

## **EARTH AND MARS CULTURE IN ANDREW STANTON'S MOVIE "JOHN CARTER OF MARS" (SOCIOLOGICAL APPROACH)**

**Arina Iskandar, Serliah Nur, Nasrum**

English and Literature Department, Adab and Humanities Faculty,  
Alauddin Islamic State University of Makassar, Indonesia

Email: [nasrum.marjuni@uir-alauddin.ac.id](mailto:nasrum.marjuni@uir-alauddin.ac.id)

### **Abstract**

This thesis studied about culture based on the script of the movie *John Carter of Mars* which was released in 2012. This research aimed to describe and analyze the kinds and comparison on Earth and Mars culture in the movie. This research focused on sociological approach and culture based on Edward B. Tylor and Hofstede's theories toward kinds of culture elements. This research used descriptive qualitative method and used note taking as the instrument. The findings showed that there were twenty-two kinds of data referred to culture elements which were divided into seven categories; *knowledge, religion, art, morals, laws, customs, and language*. Thus, there were twenty-two which were divided into ten data on Earth and twelve data on Mars. Therefore, the researcher concluded that seven culture elements were the shaper element toward the societies' activity on Earth and Mars based on *John Carter of Mars* movie that became the distinguishing appropriate with their respective ways.

**Keywords:** *Earth, Mars, Culture, Culture Elements.*

### **Abstrak**

Penelitian ini tentang budaya berdasarkan skrip pada film *John Carter of Mars* yang ditayangkan pertama kali pada tahun 2012. Penelitian ini bertujuan untuk menjelaskan dan menganalisis elemen-elemen budaya pada Bumi dan planet Mars. Penelitian ini menggunakan pendekatan sosiologi dan budaya berdasarkan teori Edward B. Tylor dan Hofstede. Penelitian ini menggunakan metode deskriptif kualitatif dengan instrumen note taking. Penelitian ini menemukan 22 jenis data yang dikelompokkan ke dalam 7 kategori elemen budaya yaitu: *pengetahuan, agama, seni, moral, hukum, adat-isitiadat dan bahasa*. Sehingga, dari 22 data yang ada, 10 di kelompokkan ke dalam budaya di Bumi dan 12 ke dalam budaya di planet Mars. Kesimpulannya adalah 7 elemen budaya menurut teori di atas dapat ditemukan pada budaya di bumi dan di planet Mars dalam film tersebut.

**Kata Kunci:** *Bumi, Mars, Budaya, Elemen Budaya.*

## **INTRODUCTION**

In the life, humans born as social creature who often express their thought and feeling to other people. As social creature, someone is born to interact each other, either directly or indirectly. To express what they think and feel, one of some ways to someone interacts with other people is through the literature. As we know that literary work is a person creativity to express their thought, ideas, feelings, and the life illustration that utter an enchantment through the writing of its creators. Like what Blair said in *The Literature of United State* (1974: 37), Literature is also mirror of society and will be characterized by human imagination and ideas of their expression, good form, and techniques, our fantastic world.

Literary works consist of prose, drama, poetry, song, movie and other related literary works. All of the literary works have components that assemble in a literary work, either intrinsic elements or extrinsic elements. One of the literary works that has these elements is movie, a work that has a story which is composed of the intrinsic elements and extrinsic elements. Garin Nugroho in his book "*Kekuasaan dan Hiburan*" (1998: 79) explained that the movie is the result of fusion between art and nature mass communication media. According to him, the film can also be referred to as an amalgamation media of various elements of other arts, such as drama, poetry, and even novels. In addition, the structure of the events in the film are also constructed by culture, which this element refers to the values held by a group of people (society). Culture is defined as the shared pattern of behaviors and interactions cognitive constructs, and affective understanding that are learned through a process of socialization. Culture is symbolic communication, some of its symbols include a group's skill, knowledge, attitudes, values, and motives. The meaning of the symbols is learnt and deliberately perpetuated in a society through its institutions. Culture is the deeper level of basic assumption and beliefs that are shared by members of an organization that operate unconsciously and define in a basic 'taken for granted' fashion an organization's view of its environment (Schein, 1994:15).

