film tells about the life of the rich and poor through their families, the basic parts of society and those around them. The story, which turns out to be based on a true story from the director himself, has a plot that is difficult to predict with logical roots so that imagination plays a big role in this film. This interesting story proves that the film is different from the usual and capable of presenting unexpected stories. The delivery of the film with the support of lighting, stories, and characters that have their own characteristics add to the impression of this film. The parasite film, which is the work of Bong Joon-ho and Han Ji-won, is one of the best Korean films that won Best Original Screenplay at the 2020 Oscars. Bong Joon-ho has previously had several films. His famous film works including Memories of

Murder, The Host, Snowpiercer, Okja, and Parasite. In his films, he often uses styles or genres such as action, dark comedy, crime, monster drama, and thrillers.

This film became the first South Korean film to win Palme d'Or. The film was later released in South Korea by CJ Entertainment on 30 May 2019 with a duration of 2 hours 12 minutes. The film received tremendous positive criticism, and is often hailed as one of the greatest South Korean films of all time, as well as one of the best films of the 2010s decade. With a gross of over 160 million US dollars worldwide, it is also one of the most commercially successful films in South Korea. Over more than 180 awards received, Parasite has won four awards in 92nd Academy Awards, including Best Movies, Best Director, Best Original Screenplay, and Best International Film. It is the first South Korean film to be nominated for an Academy Award, as is the first non-English language film to win Best Picture. In 77th Golden Globe Awards, this movie won Best Foreign Language Films. The film also received four nominations in 73rd British Academy Film Awards, by winning Best Films Not in English and Best Original Screenplay. It also became the first non-English language film to win Screen Actors Guild Award for Outstanding Actor in a Film category. In Grand Bell Awards 56th, Parasite garnered eleven leading nominations with five wins.

This film presents an interesting and unique story. The development of the theme carried out in this film is about life that occurs in South Korea, especially the socio-economic life between the rich and the poor which results in social inequality in society. This film has a new color because it can show examples of life that often occur but cause contra of these events. Films with a theme like this can often be said to occur on the border between the economic life of the rich and the poor, but the film Parasite is able to wrap the story successfully so that it can get ratings and awards for the appearance of the story and its cool characters. This spectacular work focuses on a family of four unemployed people with a bleak future. One day, Ki-woo, The eldest son in the family was recommended by a friend who is a student from a prestigious university to become a high-paid tutor. One of the main attractions of this film is how Bong Joon-ho can tell something so simple, by providing such heavy suspense and intensity. Unlike other thriller films that sell a spooky and gripping aura, Bong Joon-ho makes Parasite like a family film. The setting is made at home, we can see the daily life of a family like normal people in detail,

only the routines of each family member. Boong Joon-ho is really good at making story suspenses. He did not give it directly to the audience. Everything is carried slowly.

Basically, the intensity of the story of this film is built like playing hide and seek. We are shown how the 'parasite' family clashes with the 'host' family, but with their lives at stake. This is what makes this Parasite film have a unique 'smell' of tension, by showing how slim the chances are that they can escape from the 'host' family. The intensity of the story even continues to be added throughout the story, by creating a branching conflict that makes the audience unable to focus on just one problem. This is the attraction of the Parasite film, namely the conflict presentation that is shown very realistically. Initially, the audience focuses on a simple conflict, preventing the 'host' family from learning the secrets of the 'parasite' family. Then came the second conflict, how the 'parasite' family must deal with the 'secret' family. There comes another conflict of hide and seek, conflict of identity, so that the conflict ends in a climax. And amazingly, the writers in the film Parasite make layer upon layer of conflict that is shown not given at the same time. Some are built slowly from the start, some are given halfway through the film, some are given immediately after the climax occurs. All these series of conflicts make the audience not have time to breathe and think clearly to guess what will happen next. the writers in the film Parasite create layer upon layer of conflict that is shown not given at the same time. Some are built slowly from the start, some are given halfway through the film, some are given immediately after the climax occurs. All these series of conflicts make the audience not have time to breathe and think clearly to guess what will happen next. the writer in the Parasite film creates layer upon layer of conflict that is shown not given at the same time. Some are built slowly from the start, some are given halfway through the film, some are given immediately after the climax occurs. All this series of conflicts makes the audience do not have time to breathe and think clearly to guess what will happen next.

