



## Analysis of Cultural Values in the Drama *tōutōu cáng bù zhù* (Hidden Love)

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### Abstract

Drama can be said to be a realistic depiction of a character's life. Culture itself is the customs, traditions and beliefs that exist in society so that culture is always present in drama. Life values also do not escape drama elements, one of which is in the drama *偷偷藏不住* (*tōutōu cáng bù zhù*). This research aims to describe the cultural values contained in the drama *偷偷藏不住* (*tōutōu cáng bù zhù*) based on Edwar Djamaris' theory, and describe the cultural symbols contained in the drama *偷偷藏不住* (*tōutōu cáng bù zhù*) using theory Charles Sanders Pierce's semiotics in two sides, namely signs and objects. This type of research is qualitative descriptive research using note-taking techniques. Data collection uses note-taking techniques and the results of previous research, journals, books and other documents regarding cultural values. Data analysis techniques use data reduction, data display and drawing conclusions. The result is that there are five cultural values contained in the drama *偷偷藏不住* (*tōutōu cáng bù zhù*) based on the theory of cultural values by Edwar Djamaris, namely the cultural value of human relationship with God, the cultural value of human relationship with society, the cultural value of human relationship with self. itself, the cultural value of human relations with humans, and the cultural value of human relations with nature. Researchers also found six cultural symbols contained in the drama *偷偷藏不住* (*tōutōu cáng bù zhù*) based on semiotic theory by Charles Sanders Pierce, namely red ornaments, lanterns, paper sticks, red packets, Chinese knots, and the writing 囍.

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## INTRODUCTION

The drama *偷偷藏不住* (*tōutōu cáng bù zhù*) is a Chinese drama in the romance genre. This drama, which tells the life of a teenager, is an adaptation of a web novel entitled *Secretly, Secretly; But Unable to Hide It* by Zhu Yi. This drama contains life values so it has extraordinary appeal to watch. The drama *偷偷藏不住* (*tōutōu cáng bù zhù*) was once a drama with a popular high rating that was most awaited by Chinese drama fans when it was released.

For example, apart from telling the story of Sang Zhi's hidden love for Duan Jiayu, this drama also focuses on showing cultural values, namely kinship, such as Sang Yan's love as an older brother for Sang Zhi who is his younger sister and Sang Zhi's parents who really care about and love their children. his son. Apart from that, Duan Jiayu's family problems are also highlighted in this drama, as are Duan Jiayu's ways of overcoming and resolving them. Implicitly, the drama *偷偷藏不住* (*tōutōu cáng bù zhù*) shows expressions and actions that contain cultural values in them because this drama tells the daily life of a teenager.

In society there are rules and cultural values that guide their lives. Cultural values are values that are embedded in a linguistic and cultural society (Sitompul & Simaremar, 2017). Cultural values can be said to be a source of life in human life, whether individuals or groups, who have the aim of having a good life. Cultural values in literary works are very important in understanding behavior and cultural products in social life.

In society there are rules and cultural values that guide their lives. These cultural rules and values can become things that are allowed and not allowed to be done in that society. It is possible that people who break the rules because of a belief will be punished. The more cultural life develops in society, the more the values in that society develop to maintain harmony and balance in it. According to (Edwar Djamaris, 1994) cultural values are categorized into five, namely (1) cultural values in human relationships with God, (2) cultural values in human relationships with society, (3) cultural values in human relationships with themselves, (4) cultural values in human relations with humans, and (5) cultural values in human relations with nature.

In the drama *偷偷藏不住* (*tōutōu cáng bù zhù*) many cultural values are depicted. These values are depicted through the dialogue expressed by the characters in the drama. For example, in several scenes the character will say thank you to the person he is talking to to express his gratitude or thanks to that person.

There are many more interesting cultural values to be researched and analyzed in the drama *偷偷藏不住* (*tōutōu cáng bù zhù*). Therefore, in accordance with its objectives, the researcher describes the cultural values contained in the drama *偷偷藏不住* (*tōutōu cáng bù zhù*) using the theory of Edwar Djamaris (1994) and describes the cultural symbols contained in the drama *偷偷藏不住* (*tōutōu cáng bù zhù*) uses the semiotic theory of Charles Sanders Peirce (1834-1914) through two sides, namely signs and objects.