John Carter of Mars is a 2012 American fantasy adventure movie directed by Andrew Stanton and produced by Walt Disney Pictures. It is based on the novel *A Prince of Mars*, the first book in the *Barsoom* series of novel by Edgar Rice Burroughs. The movie also explores the theme of adventure in two different places that contains many things about culture, in this section we can find that there are so many differences between Earth and Mars, especially in culture. As far as we know that culture has some elements such as language, religion, art and etc, although the both of this places has those elements but they have differences each other. From this movie, the writer concludes that the story of this movie is dominated by different culture.

## **Theoretical Background**

### **Definition of Culture**

According to Tylor in Tanjung (2012:8) that Culture is a complex whole, that contains knowledge, religion, art, morals, laws, mores, and other capabilities acquired by man as a member of society. Then an incident said to be a culture if it is part of the culture types. It is mean, he thought that a group of society, country, even world has a culture if they have elements of culture above. Culture is a set of shared knowledge, belief, art, morals, laws, mores. Culture is considered to be group specific behaviors that is acquired, at least in part, from social inferences. Here, group is the considered to be the species but an across group variation in behavior, as when a pattern is persistent in one community of chimpanzees but is absent from another, or when different communities perform different versions of the same pattern. The suggestion of culture in action is stronger when the difference across the groups cannot be explained solely by ecological factors (Terry in Rahmawati, 2010:11).

Culture refers to the cumulative deposit of knowledge, experience, beliefs, moral values, attitudes, language, hierarchies, religion, nation of time, roles, spatial relations, concepts of the universe, and material objects and possessions acquired by a group of people in the course of generations through individual and group striving (Hofstede,1997: 43). Culture has many definition, and it affects everything people do in their society because of their ideas, values, attitudes, and normative or expected

pattern of behavior. Culture is not genetically inherited, and cannot exist on its own, but is always shared by members of a society (Hall in Ikhsan, 2013:8). According to the quotes above, the writer conclude that culture is way life that was developed by one of community to fulfill the basic needs for survival, offspring and organize social experience. The writer also defines that one of community can be said they have culture if they have element of culture as their activities.

### **Elements of Culture**

Based on the theory of Tylor, culture contains the knowledge, religion, art, morals, laws, mores and morality:

#### *Knowledge*

The knowledge of people greatly affects the safety, effectiveness, comfort and satisfaction with which the goals of an individual or an organization are formulated and attained. Knowledge provides an orderliness to our lives which allows us to conceptualize goals, to anticipate and perceive events, and to respond in accordance with the changing needs, purposes and desires. For example, our perceptions depend both on the data we receive through our senses (eyes, ears, skin, etc.) and the knowledge we possess that allows us to interpret them. Contrary to the popular phrase, "Seeing is believing", it is knowledge, beliefs and needs that structure our perceptions by interpreting the data of our senses. An individual's behavior and performance depend both on the knowledge that has been acquired through learning, practice and experience as well as the sensory receptors and the system of muscles, organs, etc. (P. Hunt, 2003:103).

The process of acquiring and retaining knowledge (and beliefs) in memory is called learning and is a product of all the experiences of a person from the beginning of his/her life to the moment at hand. Traditionally, learning has been defined as the relatively permanent modification of the behavioral potential (of an organism) which accompanies practice. The behavioral potential that is modified is the knowledge of a person (or group or any living system, see Miller, 1978). As Ayer reminds us, To have knowledge is to have the power to give a successful performance, not actually to be giving one. A person can possess considerable knowledge as a result of learning, but such knowledge remains a hidden power until the person uses the knowledge to do something – to perform some task, understand something, make a decision or solve a problem. In spite of its being inaccessible for direct measurement, its power of influence over performance can be overwhelming. Thus, a belief that is incorrect or false does not qualify to be called knowledge. Furthermore, being correct is not enough. To be called knowledge the belief must not only be correct, but also must be justified. Exactly what evidence is necessary and sufficient to allow a correct belief to be justified has been a topic of discussion (largely by philosophers) for more than 2000 years.