In terms of application and understanding through deeper exploration, this story not only brings about social fun but also brings solutions that are sometimes considered impossible for parasitic families. In addition, in the film Parasite, the audience is included in roles and stories that can make someone feel what is shown in each scene. This can be seen from the beginning to the end of the parasitic family story, namely Ki-woo played by Choi Woo-shik, Choong-sook played by Hye Jin Jang, Min Hyuk played by Park Seo

Joon, and Kim Ki-jeong played by Park So-dam. The story begins with the story of a poor family living in a slum area. They live in a stuffy basement and frequent flooding. The family consists of the Chung-sook and Ki-taek couple, and their two teenage children, namely Ki-woo and Ki-jung. Through his friend Min, Ki-woo is paved the way to tutor a teenage girl from the wealthy Park family, Park Da-hye. That's where the cunning of this family began. Ki-woo starts manipulating the situation to get his sister and parents to work at Park's house. After becoming an English teacher, Mrs. Park showed her youngest child's painting. On the pretext that his son's artistic potential must be developed, Ki Woo suggests hiring an art teacher named Jessica. When in fact Jessica is Ki Woo's sister, namely Ki Jeong. Then after being hired, Ki Jeong devises a plan to get driver Park fired and replaced with his father, namely Ki Taek. Ki Taek successfully works as a family driver, while her mother, Choong Sook, is a housemaid. One day Park went camping in the countryside. Ki Taek and his family take advantage of the opportunity to take advantage of the house's facilities and host the night away, doing whatever they want when the employer leaves them.

Unexpectedly, in the middle of the heavy rain, someone rang the doorbell. He is Moon Gwang. With his clothes and hair tousled, the former housekeeper of the Park Family asks to come in. He half pushes and is finally allowed in by Chung Sook. Upon entering, Moon Gwang then opened the basement, shifted the cupboard containing a collection of wine and drinks and entered the hidden room behind the cupboard. Chung Sook, who followed him, was certainly surprised. In the basement it turns out that Moon Gwang's husband lives. He had lived there for many years escaping from loan sharks. The other members of the Kim family who followed the two women secretly, all the way to the basement were no less surprised. They even fell into that dungeon, and makes Moon Gwang realize that this family has conspired to deceive the Park Family. In the midst of the struggles of the Kim and Moon Gwang families, the Parks report that they are returning ahead of schedule and tell Chung Sook to make instant noodles to eat on their way home. So that made the Kim family panic. Long story short, the Kim family was finally forced to return to their home in the basement apartment in the rain.

When they got home, they found their slum house had been flooded. Efforts to remove water from the house are also in vain, their house is in the basement. Finally that

night they were forced to stay at the refugee camp. Meanwhile, at the Park Family's house which is located in an elite area, a garden party is being planned to celebrate Da Song's birthday. The entire Kim Family was invited of course. Ki Taek and his wife even get busy because they have to prepare all the party needs. Unexpectedly the party had to end tragically after Moon Gwang's husband who managed to get out of the basement disrupted the party. He stabs Ki Jung to death and hits Ki Woo on the head with a rock. In the chaos Da Song fainted. The panicked Mr. Park yells at Ki Taek to immediately take Da Song to the hospital. Ki Taek, who is still in shock to see his daughter killed, turns dark and finally stabs Mr. Park to death. He also ran away. The ending of this story is heartbreaking, the Kim family is left with Ki Woo and his mother who continue to look for Ki Taek. Since running away, Ki Taek has indeed disappeared into the earth. No one knows of its existence.

The discussion of the first session which is about the life of social inequality can be in the form of several things as follows, the first representation regarding the impact of the education gap is that it is difficult to enter a university, not only a matter of cost but also having to compete with thousands of other prospective students who have the same dream. In Korea, the success of a child entering a top university is a great pride for the family. Therefore, parents are willing to spend a lot of money to prepare their children for university entrance exams, even from the age of toddlers. Ki-woo, who comes from a lower-class family, cannot continue his education at the college level due to being hindered by the family's economy, as a result, Ki-Woo is also unable to pay for private tutors. Ki-Woo is different from his friend Min Hyuk, who can continue his education. From this scene, it can be seen that there is a gap between those born to rich families and those born to poor families. Ki-woo who was born from a poor family is not able to compete not because he is not smart but he is unable to compete with children from rich families who have received expensive and quality education since childhood.