## METHOD

This research uses a qualitative descriptive approach, namely research where the data and analysis are qualitative or not in the form of numbers (Prof. Dr. Sugiyono, 2019). Qualitative descriptive research itself is research where the data results are in the form of a series of words arranged into a sentence or also in the form of images. Because it is based on the philosophy of postpositivism, the qualitative method is also called the postpositivism method. By using this method, in processing and collecting data, researchers base this on the views of the data source and not on the views of the researcher.

## RESULTS AND DISCUSSION

### 1. Cultural Values contained in the drama 偷偷藏不住 (*tōutōu cáng bù zhù*)

After analyzing the data, the researcher found that there were 5 cultural values contained in the drama 偷偷藏不住 (*tōutōu cáng bù zhù*) including (1) cultural values of human relationships with God, (2) cultural values of human relationships with society, (3) cultural values of human relationships with themselves, (4) cultural values of human relationships with humans, and (5) cultural values of human relationships with nature.

#### (1) The cultural value of human relationship with God

In the drama 偷偷藏不住 (*tōutōu cáng bù zhù*) there is the value of human relationship with God. These cultural values take the form of belief in ancestral traditions.

##### (a) Believe in the traditions of your ancestors

Traditions are cultural heritage that have been preserved and are still carried out today (Hidayat et al., 2019). In Chinese society, everything that is done is usually related to tradition, one of which is praying. During Chinese New Year or Chinese New Year, usually every window of the house and entrance will be plastered with paper containing prayers. These prayers contain good things that will enter the house. In this drama, the following is a scene that shows the cultural value of believing in the traditions of our ancestors.



(Source: screenshot of the drama 偷偷藏不住)

Based on the screenshot above in episode 6 minutes to 09.30 when Duan Jiaxu learns Duan Jiaxu sticks paper on the window of the house. That day is the celebration of Chinese New Year or Chinese New Year. Sang Zhi's family is preparing for the celebration, such as cleaning the house, preparing food, and sticking paper stickers containing prayers on the windows of the house.

The visualization depicts the scene when Duan Jiaxu sticks a paper containing a prayer on the window of the house, which is an ancestral tradition that has existed since the Han Dynasty. The paper patch contains a prayer and is usually red which means good luck. This scene shows the cultural value of believing in ancestral traditions carried out by Duan Jiaxu and the Sang Zhi family.

#### (2) Cultural values of human relations with society

In the drama 偷偷藏不住 (*tōutōu cáng bù zhù*) there is the value of human relationships with society. These cultural values are,

##### (a) Celebration

Celebrating a celebration is something that a society usually does. They will prepare for the celebration together and have fun afterwards. In Chinese society, for example, when it comes to Chinese New Year, the whole family will be busy preparing for the celebration, one of which is cleaning the house. All of this was done together. In this drama, the following is a scene that shows the cultural value of celebration.



(Source: screenshot of the drama 偷偷藏不住)

- 黎萍 : “你们下课了? 来来来, 吃点水果。”
- 段嘉许 : “谢谢阿姨。”
- 黎萍 : “我刚刚跟你叔叔聊呢。明天晚上我们一起过除夕怎么样?”
- Lǐ Píng : ‘Nǐmen xiàkèle? Lái lái lái, chī diǎn shuǐguǒ.’
- Duàn Jiāxǔ : ‘Xièxiè āyí.’
- Lǐ Píng : ‘Wǒ gānggāng gēn nǐ shūshu liáo ne. Míngtiān wǎnshàng wǒmen yìqǐguò chùxì zěnmeyàng?’
- Liping : "Are you done? Come here, eat some fruit first."
- Duan Jiayu : "Thank you, Auntie."
- Li Ping : "I was just chatting with your uncle. Tomorrow we celebrate New Year's Eve together, okay?"

Based on the screenshot above in episode 6 minutes from 05:42 to 06:30 when Sang Zhi's family prepares for the New Year celebration. After finishing Sang Zhi's private teaching, Duan Jiayu and Sang Zhi went downstairs. There Li Ping, Sang Rong, and Sang Yan were doing some work.

The visualization and dialogue depict the scene when Duan Jiayu and Sang Zhi's family prepare for the New Year celebration. In this scene, Sang Yan is sweeping the house, Li Ping is preparing food, and Sang Rong is sticking paper stickers containing prayers on the windows of the house. This scene shows the cultural value of celebrations carried out by Sang Zhi's family.

The cultural value of human relations with other communities contained in the drama 偷偷藏不住 (*tōutōu cáng bù zhù*) is drinking tea.