#### *Religion*

From the point of sociology, religion, are actions in a social system in those who believe in a certain strength [supernatural] and serves to himself and the public safety. Religion is a social system that is practiced by community; man-made social systems [founder or principal teacher of religion] to filial and divine worship. The social system is believed to be an order, law, words came directly from human to obey the divine order (Mahakarya, 2012). Religion is man condition who believes in

god, deity, divine; and people who believe that, filial and worship Him, and to implement various kinds or forms of liability relating to the trust.

Religion is a means of worship that man do to something The ruling is believed to life and life and the universe; these methods vary according to the situation and condition of life and the lives of the people who subscribes or adherents.

Religion is to believe in the existence of God Almighty and His laws. The laws of God are revealed to mankind through His messengers; messengers are those specially selected by God as the bearer of religion. Religion and all the rules and laws of God to the human-derived religious to the happiness of human life in the world and the hereafter. So, in general, religion is man's attempt to get to know and worship the Divine which is believed to provide the safety and well-being and life to human life; the efforts made by various rites individually and jointly addressed to the Divine.

#### *Art*

Every human works relating to beauty is always said to be objects that have artistic value. Knowledge of basic ideas about art and art necessary for the development of art directed by the findings about the nature of art itself. Art is a form that sensed, meaning that a work of art is an object or artifact that can be seen, heard, or seen and heard at the same time (visual, audio, and audio-visual), such as painting, music, theater. In the definitive, word of art is outside the art because the art form of "value". So what a person say "beautiful" is not necessarily beautiful for others (Karmila, 2010:2).

Various definitions / understanding of the art according to some art experts, among others:

Clive Bell, a philosopher art 'Modern classic' famous with book "Art" suggests that art constitute 'significant form (shape meaningful)'. Leo Tolstoy, a writer from Russia contend that art is the expression feeling artists submitted to others that they can be feel what is perceived by the artist. K Susanne Langer, philosopher art from America express that art to have three principles they are expression, creation and shape of art. The work art is the shape of expression created for our perception by way of sense and imaging, and the expressed is the feeling man. Definition 'feeling' here in the scope broad is the something that can be felt, physical sensation, suffering and excitement, passion and tranquility, pressure thoughts, emotions complex be related with life human beings.

#### *Morals*

Etymologically, the word *moral* is derived from the Latin word *mos*, plural *mores*, which means order-way or customs. Moral is defined as character, nature or decency. In terminological, there are various formulas moral sense, the *substantive* terms of *their material* there is no difference, but *shape* different *formal* (in Gert, 2002):

Widjaja states that the morale is good teachings and bad deeds and behavior (morals). Wila Huky formulated the moral sense more a comprehensive formulation as follows: 1) Moral as the ideas about the behavior of living, with a base color held by a certain group of people in a specific environment. 2) Moral behavior is the doctrine of the good life based view of life or a particular religion. 3) Moral behavior as human life, which is based on awareness, that it is bound by the necessity to achieve a good, according to the value and norms prevailing in its environment. 4) Franz Magnis Suseno defined that the moral is always refer to the good and bad human beings as human beings. Based on the above description, it can be interpreted

as a rule of moral attitudes and patterns of behavior established by the community based on the values shared by the society group that refers to the good and bad human behavior is closely related to character.

