

Communication as a Catalyst for Motivational Shifts in “How to Make Millions Before Grandma Dies”

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Abstract - The journey of life experienced by an individual, along with the dynamics faced, reflects various motivations influenced by intentions and the environment, shaping individual behavior. This study explores the changes in the motivations of the main character in the film *How to Make Millions Before Grandma Dies*. The main character, influenced by his personal interactions with Amah, alters his motivation from wealth to appreciation of Amah's legacy of wisdom and relationship. Using the Theory of Reasoned Action (TRA), this research reveals that the motivations shift from externally driven materialistic goals to internally driven emotional goals. Through a qualitative approach employing Todorov's Narrative Analysis Method, the findings demonstrate that interpersonal communication is crucial as a catalyst for motivational shifts, showing how social interactions can influence individual attitudes and behaviors, and highlighting the importance of family values in this transformation process. To conclude, every rational action generates intrinsic and extrinsic drives, regardless of whether the outcome aligns with the original objective. The dynamics and communication involved will lead to self-development.

Keywords: Interpersonal Communication; Motivation; Theory of Reasoned Action; Todorov's Narrative Analysis; Life experience

Introduction

The movie *How to Make Millions Before Grandma Dies* (HTMMBGD) (Boonnitipat, 2024) tells the story of motivational change and communication dynamics in family relationships. M, a young man of Chinese-Thai descent, is a university dropout and an avid video game streamer. He dreams of getting rich quickly, but reality does not meet his expectations. Inspiration comes when he

pays a visit to his paternal grandfather, Akong, who is cared for by his cousin, Mui. Upon Akong's death, Mui is the primary beneficiary of a considerable estate, while M only receives a pure silver belt. This event motivates M to approach his grandmother, called Amah, with a similar goal.

M's eagerness to inherit Amah's estate leads him to offer to look after his maternal grandmother, Amah, who has recently been diagnosed with stage four cancer. Since Amah's children are too busy to care for her, M sells all his streaming devices and computers and moves in with her. He attends her chemotherapy sessions and helps her sell congee every morning. As they spend more time together, their relationship deepens, and M's affection grows as he begins to understand Amah's habits and desires, including her eagerness to wait for family visits every Sunday.

Initially motivated by the possibility of receiving an inheritance, M gradually develops genuine care for Amah, especially after witnessing her health struggles. A family conflict worsens the situation because Ahma's eldest son, Kiang, is solely concerned with the inheritance. Sew, Amah's daughter and M's mother, struggles to commit fully to the family. Meanwhile, Soei, Amah's youngest son, falls into significant debt and misuses Amah's savings. In an effort to help Soei, M even gives up his cherished pure silver belt to help him repay his debts. However, Amah is deeply disappointed and hurt when she discovers that M has surreptitiously attempted to sell her house prior to moving in with her.

Amah, wishing for a beautiful grave to ensure her family will visit regularly, asks M to accompany her to her brother's house to request financial assistance. However, the request is denied. As Amah's health declines, M becomes distraught upon learning that Amah has bequeathed the house to Soei. Feeling unappreciated, M leaves Amah and returns to live with his mother. Eventually, Amah's house is sold, and she is forced to move into a nursing home. After careful reflection, M realizes that inheritance is not his primary objective. He visits Amah at the nursing home and asks her to come live with him and his mother. Amah succumbs to cancer after a brief illness. Shortly thereafter, M receives a phone call from the bank, informing him that Amah has diligently saved a substantial sum for him over the years. M subsequently decides to withdraw all the savings, close the account, and purchase a plot of land for his grandmother's grave. These actions reflect his transformation from a materialistic mindset to one rooted in love and compassion.

The film demonstrates how shifts in M's motivation and the evolving communication dynamics between characters are driven by the desire for inheritance. M is motivated by the aspiration to receive an inheritance, mirroring Mui's success. The direct, live dialogue between M and Amah, as well as with other family members, exemplifies the dynamic and complex interpersonal communication within the family. Such face-to-face communication facilitates the exchange of information and significantly influences the formation of each character's identity. Marta (2018) explains that an individual's identity is shaped by how others perceive them and how they respond to these perceptions. Direct communication serves as the dynamic arena where this identity-formation process unfolds.

The background of Chinese-Thai culture, characterized by the main character's family values, serves as the main stage in the film HTMMBGD. The concept of *katanyu* or gratitude and the practice of Mahayana Buddhism form a strong social norm that encourages family members to be respectful and loyal (Supawatanakul & Tanmahasmut, 2023a; เกศพิชญวัฒนา, 1999).