### (3) Cultural values of human relationships with themselves

In the drama 偷偷藏不住 (*tōutōu cáng bù zhù*) there is the value of human relationships with themselves. These cultural values are,

#### (a) Work hard

Working hard is a form of a person's persistence in what he wants to achieve or achieve. A person who works hard should not give up easily and always put in all his efforts to achieve his goals. The definition of working hard according to Kesuma et al. (2011) is an ongoing effort to complete a job or task to completion. In this drama, the following is a scene that shows the cultural value of working hard.



(Source: screenshot of the drama 偷偷藏不住)

厨师：“得使劲，来回这么反复地揉。对对对再揉两下，然后搓成圆的，然后擀就行了。不能这样了，来来来我跟你讲啊。你往前推，推到差不多的时候，你就得往回拉。你不能一个劲地往一个方向来，知道不知道？”

段嘉许：“好，我来。”

Chúshī: 'Dé shǐjìn, lái huí zhè me fǎn fù dì róu. Duì duì duì zài zé liǎng xià, rán hòu cuō chéng yuán de, rán hòu gǎn jiù xíng le. Bù néng zhè yàng le, lái lái lái wǒ gēn nǐ jiǎng a. Nǐ wǎng qián tuī, tuī dào chà bù duō de shí hòu, nǐ jiù dé wǎng huí lā. Nǐ bù néng yī ge jìn de wǎng yī gè fāng xiàng lái, zhī dào bù zhī dào?'

Duàn jiā xǔ: 'Hǎo, wǒ lái.'

Chef: "It has to be firmer. Knead back and forth. That's right, knead it a few times, then round and roll it. Should not be like that. Here, I'll tell you. You push forward. After almost pushing it all the way, you have to pull it back. You can't just do it in one direction. Do you understand?"

Duan Jiaxu: "Okay, let me try."

Based on the screenshot above in the episode 15 minutes from 40:40 to 42:49 when Duan Jiaxu learns to make birthday cakes. A few days before Sang Zhi's birthday, Duan Jiaxu planned to make a homemade birthday cake to give to Sang Zhi. Duan Jiaxu knew that Sang Zhi was allergic to milk, so he made a milk-free birthday cake.

The visualization and dialogue depict a scene where a chef directs Duan Jiaxu how to make a birthday cake. The chef was someone Duan Jiaxu knew when he worked part-time when he was in high school. Duan Jiaxu asked the chef to help him make a dairy-free birthday cake. This birthday cake is difficult to make, so Duan Jiaxu failed several times in making it. However, because of his hard work, he finally succeeded in making the birthday cake. This scene shows the cultural value of hard work carried out by Duan Jiaxu. Working hard is a culture when you want to do something perfectly.

The cultural values of human relations with themselves and others contained in the drama 偷偷藏不住 (*tōutōu cáng bù zhù*) are (b) seeking knowledge, (c) responsibility, (d) cleaning oneself, (e) paying attention to appearance, and (f) maintain health.

#### (4) The cultural value of human relations with humans

In the drama 偷偷藏不住 (*tōutōu cáng bù zhù*) there is the value of human relationships with humans. These cultural values are,

##### (a) Apologize

Apologizing is a cultural value. Apologizing can be done by yourself or others to yourself or others. Apologizing is a form of cultural value that he feels guilty and regrets the actions he has committed. Therefore, apologizing is a form of cultural value in human-human relations because apologizing relates to the people around us. Apologizing is not only for making a mistake but is also done as a form of courtesy and ethics when in a social environment. According to (Sri Maruti, 2016)

apologizing is an expression of regret for having hurt the person you are talking to. In this drama, the following is a scene that shows the cultural value of apologizing.



(Source: screenshot of the drama 偷偷藏不住)

殷真如 : “今天对不起啊，是我没给你指清楚。害得你又被老师抓住。”

Yīn zhēnrú : 'Jīntiān duìbùqǐ a, shì wǒ méi gěi nǐ zhǐ qīngchǔ. Hài dé nǐ yòu bèi lǎoshī zhuā zhù.'

Yin Zhenru: "I'm sorry today, it was me who didn't show it clearly to you, causing you to be caught by the teacher again."