#### *Laws*

The law is very closely tied to culture. Law itself is a product of culture, because law product is a product of human creation. Law created have different characteristics from one region to another in accordance with the local culture. It mean that the culture forms the law. Law is the overall norm by the competent public authorities lay down the law, expressed or regarded as a rule, with the aim to hold a bind for some or all of the system intended by the authorities. The Hans Kelsen in Kleinfeld and Belton (2005:3) Law is a social provisions governing mutual behavior between humans, which is a provision of a set of rules that govern the behavior of certain people and this means a system of norms. So the law itself is a provision.

#### *Mores*

*Mores is custom.* This idea holds that culture is structurally undifferentiated, that what you see is what you get. And mostly what you see (especially in a culture different from your own), naively of course, is custom. Culture here is virtually synonymous with "tradition", or customary ways of behaving. The important things to know, if you come from outside, are the customary rules for correct behavior. Culture here reduces to a sort of surface-level etiquette. Cultural variation is, as Peter Black once put it, merely a matter of "differential etiquette". Once again, individual agency is downplayed. In this view there is no sense of struggle, except perhaps for the struggle of deviants who cannot or will not abide by tradition and custom: after all, the smoothing out of difference and the mitigation of struggle are precisely what rules and etiquette are for (Spencer and Oatey, 2012).

#### **Movie**

Movies, also known as films, are a type of visual communication which use moving pictures and sound to tell stories or inform (help people to learn). People in every part of the world watch movies as a type of entertainment, a way to have fun. For some people, fun movies can mean movies that make them laugh, while for others it can mean movies that make them cry, or feel afraid. Most movies are made so that they can be shown on big screens at cinemas or movie theatres. After movies are shown on movie screens for a period of time (ranging from a few weeks to several months), movies are shown on pay television or cable television, and sold or rented on DVD disks or videocassette tapes, so that people can watch the movies at home. You can also download or stream movies. Later movies are shown on television stations (Syahlan, 2009:7). A movie camera or video camera takes pictures very quickly, usually at 25 pictures (frames) every second. When a movie projector, a computer, or a television shows the pictures at that rate, it looks like the things shown in the set of pictures are really moving. Sound is either recorded at the same time, or added later. The sounds in a movie usually include the sounds of people talking (which is called dialogue), music (which is called the "soundtrack"), and sound effects, the sounds of activities that are happening in the movie (such as doors opening or guns being fired). In the 20th century the camera used photographic film. The product is still often called a "film" even though there usually is no film.

#### *Synopsis of The Movie*

It all started when the quarrel between John Carter and Powell in 1800 in the Arizona Territory, when Carter want to rent horses as transportation to search of

treasure, but was caught by Colonel Powell because of debts. As he tried to escape and was chased by army colonel, he was trapped in a cave along with Powell and become involved in the dispute that led to Powell injured and the same time, Carter also find chunks of gold on the walls of the cave. Suddenly a strange man wearing jubbah figure, when he was about to stab Carter from behind, Carter deftly shoot the man. Foreign man was trying to go through a spell on a medal in his hand. However, Carter curious about the tangible objects that medal, he took from the hands of the man, and when the spell is completed pronounced, Carter once was in an unfamiliar place, where he was able to jump higher and hit hard. The medals brought Carter to a planetary low gravity that he did not know at all. It was there that he was caught by the nation green giant named The Tharks. Beside Tharks, there are two kingdoms of nation red skin, its form resembles a human, they The Helium and Zodanga tribe. Zodanga are people who want to have Helium with the help of The Thern (people who have teleportation medallion). To have the kingdom, King of Zodanga, Sab Than wanted to marry Dejjah Thoris, Princess of Helium kingdom. Because Dejjah Thoris need protection from Carter and Carter needs help to get back to Earth, then they are to cooperate. Various obstacles they went through, ranging from penalties from Tharks nation that requires Carter collided with two big gorillas, as well as against thousands of Tharks nation that does not like him, and when he began to realize he was falling in love with Dejjah Thoris, he was against the Thern and Zodanga who then wanted to marry Dejjah Thoris.