The country of South Korea is known to have an excellent education system, in fact many schools and universities provide facilities to educational programs to support the competence of their students. The role of parents in Korea is very strict on the education of their children. Parents want their children to focus and be diligent in education from a young age, and even get achievements as the best students. Not

infrequently they are willing to enroll their children in various learning academies such as tutoring centers, piano courses, taekwondo training, and many more, but there are also parents who are unable to enroll their children in various learning academies due to lack of funds. The second representation is about the impact of inequality in the neighborhood. South Korea as the country with the fourth largest economy in Asia is not immune from the development gap in the city. Behind the glittering skyscrapers, lies a slum neighborhood with uninhabitable houses. The gap in living environment is illustrated visually in the film *Parasite*. Family Park lives in a clean, well-maintained, comfortable and elite environment. Meanwhile, the Kim family lives in a slum, poorly lit, unfit, cramped and unhealthy environment. In the scene for the Park Family residence, it is clear that the state of the house looks luxurious and neat. It has decent facilities to live in, the place feels calm and comfortable, even people who visit are amazed at the state of the house. A depiction of the state of the house of a rich family that is quite large and has a fairly large grass field. a rich family who has a special room containing clothes and other neatly arranged accessories. The Parks also have a basement to use during emergencies. While the Kim Family's residence is very different from the Park Family's, they occupy a semi-basement building as a place to live. The situation there is very uncomfortable, even the windows of the house are parallel to the road so that a lot of dust and dirt can enter the house. The toilet area used is very narrow even when using the toilet it looks like it is uncomfortable. In the film scene when a flood occurs which makes the Kim family's house submerged and cannot carry their belongings, they only get clothes from other people's donations.

The third representation is about the impact opportunity gap. The scene in the film, Mr. Park emphasizes that he really does not like people who cross the line. The phrase "crossing the line" mentioned by Mr. Park is a sentence that is very commonly used in Korean society. The meaning of a person who crosses the line is a person who says, behaves, and behaves inappropriately. For example, a subordinate suddenly said something to his boss who was patronizing. Another example in South Korea is that there are two ways of speaking, namely formal and informal. Informal speaking is only allowed to people who already know each other who were born in the same year or people who are younger than him. When speaking informally to an older person even if it's only a year apart, it would be considered rude and 'crossed the line'. In the past, people who were

educated and came from rich families or called Yangban got all the services. Little people don't even have the right to have names. They cannot refuse anything that is ordered to them. If they crossed the line, they would be killed just like that. The country's caste system is inherited from their ancestors. Although not as bad as in the past, the system is still attached to modern society. We can see that Mr. Park is a Yangban in modern times, he really doesn't like people who are not in accordance with his position. From here we can see the existence of polarization, where the dividing line between classes is very clear. They cannot refuse anything that is ordered to them. If they crossed the line, they would be killed just like that. The country's caste system is inherited from their ancestors. Although not as bad as in the past, the system is still attached to modern society. We can see that Mr. Park is a Yangban in modern times, he really doesn't like people who are not in accordance with his position. From here we can see the existence of polarization, where the dividing line between classes is very clear. They cannot refuse anything that is ordered to them. If they crossed the line, they would be killed just like that. The country's caste system is inherited from their ancestors. Although not as bad as in the past, the system is still attached to modern society. We can see that Mr. Park is a Yangban in modern times, he really doesn't like people who are not in accordance with his position. From here we can see the existence of polarization, where the dividing line between classes is very clear. We can see that Mr. Park is a Yangban in modern times, he really doesn't like people who are not in accordance with his position. From here we can see the existence of polarization, where the dividing line between classes is very clear. We can see that Mr. Park is a Yangban in modern times, he really doesn't like people who are not in accordance with his position. From here we can see the existence of polarization, where the dividing line between classes is very clear.

The typical smell that comes from the body of the Kim family is the smell of banjiha (basement). Even though they used different fragrances, the smell wouldn't go away as long as they lived in the semi-underground house. Mr. Park described the smell as rotten radish. The smell that is often smelled when riding the subway. Smell is not only about nose, but also social class. Rich people who live in a clean environment, away from bacteria, and houses with the best air circulation clearly have different body odors from families who inhabit the semi-basement, inadequate air circulation, the position of the toilet is higher than the floor of the house, lots of insects, and a really shabby environment.

In the film, the smell is a representation of poverty as if to say that no matter how much they try to live like the rich they still can't get rid of their poor status. The smell of poverty continues to stick with them as an identity.