Based on the screenshot above in episode 1, minutes 04.32 to 06.10 when Yin Zhenru apologizes to Sang Zhi after finishing the lesson. During the lesson, Sang Zhi didn't pay attention to the teacher at all. He was busy drawing in his book instead of paying attention to the teacher who was explaining in front of the class. Because Teacher Chen saw Sang Zhi not paying attention in class, Teacher Chen called Sang Zhi and told her to explain how far she had explained the lesson. Sang Zhi, who didn't know, asked her friend for help and Yin Zhenru, who was sitting across from her, showed her the inside of the book, but Sang Zhi thought wrongly. Finally, Teacher Chen got angry and told Sang Zhi's parents to face him tomorrow.

In this scene, the character Yin Zhenru apologizes to Sangzhi because he gave the wrong explanation to Sang Zhi so that Sang Zhi received scolding from the teacher and her parents called her to school. Yin Zhenru, who felt guilty, finally apologized to Sang Zhi. A culture of apologizing can occur when we feel that what we did was wrong. This scene shows the cultural value of apologizing by Yin Zhenru to Sang Zhi for giving the wrong explanation.

The cultural values of human relations with other humans contained in the drama 偷偷藏不住 (*tōutōu cáng bù zhù*) are (b) asking for help, (c) helping others, (d) saying thank you, (e) caring for others, (f) advise; (g) greet, (h) like the opposite sex, and (i) praise.

##### (5) The cultural value of human relations with nature

In the drama 偷偷藏不住 (*tōutōu cáng bù zhù*) there is the value of human relations with nature. These cultural values are in the form of sweeping.

###### (a) Sweep

Sweeping is a culture to clean the environment around us. The purpose of sweeping is so that the environment we live in looks and feels clean and pleasing to the eye. Apart from that, sweeping can also prevent us from getting sick. Sweeping according to (Fajri & Kasiyati, 2023) is cleaning the dirt and dust on the floor. In this drama, the following is a scene that shows the cultural value of sweeping.





(Source: screenshot of the drama 偷偷藏不住)

段嘉许 : “哟? 做家务呢?”

Duàn jiāxǔ : 'Yō? Zuò jiāwù ne?'

Duan Jiayu : “Yo? Cleaning up?”

Based on the screenshot above in episode 6, minutes 05:43 to 05:58 are when Sang Yan sweeps the living room. That day was Chinese New Year celebration day. Usually on Chinese celebration days, all families at home will clean the house such as sweeping, wiping windows, mopping tables, and so on. Apart from that, in this scene you can see Li Ping preparing snacks for the Chinese New Year celebration and Sang Rong sticking paper containing prayers and hopes on the window.

The visualization and dialogue depict the scene of Sang Yan who is sweeping and Duan Jiayu who has just finished teaching Sang Zhi. The sweeping scene takes place in the living room. Sweeping is a culture to maintain cleanliness. Sweeping dust in the house is a part of the culture of protecting the natural environment. This scene shows the sweeping culture carried out by Sang Yan to welcome the Chinese New Year celebration.

## 2. The meaning of cultural symbols found in the drama 偷偷藏不住 (*tōutōu cáng bù zhù*)

Based on the objectives of this research, the researcher also found 6 cultural symbols contained in the drama 偷偷藏不住 (*tōutōu cáng bù zhù*), namely (1) Red ornaments, (2) Lanterns, (3) Paper sticks, (4) Angpao, (5) Chinese knots, and (6) 囍 (*xǐ*) writing.

### (1) Red ornaments



偷偷藏不住, episode 2 minutes 34:48

The picture above shows Duan Jiayu at a mall. The icons, indexes, and symbols in this scene are described in the following table.

|               |                                                                                                                                                                              |
|---------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Icon</b>   | Visualization: in the form of a picture of Duan Jiayu in a mall or supermarket.                                                                                              |
| <b>Index</b>  | In Chinese culture, red is a color that is often used by Chinese people and has become a characteristic of Chinese people because it means happiness, prosperity, good luck. |
| <b>Symbol</b> | The icons and verbal signs contain the symbolic message of the color red, that the goods in the mall are red and mean happiness, prosperity, good luck.                      |

The scene depicts when Duan Jiayu wants to buy sanitary napkins for Sang Zhi. The qualisign in this scene is a red item. It can be seen in the picture above that many items in the mall are red. Starting from red packages to red decorations. In Chinese culture, red is the most dominant color used in the daily lives of Chinese people.