After he thwarts the marriage, he married Dejjah Thoris. When the first wedding night that he was trying to eliminate his desire to return to earth, when he had to throw his teleportation medals, suddenly one of the Thern turned himself into a guardian of Helium job setting him back to earth. It was then that he was looking for a way for back to Mars, as he began to realize that there is a Thern people who always follow him, he began to look for ways to be able to take another teleportation medal from the Thern.

## METHODS

The writers used descriptive qualitative method with sociological approach based on Tylor's Culture Theory. The data were divided into two types, namely primary data and secondary data. The primary data was taken from the movie John Carter of Mars by Andrew Stanton released in 2012 with 94 pages of movie script. The secondary data were collected from books, websites, PDF printed-journal, internet free encyclopedia and other sources that relevant and related to the topic of this research. In conducting the research, the writer used note taking as the research instrument. Ray in Maulidah (2013:23), defines note taking is a method in assembling data required by using note cards to write down the data findings from source data.

## DISCUSSION

In the discussion section, the writers explained the data analysis that had been found in *John Carter of Mars* movie. The writers watched the movie and indentified the elements of culture based on Edwar B Tylor theory. This theory divided into seven kinds of the culture elements: they are knowledge, religion, art, morals, laws, and customs. But, after the writers analyzed, they also found other element, it is language based on Hofstede's theory.

## Knowledge

Knowledge is the various symptoms encountered and obtained by human through observation sense. Knowledge arises when someone uses his intellect to identify objects or certain events that have never seen or felt before. Through the knowledge, then someone can carry out experiments to discover new things.

In the movie John Carter of Mars, the element of knowledge can be seen in datum 1 and 2 for Earth and 11 and 12 for Mars. To compare the findings as an element of knowledge at both of places, we can see in the transportation and weapons in both of places. Where datum 1 describes about transportation on Earth at that time a train is described in the quotation scenario, "*Ned visit to New York to meet Carter's request letters. Thompson, Carter's butler was picked Ned at the train station.*" and datum 2 for the weapon is called pistol with its bullets from heat tin described in excerpts of conversations between Carter and a man:

**CARTER:** *I'll leave, when his bag's are full. (Rebel and thrusting a pistol and put gold bars to table Mr. Dix).*

**CARTER:** *I found it that two days ago of Baibonita. There are cover my tabs and then some. Beans, the first item is "beans".*

While datum 11 explains that the best form of transport in Mars floating in the air. It can be seen on the quote:

**CHARTER:** *I do not know. How'd you learn to fly?*

**DEJAH THORIS:** *Your ships. Cannot sail on light in Virginia?*

**CHARTER:** *No, professor. See our ship's sails in the seas. Endless water everywhere.*

And datum 12 for the weapon used is from moonlight that used by naked eye but can destroy all kinds of things. It can be seen on the quote,

**DEJAH THORIS:** *I When I read all report from Sab Than's weapon I knew, Somehow the idiotic group has discovered it at first.*

**TARDOS MORS:** *Discovered what?*

**DEJAH THORIS:** *The ninth ray. Unlimited power. Sab Than only uses it for sort her. Think, What Helium might accomplish for such power. Transforms the deserts, Restore the seas,*

After analyzing in this movie, the authors found an element of knowledge in John Carter of Mars movie. And it can be concluded that both of these places have in common knowledge though different in form of the invention.

## Religion

Religion is a condition about how the relationship between the living and the creator. Beliefs about the existence of God and how they show their love for the glory and greatness of the creator. As well as what worship was done as a sign that we belief it. On John Carter of Mars movie, religion can be seen on the quote of datum 3 for the Earth and datum 13 and 14 for Mars. Quotation of datum 3 "*Carter shadowed by guilt, when the bodies of his wife and son recalled. Carter imagine when he stuck a cross over the grave of his wife and children. The shadows that haunted that makes it beat thousands of the Thark amid the battle, aircraft Helium come give helping. The Thark has been lost!*" explained that the cross stuck in the tomb is a symbol that the people embrace the faith of Christians.