The interplay of interpersonal communication, individual backstories, and evolving motivations reveal the intricate connection between internal drives and family values. A significant shift occurs in M's motivation, transitioning from extrinsic rewards to intrinsic values, following his introspection on the nature of his relationship with Amah. Therefore, this study aims to extend the Theory of Reasoned Action (TRA) by examining this transformation within the context of the film. Furthermore, the analysis centers on the pivotal role of motivation in the development of the main character, M.

Theoretical Framework

The Theory of Reasoned Action (TRA) is employed to explain the evolving motivations of the character M within the film. This study centers on the dynamics of interpersonal communication between M and Amah, examining how individual motivation shifts throughout the narrative. The TRA provides a robust theoretical framework for understanding the complex and interdependent relationship between motivation, intention, and behavior as observed in the main character's development.

The TRA was introduced by Ajzen and Fishbein in 1980 and extended by Ajzen in 1991 (Ajzen, 1991; Warshaw & Davis, 1985). The theory posits that an individual's intention to perform an action is influenced by two primary factors: attitude toward the action and subjective norms (Mahyarni, 2013). Attitude refers to an individual's evaluation of the consequences of acting, while subjective norms reflect the perceived social pressure to perform or avoid a particular action. Before performing an act, an individual tends to evaluate the potential consequences based on these two factors.

Behavioral intention can be defined as the intensity with which an individual intends to act in a particular situation. Attitudes towards the outcomes of previous actions influence these intentions through the associated feelings. Additionally, subjective norms, which reflect societal views regarding behavior, also play a crucial role. Within the context of the film HTMMBGD, this concept of behavioral intentions aids viewers in understanding how M and Amah make their decisions based on their attitudes and the societal norms they encounter.

Regarding goal pursuit, Moersdorf et al. (2023) explain that goal pursuit is an understanding of the relationship between the means and the outcomes a person wishes to achieve or avoid. Goals are mental images of desired outcomes that a person wants to achieve. Intentions, desired end states, and future-oriented thoughts determine goals. Furthermore, personal goals are also those individuals actively set and pursue (Milyavskaya & Werner, 2018). Therefore, goals can be said to be mental images of desired outcomes determined by intentions and thoughts centered on the future. In contrast, personal goals are those that individuals set and pursue in their daily lives.

There is a significant difference between behavioral intention (BI) and behavioral expectation (BE) in the understanding of behavior (Sheppard et al., 1988). BI refers to the intention to act, while BE indicates a person's realistic expectations of possible behavior. BE is considered more accurate in predicting behavior when external factors influence the outcome. Within the context of the film, the main character's initial extrinsic, materialistic motivation to care for his grandmother is influenced by the notion of *katanyu* and Mui's advice regarding inheritance. However, the main character's attitude and goals undergo a significant transformation based on his experiences with Amah. In the film, these elements are influenced by M's direct experience through daily interaction as he looks after Amah. M's initial attitude towards caring for Amah changes due to intense interpersonal interactions, where more profound emotional experiences replace subjective norms.

BI and BE are essential in explaining human behavior (Warshaw & Davis, 1985). Although BI does not always directly determine action, BE becomes a more relevant predictor when individuals evaluate additional factors that influence the outcome. In M's case, the change in motivation from extrinsic to intrinsic is evident. Initially, M was only concerned with material gain. Yet, over time, through the experience of caring for Amah, his view of family relationships and the importance of affection changed.

According to the TRA, intention is the most crucial predictor of behavior, with attitudes and subjective norms exerting significant influence on intention (Religia, 2023). Intention is formed through the evaluation of the consequences of one's behavior and the perceived social pressure associated with it (Copeland & Zhao, 2020). Intention to act is strengthened when attitudes and subjective norms toward a particular behavior are positive and robust (Ryu et al., 2023). M's transformation demonstrates how intentions can shift from focusing on material gain to prioritizing emotional and moral values.

The increasing intensity of communication significantly influences the motivational change that drives the main character's behavioral transformation. This transformation occurs as a result of an increasingly close relationship with Amah, as effective communication necessitates a harmonious relationship, mutual understanding, and ethical practices in both the sending and receiving of messages (Gunarsa, 2019). Identity is formed through social interactions that reflect both personal feelings and the perspectives of others. Consequently, identity and change mechanisms are shaped through communication, which serves as a critical tool for socialization.

The subjective dimension of identity comes from oneself, while the dimension of attribution is based on the opinions of others (Marta, 2018). In this case, interpersonal communication between the main character and his grandmother becomes the main factor for the transformation and change of M's character motivation (Effendi & Praja, 1993).