According to the South China Morning Post (SCMP), based on Chinese society, the color red means luck, happiness, abundance. People often use red in decorations, accessories, clothing and other items. The color red is also very synonymous with Chinese New Year or Chinese New Year celebrations. During the celebration there will be many red ornaments, such as red packets, lanterns, paper sticks and other items. Apart from that, most Chinese people wear red clothes during Chinese New Year celebrations. This is because the red color during Chinese New Year celebrations means happiness and good luck.

The symbolic meaning of this scene is that a shop that displays lots of red items has the hope that the shop will be prosperous and lucky. This is in line with the meaning of the color red which is believed by Chinese people, namely good luck, prosperity and happiness.

## (2) Lampion



偷偷藏不住, episode 4 minutes to 02:40

In the picture above Sang Zhi and Yin Zhenru are walking through an alley. The icons, indexes, and symbols in this scene are described in the following table.

|               |                                                                                                                                                                                                                                                                        |
|---------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Icon</b>   | Visualization: in the form of a picture of Sang Zhi and Yin Zhenru walking past a shop that has lots of lanterns in a small alley.                                                                                                                                     |
| <b>Index</b>  | Lanterns are one of the typical attributes that Chinese people usually wear during Chinese New Year or Chinese New Year celebrations.                                                                                                                                  |
| <b>Symbol</b> | From the existing icons and verbal signs, the symbolic message of lanterns is contained, that Chinese people who decorate their homes, temples, shops and others using lanterns have the hope of good fortune and joy as well as to ward off evil spirits and threats. |

The visualization above depicts Sang Zhi and Yin Zhenru passing by a shop in a small alley. The shop looks decorated with lots of red lanterns. Lanterns are a typical attribute when Chinese people celebrate New Year or Chinese New Year. They will install them in homes, temples, roadsides



and other places. The symbolization in the picture above shows a legesign, namely a lantern which means a wish for good luck, a hope for a brighter future and to ward off evil spirits and evil threats.

The scene in the picture above is a picture of Sang Zhi and Yin Zhenru passing by a shop with lots of lantern decorations. The icon in the picture above is a visualization of Sang Zhi and Yin Zhenru when passing a shop with lots of lantern decorations. This scene shows that, before the Chinese New Year celebration, Chinese people will decorate every point such as houses, shops, roads and others with decorated lanterns. The picture of the lantern gives an idea that during Chinese New Year celebrations, lanterns are one of the objects that express the hope for good fortune, the hope for a brighter future and to ward off evil spirits and evil threats.

A lantern is a type of lamp made of paper and contains a candle inside. Lanterns are one of the typical Chinese New Year ornaments. Usually lanterns are used as decoration at several points such as homes, shops, temples and streets. Lanterns are synonymous with Chinese New Year, Chinese people usually use them before and after Chinese New Year or Chinese New Year celebrations. However, lanterns are not only used on Chinese New Year, they are also used on happy days such as weddings and other festival celebrations. Lanterns themselves mean happiness and hope. This can be seen in episode 4 minutes to 02.40 when Sang Zhi and Yin Zhenru pass by a shop decorated with red lanterns.

The meaning of the symbol that is conveyed in this scene is that the lantern in the picture above is synonymous with a culture. Lanterns are a type of paper lamp which means happiness and hope, which are usually used before and after Chinese New Year celebrations.

### (3) Paper paste



偷偷藏不住, episode 6 minutes to 09.30

In the picture above Duan Jiaxu is sticking paper sticks on the window. The icons, indexes, and symbols in this scene are described in the following table.

|               |                                                                                                                                                                                                     |
|---------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Icon</b>   | Visualization: in the form of a picture of Duan Jiaxu sticking paper sticks to the window                                                                                                           |
| <b>Index</b>  | Paper stickers containing New Year's prayers and wishes are one of the things that Chinese people usually do during Chinese New Year or Chinese New Year celebrations.                              |
| <b>Symbol</b> | The icons and verbal signs contained the symbolic message of paper sticks, that the Chinese people who put paper sticks on windows were the Chinese people's prayers and hopes for the coming year. |

The visualization above depicts Sang Zhi's family preparing for Chinese New Year or Chinese New Year. At that time, Sang Zhi's father was putting paper sticks on the window. Then Duan Jiaxu, who had just finished teaching Sang Zhi, also helped to stick other paper on the window. Paper stickers are one of the symbols of Chinese culture that are found during Chinese New Year or Chinese New

Year celebrations. The symbolization in the picture above shows a legisign where the paper sticker means hope and prayer for the coming year at the Chinese New Year celebration.