While datum 13 explaining about the place of worship of the tark as claimed solaa

**" Solaa: No. She is Issus. (Whispering). Therns are holly messenger of the Goddess. In the time of the ocean, they walked Among Us, guiding us. We must not offend. Let us go!!!"**

The site was sacred and should not be entered by another person without permission. In addition, there is a statue which is believed by the Tark is incarnation of their goddess who they called Issus. It is also strengthened by items such as a medal. Quotation of datum 14:

**Dejah Thoris: Your medallion. (Match medal with the engraving Dejah and Carter amazed at the carving up a picture of a spider)**

**Charter: Spider.**

**Dejah Thoris: Nine. Nine Rays.Nine.... The Ninth Ray is real. It'll be honest. Do you see? The entire structure runs on Ninth Ray isolates. Mother Iss ...Such power. That somehow Zodanga is it.**

It describes medals possessed by Thern (the Thern is the serve of Goddess Iss) has the power to create ninth ray. Where the light is exactly a weapon unparalleled in Mars. After analyzing the movie, the authors found an element of trust in the community life of the Earth and Mars in the John Carter of Mars movie. Although different, but both places could be said to have a religion element as an element of culture.

### Art

Art is all the work of human beings that have the beauty and artistic value. Where the creator expresses their feelings and put it in the work form.

On John Carter of Mars movie, datum 4 is an overview of the art in the Earth. Explanation of movie script that said **"They entered the Carter workspace, Ned who first entered the room was surprised to see the objects that satisfy the room"** explaining that Carter was collecting ancient objects were judged to have beauty and artistic value. Such as sculptures furniture, paintings, photographs etc.

While datum 15, **"Mathai Shang out disguised as soldiers Zodanga. Carter began to be surprised by the strength of the Thern nation. then they walked to a wedding ceremony of Sab Than and Dejah."** describes the existing art on Mars. A convoy of the bride in the movie John Carter of Mars describe about the beauty that can be said to have artistic value. Like the music, the trains run by the animal and decorated to make it look more beautiful and well-organized wedding procession and witnessed by the people of the red-skinned. After analyzing this movie, the authors found the art element that exist in both places, Earth and Mars. Although different places but both places have the same elements of art as one of the elements of the culture.

### Morals

Morality is an assessment of the attitudes and behavior of a person in their life that was born naturally. Morale can be judged from the two sides those are good or bad of person. On John Carter of Mars movie, we can see the morality on datum 5 and 6 for the Earth and datum 16 and 17 for Mars. There are two moral values in these sites, they are good and bad value. Quotation of datum 5 :

**"Colonel Powell: STOP! (Beating Carter). Captain I feel too difficult to reconcile the man on this piece of paper with the one, I'm looking at. I suggest you find the horse sense to accept my offer before I give into my better Judgment. (leaving Carter)"** describes the vices on the figure colonel



Powell, it is always imposing its will on Carter to come with him to fight the Apaches. While quotation of datum 6:

**Colonel Powell:** *Aghh!!! (Soreness)*

**Carter stopped when he saw Colonel Powell shot and back towards Colonel Powell. Carter helped him and took him to a cave**

**Colonel Powell:** *I thought you didn't care?*

**Carter:** *I do (Carrying Colonel Powell climbed into the cave)"*

Depict Carter who had a sense of caring and mutual help to each other even though the person is evil against him. This was evident when he was still helping Colonel Powell although colonel Powell wants to catch and put him into prison. Just as on Earth, Mars also has a moral value. quote of Datum 16:

**Thern:** *We serve the Goddess. And she has chosen you. To receive this weapon. Do as we command and you will rule all Barsoom. With none to defy you. And nothing to stand in your way."* describes a bad temper on Sab