The scene of heavy rain that makes the slum area where the Kim family lives is flooded. Every picture in the scene shows water flowing from top to bottom. When Ki-woo stops at one of the steps and looks at his feet under the water, Ki-woo seems to look inside himself and realizes that he and his family can't seem to fight their destiny as poor people. This shows that no matter how hard they try, the poor will remain poor. They will not be able to fight their destiny as people born poor. Another scene that shows the gap of opportunity is the many attempts that have been made by Mr. Kim, but none of them have succeeded. Until finally it made Mr. Kim believe that people like them (from the lower classes) shouldn't plan, because whatever is planned never goes as planned. The discussion of the second session is about the moral message that we can take in the parasite film as follows:

The first representation of the moral message is, be careful to put trust in others. Some of us may have trust issues so it is not easy to trust others. Usually, trust issues are caused by bad experiences in trusting others. So it is very natural that Mr. Park's family has trust issues and it is difficult to trust others. Unfortunately, Mr. Park's family is so easy to deceive and put their trust in the wrong people. It can be seen from the scene when Ki-Woo recommended to the Park Family that a friend could be introduced to work at the Park Family's house, but that trust was abused by Ki-Woo's family who then took over the entire house in a short time.

The representation of the second moral message is, nothing is instant for good results. In this film, the son of Kim Ki Taek, Ki Woo, gets the opportunity to change his life when he is given a job by his friend, Min Hyuk, who will study abroad. The job given is to be an English tutor for a daughter from a rich family, the Park family. But unfortunately, Ki Woo does everything he can to get his family in to be accepted to work in the house. It all started when he decided to trick the park family by recommending his younger brother Kim Ki-jeong and faking his sister's background. After Kim Ki-jeong was accepted, he recommended his own father as a driver. Then his father recommended his wife as a housemaid in the Park family. As time went on, he started covering lies with

lies just to get a lot of money instantly. Finally, he and his family were exposed to their own sap. The representation of the third moral message, namely, Mature Financial Planning. The trouble that hit Kim Ki Taek's family was the background for everything they did in the film Parasite. Their lives are so difficult, they and their families have to live in poverty, living in a basement house and earning irregular income. So, when there is a way to make their life better, even if the method is not right, they still do it without fear. Before, they finally regretted their actions.

The representation of the fourth moral message is that everything we do always has consequences and rewards. In this film, it is clear that the actions of the parasitic family are certainly wrong, but they still do it. Therefore, what they have done of course they will get the impact for the actions they have done. The impact they got for their actions, namely, their family was destroyed and caused their daughter, Kim Ki-jeong to die. The representation of the fifth moral message is, be honest in life even though the reality is so bitter. In the story of the film parasite, it shows that it was the circumstances that made the Kim family commit dishonest acts. They cannot accept the truth, that their family has a low income. It can be seen from the scene where the Kim family only works as a service for folding pizza boxes. They end up doing everything they can to get a job, by committing dishonest acts.

CONCLUSION

After doing research on the scenes in the film Parasite using qualitative and quantitative methods, the writer concludes that Parasite Film represents social inequality in South Korea which is presented in audio and visual through scenes, settings and dialogues. In it there are social inequalities, such as education gaps, living environment gaps, and opportunity gaps. In the parasite film, we can see that there are several. The main factors causing social inequality such as lack of employment, differences in natural resources, demographic conditions, and location of residence. So that it can have negative impacts, namely social discrimination, social jealousy, crime, and social conflict. In this film, the writer concludes that there are five representations of moral messages. The first moral message is careful about placing your trust in others. Delivering messages in scenes and dialogues between characters can be concluded that trusting new people can be disastrous, moreover some of us may have trust issues so it is not easy to trust others.

The second moral message, nothing is instant for good results. We all know it takes time and effort to achieve it, because instant success without minimal effort usually won't last long. The third moral message, Mature Financial Planning. In this film it is shown that someone has a way to make their life better, even if the method is not right, they still do it without fear. Before, they finally regretted their actions. The fourth moral message is displayed through denotative, connotative and mythical meanings, namely, everything we do always has consequences and rewards. In South Korean culture that causes each individual to receive a reward according to his actions. The representation of the fifth moral message is, be honest in life even though the reality is so bitter. Honesty is an act that should be used as an example in everyday life. Honesty means the conformity of attitude between words and deeds. Honesty also means saying what it is according to reality. In this film, conveying a moral message related to honesty is the most important thing in carrying out a good life for oneself, in family, work and the environment.

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