The scene in the picture above is a picture of a man named Duan Jiaxu who is sticking paper sticks on the window. The icon in the picture above is Duan Jiaxu sticking a paper paste and sticking it on the window. This scene shows that Sang Zhi's family wants to celebrate Chinese New Year and Duan Jiaxu helps to stick paper sticks on the windows. The picture of the paper stick gives an idea that during the Chinese New Year celebration paper sticks are one of the objects that express prayers and hopes.

Paper stickers written in Mandarin are often found during Chinese New Year or Chinese New Year. These ornaments are usually attached to windows or doors. These ornaments are usually red and contain prayers and hopes for the coming year. For example, the words "福*fú*" which means prosperity and "喜*xǐ*" which means happiness. These words also mean the hope that good things will enter the house. This can be seen in episode 6 minutes to 09.30 when Duan Jiaxu helps Sang Zhi's family attach paper stickers to celebrate Chinese New Year.

The meaning of the symbol that is conveyed in this scene is that the paper patch containing prayers and hopes contained in the picture above is identical to a culture. Paper stickers are pieces of paper written with kind words and usually contain prayers and hopes for the coming year.

**(4) Angpao or 红包 (hóngbāo)**



偷偷藏不住, episode 6 minutes to 41.20

In the picture above, Duan Jiaxu finds red packets in his jacket pocket. The icons, indexes, and symbols in this scene are described in the following table.

|               |                                                                                                                                                    |
|---------------|----------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Icon</b>   | Visualization: in the form of a picture of Duan Jiaxu holding a red packet                                                                         |
| <b>Index</b>  | Angpao is a red envelope containing money that Chinese people usually use as a tradition during Chinese New Year or Chinese New Year celebrations. |
| <b>Symbol</b> | The icons and verbal signs contain the symbolic message of angpao, that Chinese people who receive angpao will have good luck and good fortune.    |

The visualization above depicts Duan Jiaxu at the airport returning home to Yihe. When he reached into his jacket pocket, he found a red packet. Angpao is a red envelope. Usually used to give money to other people during Chinese New Year or Chinese New Year celebrations. Giving red packets to other people during Chinese New Year or Chinese New Year celebrations is a tradition that has been around for a long time. The symbolization in the picture above shows a legisign, namely an angpao, which means that someone who receives an angpao will have good luck and good fortune.

The scene in the picture above is a picture of a man named Duan Jiaxu who finds an red packet in his jacket pocket. The icon in the picture above is Duan Jiaxu holding a red packet. This scene shows that, after Duan Jiaxu helped Sang Zhi's family prepare for the Chinese New Year celebration,

Dua Jiaxu got an envelope that Sang Zhi secretly put in her jacket pocket. The picture of the angpao gives an idea that during the Chinese New Year celebration, giving angpao to other people is a tradition and the person who receives the angpao is expected to have good luck and good fortune.

Judging from the Mandarin word 红包 (*hóngbāo*), angpao means red packet. The red color on the angpao itself means happiness and enthusiasm for the person who receives it. Angpao is usually given from parents to their unmarried children in the form of money wrapped in red paper. Apart from being a symbol of good luck, angpao is also a form of expression of happiness and devotion from children to their parents for the mistakes they made in the previous year. Apart from giving angpao on Chinese New Year, angpao can also be given when visiting a wedding. This can be seen in episode 6 minutes 41.20 which shows Duan Jiaxu holding a red packet.

The meaning of the symbol that is conveyed in this scene is that the angpao in the picture above is synonymous with a culture. Angpao is a red envelope containing money that is usually given to other people as a hope that the person who receives it will avoid bad luck and have good luck in the future.

### (5) Chinese knot



偷偷藏不住, episode 16 minutes to 23:48

The picture above shows Duan Jiaxu just returning home. The icons, indexes, and symbols in this scene are described in the following table.

|               |                                                                                                                                     |
|---------------|-------------------------------------------------------------------------------------------------------------------------------------|
| <b>Icon</b>   | Visualization: in the form of a picture of Duan Jiaxu chatting with his mother, Xu Ruoshu                                           |
| <b>Index</b>  | Chinese knots or 中国结 ( <i>zhōngguójié</i> ) are one of the symbols of popular art used by Chinese people and are a cultural symbol. |
| <b>Symbol</b> | The icons and verbal signs contain symbolic messages from Chinese knots, namely good hope and blessings.                            |

The visualization above depicts Duan Jiaxu coming home from work very late at night. When he came home he still found his mother sitting making a handmade bracelet. The scene shows a Chinese knot decoration or 中国结 (*zhōngguójié*) located on the wall, hanging in a small wooden cupboard. Chinese knotting or 中国结 (*zhōngguójié*) is an art of knotting rope in such a way as to form beautiful shapes, ranging from flowers to animals. Chinese knots are usually used as home decorations and also fashion decorations (hair ornaments, earrings, necklaces, brooches, belts, bracelets and rings). The symbolization in the picture above shows the legisign, which is a Chinese knot which means good luck and peace.