Than, Zodanga king who always wanted to rule the Helium kingdom to be the only king who control the planet Mars. whereas datum 17:

**Solaa:** *No.*

**Tark Tarkas:** *(he shut Solaa and Dejah mouth. Untied the hands of Carter) You must hurry. I mean to release you. (giving a medals) I Make one condition. You take sola with you down the river Iss."*

It describes the good side of Tark Tarkas by pretending to give a penalty for Carter and Sola who entered the temple Tark without permission, it releases them from being exposed to the fury of the tark, but that he willingly risked his life and his position as a king of the Tark. After analyzing this movie, the writer found that either Earth or Mars was found moral value. Although different place, but whenever and wherever, every creature has moral value either good or bad moral.

## Laws

Law is a system of government which is a tool of control or benchmark of person in doing a good or bad action in the community. Besides all of the consequences that has regulated by the government must be obeyed by the community. In the John Carter of Mars movie, law can be seen in datum 7 for Earth and datum 18 and 19 for Mars. In conversation datum 7, between Carter and Colonel Powell.

**CARTER:** *So let me tell you, What I will do. You break me out of this cell and I reclaim my gold and Get filthy rich. Rich enough to buy your flat. Righteous Blue Bind. Just so I can kick it all Day.*

**COLONEL POWELL:** *STOP! (Beating Carter) Captain I feel too difficult to reconcile the man on this piece of paper with the one, I'm looking at. I suggest you find the horse sense to accept my offer before I give into my better Judgment. (Leaving Carter) "*

There are words **Cell** and **Judgment** which showing that the cell is a reward for anyone who made a mistake. For those who violate the law will be put in the jail as punishment that had predetermined. While the datum 18, contained in the description of the scenario stories *"Also Solaa punished for letting Woola roam, he got a punishment as usual. Punishment for Thark that do wrong is to carve the body with a hot iron."* Explaining that the punishment for the Tark or Native Mars is pressed the iron that has been heated to their bodies. The number of mistakes of them can be calculated by how much the number of injuries from hot iron on their bodies and if the body has been filled with injuries then the last way is to kill them. In

addition to these penalties, there is a biggest punishment for the Tark. This punishment is reserved for a Tark who has betrayed his people. The punishment is life and death battle against two giant apes. However, if the defendant is able to beat the ape then he will be appointed as the head of Tark. It was explained on datum 19,

*"All of Thark has been in the bleachers, they were led by their new leader, Tal Hagus. They have been getting ready to watch the show between Carter and Tarkas Tark against two giant apes."*

After analyzing in this movie, the authors found the laws elements on Earth and Mars in the John Carter of Mars movie. Although different but both of places decent be said to have a laws, as they can regulate their laws system as a benchmark in performing an action.

### Mores

Mores is a structural habits that have been determined or as tradition in a place or area. As customary in society, it has been set as the right thing to behave. In John Carter of Mars movie, the mores example we can see in datum 8 for Earth and datum 20 for Mars. One example that can compare Mars and Earth are indigenous customs in marriage. On datum 8, there is a description of the scenario that says *"Carter remembered the first time doing wedding blessing together his wife in a church and witnessed by Pastor."* Explaining that the blessing of the marriage of man on Earth, especially in Virginia is blessing in front of a pastor and saying a faithful vow in a church that is believed to be witnessed by their Lord, Jesus.

While the datum 20 contained the scenario description says:

*"Sab Than and Dejah Thoris up the wedding altar, under the moonlight.*

*PASTOR: like our Ancestors before us. We gather under the moon light Barsoom's first lover's. Cluros and Riviere.*

*A light reflector mirror moving at the top of the building and form a straight line toward the pool of the fountain in the middle of the blessing of the bride.*

*PASTOR: As the moons our joint less to the evening. So do we unite Sab Than and Dejah Thoris. Zodanga and Helium. "*

Explaining that the traditional wedding in Mars, the blessing was done on an altar is right in the moonlight at night. From the moonlight, both of the groom have to drink a glass of water alternately as a sign of the union of two people in a household ark. After analyzing this movie, the author finds the mores elements on Earth and Mars in the movie John Carter of Mars. Both mores have different ways but have the same goal. It can be concluded that despite having the same objective but the way has their distinctive identity.