The scene in the picture above is a picture of Duan Jiaxu just coming home from work. When he opened the door, to his right there was a Chinese knot hanging from a small wooden wall cupboard.

The icon in the image above is a Chinese knot hanging from a small wooden wall cupboard. This scene shows that, apart from being used as fashion decoration, Chinese knots or 中国结 (*zhōngguójié*) can also be used as home decoration. Apart from being a home decoration, Chinese knots can also be presented as good luck charms.

中国结 (*zhōngguójié*) can be interpreted as a Chinese knot. 结 (*jié*) itself means knot or tie, therefore Chinese knotting is an art of tying ropes together to form a beautiful shape. One of the main characteristics of the Chinese knot is that the knot is tied using only one thread. Chinese knots themselves have been around since ancient times, where in ancient times knots were used to wrap and tie items. However, as time goes by, Chinese knots are now one of the popular modern arts for fashion and wall decoration. Even now Chinese knots are also equipped with beads or jade so they look aesthetic and beautiful. The colors of the nodes vary, from red, blue, gold, green or black. The color most often used is red because it means good luck. Different knot shapes will have different meanings. For example, a clover-leaf knot means luck and good fortune; the circular brocade shape means luck, wholeness and balance; and the shape of a double coin which means the circle of life. This can be seen in episode 16 minutes to 23:48 which shows Chinese knots in the living room of Duan Jiaxu's house.

The meaning of the symbol that is conveyed in this scene is that the Chinese knot in the picture above is identical to a culture. Chinese knots used as home decorations have decorative value and can be used as good luck charms and are believed to be charms to ward off evil spirits.

**(6) Writing 囍 (*xǐ*)**



偷偷藏不住, episode 13 minutes to 26:56

The picture above shows a picture of Qian Fei's wedding scene. The icons, indexes, and symbols in this scene are described in the following table.

|               |                                                                                                                                                                               |
|---------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Icon</b>   | Visualization: in the form of a picture of Qian Fei's wedding decorations                                                                                                     |
| <b>Index</b>  | The word 囍 ( <i>xǐ</i> ) on Qian Fei's wedding decorations is a symbol often used at weddings                                                                                 |
| <b>Symbol</b> | The icons and verbal signs contained a symbolic message written 囍 ( <i>xǐ</i> ), that at the wedding there were a pair of lovers who were happy together or double happiness. |

The sign of this scene is the image of Qian Fei and his bride showing happy expressions. Meanwhile, the legisign in this scene is the writing 囍 (*xǐ*) on Qian Fei's wedding decorations.

The icon of this scene is Qian Fei's lively wedding atmosphere with all pink decorations. Qian Fei and his bride walked down the stairs with happy smiles. Thunderous applause could be heard throughout the room. As they passed among the guests, Qian Fei and his bride smiled even more as they walked hand in hand and occasionally waved to the guests. Several guests who saw the happy couple also recorded the moment with their cellphones.

The symbolic meaning that is conveyed in this scene is the writing 囍(xǐ) between the wedding decorations.囍 (xǐ) is a symbol that is often used at weddings. The word 囍(xǐ) itself consists of the character 喜(xǐ) which means happiness, where there are two characters so that the meaning of shuang xi 囍(xǐ) is two happiness or double happiness. 囍(xǐ) at a wedding can be interpreted as the happiness of two people who have been united in marriage (Ginting et al., 2023).

## CONCLUSION

Based on the results of research and discussions that have been carried out using Edwar Djamaris' theory, information was obtained that the cultural values contained in the drama 偷偷藏不住 (*tōutōu cáng bù zhù*) consist of (1) Cultural values of human relationships with God, (2) Cultural values human relations with society, (3) Cultural values of human relations with themselves, (4) Cultural values of human relations with humans, and (5) Cultural values of human relations with nature.

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