### Language

Language is a system of sound that has a meaning and produced naturally by human as media to communication which other. Language is created naturally in human lives and to unite all the people in an area, the need for a unity in uniting every meaning of a word in the language. On John Carter of Mars movie, datum 9 and 10 are the language used by the people on Earth. There are two variation types of English that people use in this movie, they are formal and non-formal English or so-called slang used. Quotations on datum 9:

*Mr. Dalton: Mr. Burroughs. Noah Dalton, Your uncle Attorney. My deepest sympathies. (They walked into the Carter workspace)*

*Mr. Dalton: His death came as a shocked all of us he was a, A model of health and vigor. He just dropped dead in his study. Not five minutes after sending word from me in the doctor. When I arrived he was already was gone.*

Explaining that the language used between a lawyer and his client is a formal language that shows that they respect each other and be polite when talking. In contrast to quote the datum 10, "*Bar's Guest: Someone a little load up on spider bait.*" Explaining that the language used by the bar guests are non-formal language. Where there is a bar guest were mocking other bar guest. The word "*Spider bait*" in these quotations is not the real meaning, but the word "spider bait" is defined as "*borrowing money*".

While datum 21 and 22 are two types of language used by the inhabitants of Mars. Quotation of datum 21:

*Tark Tarkas: (Calming his people) Sat dan jit! Sat dan jit! San dan jit ta...!!! (Raising his voice)*

*Ta! Hajus: Nar Juhin don taa laa, Jeddak.*

*Tark Tarkas: Enjalaal...!!! (Tarkas tried to persuade Carter was lurking to reconcile)*

It is the kind of language used by the Tark. Tark language is very different from the language on the Earth. It looks at the Carter character in the film who does not understand the language used by the Tark. For example, the word "*saat dan jit*" which means "*do not shoot him*" and "*enjaalaal*" which means "*Move aside*" in English. However, unlike the case with the language of the red-skinned in Mars also use English. This is evident in their conversations on the datum 22:

*"Dejah Thoris: You are expected to bow in my presence Captain Carter*

*Kantos Kan: I have fetched him as you commanded.*

*Dejah Thoris: Thank you Kantos. I wish to speak to Captain Carter alone. Keep watch outside"*

They use formal English because they are from the nation's kingdom should use language that is nice and polite. After analyzing this movie, the writer can conclude that in the film John Carter of Mars there are a variety of different languages including formal and non-formal English and Tark language. However, behind these differences there are same function and purpose. Function as a communication tool that aims to be a unifying the nation. With the result that Earth and Mars can be said to have the language as one of the culture elements. On the elements of culture section, the authors focused only on the scripts of John Carter of Mars. Based on the analysis, the authors found elements of culture mentioned above in the script and the information conversation that explains the story accordance with understanding about each of the element of culture. Cultural elements are divided into 7 different aspects they are language, religion, art, morality, laws, customs and knowledge.

After analyzing the movie John Carter of Mars, the authors found that the elements which constitute the cultural shaper can be seen at the time. Both of the places in the movie can show the parts that are included in the elements of culture. languages, religion, art, morality, laws, customs and knowledge can be seen in the movie as a comparison between life on Earth and Mars.

## CONCLUSION

The conclusion from the analysis above about the elements of culture that a region can be said cultured when the people can apply the elements of the culture forming. These elements can show differences between a society with others. As happened on Earth and Mars, there are elements forming the culture in both of places.

These elements have a common purpose and meaning. However, in contrast to the method of application. Therefore, these two places can be said have culture in their societies.

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