There are two main driving forces for behavior: intrinsic motivation and extrinsic motivation (Rismayanti et al., 2023). External pressures or incentives influence extrinsic motivation, while intrinsic motivation comes from within the individual without the influence of external factors. In HTMMBGD, M's motivation shifts from extrinsic to intrinsic motivation. Initially, M is motivated by the prospect of inheriting wealth from Amah. However, after experiencing conflicts and developing strained relationships with other family members, M comes to understand the true meaning of affection. Amah's secret savings become a symbol of a valuable life lesson for M, emphasizing that family ties and affection holds greater value than material gain.

This study aims to explore how M's motivation evolves in the film HTMMBGD by analyzing the dynamics of his interpersonal communication with Amah through the lens of the TRA. Utilizing the TRA, the analysis examines shifts in attitudes and subjective norms, identifying the most critical components of their communication. Furthermore, the research results offer insights into family dynamics and the mechanisms behind individual behavioral change.



Figure 1. HTMMBGD Movie Poster
Source: IMDb

Material and Methodology

The original Thai title 'หลานม่า' (*Lahn Mah*), meaning *Grandma's Grandchild*, offers a more nuanced portrayal of the familial bond at its core than the English title, *How to Make Millions Before Grandma Dies*. The English title presumably has been designed to meet the commercial appeal by attracting a wider audience drawn to the allure of financial success. However, this title may not fully capture the profound emotional depth of the familial relationships portrayed within the film.

The plot revolves around a grandmother and her grandson, highlighting their deep relationship rather than focusing on wealth acquisition. The film masterfully blends drama and comedy, touching audiences and reflecting on the importance of family and human connection.

Previous research has employed a semiotic approach to reveal the underlying messages and themes conveyed through visual and textual elements in the film HTMMBGD (Uyunnisya, 2024). Signifiers such as character images and the figure of a grandmother reflect the complexity of the family, materialistic needs, and the need for time. The provocative title, prominent fonts, bright colors, and facial expressions combine elements of comedy and tragedy. This poster serves as a promotional tool and conveys the central theme, creating a story about conflict within the family and the pursuit of quick wealth.

This qualitative research uses Todorov's narrative analysis approach and interpersonal communication to gain a deeper and more comprehensive understanding of the main character's motivation changing over time.

The purpose of qualitative research is to understand the overall phenomenon of the subject in the natural environment. This research descriptively examines actions and perceptions (Moleong, 2017) because social influence cannot be measured quantitatively (Saryono & Anggraeni, 2010). Qualitative descriptive research in film, movie, or cinema studies observes people's experiences,

knowledge, attitudes, feelings, and views (Bal, 2008; Ehsani et al., 2016; Lewis, 2014; Sikov, 2010). This is in accordance with the research that aims to comprehensively answer the questions of why, what, where, and how to understand the subject being studied.

Narrative analysis is a method used to understand how a storyline is structured and how its elements, such as theme, character, and conflict, develop over time (Kharisma & Mayangsari, 2018; Monica et al., 2023; "Overhearing Film Dialogue," 2000). This approach identifies the plot and storyline and demonstrates the changes within the storyline. The analysis of character M's changes focuses on the emotional, psychological, and social factors that shape the character's actions and decisions. The analysis also explores the characters' evolving motivations within the context of the film's narrative, paying particular attention to the interplay between individual characters and the overarching social dynamics. Todorov proposed a five-stage structure for storylines or narratives: the initial state (equilibrium), disruption, recognition (search), reaction (restoration), and new state (new equilibrium) (Cherise, 2023).

Interpersonal communication between characters, especially between M and Amah, contributes to M's change in motivation. Interpersonal communication occurs between two people who have a clear relationship with each other and are connected in some way (DeVito, 1992). This film shows how intense interpersonal relationships can influence a person's attitudes and goals.

During the film, emotional interactions occur, greatly influencing M's view and response to the circumstances around him. Interpersonal communication usually occurs face-to-face, with each person involved influencing how others view the communication (Anggraini et al., 2022). Social and subjective norms that direct the attitudes and intentions of the characters also appear and this interaction. The current study analyzes verbal and non-verbal communication in the characters, in addition to seeing how communication can increase understanding of M's change in motivation from external (materialistic) to internal (affection and family relationships).

Therefore, an analysis of interpersonal communication functions that influence character attitudes and intentions, in accordance with the TRA, was utilized. The theory is relevant in analyzing the decision-making process involving intentions, attitudes, and social norms (Gilal et al., 2019). This method links the changes in the attitudes and desires of the main character, M, with film communication. Through TRA, M's attitude toward caring for Amah and the existing social norms that influenced his initial intention to act with materialistic motivations to get an inheritance were explored, and his interactions with Amah changed his intentions and attitudes throughout the story.

The HTMMBGD film does not only discuss the shifts in individual drives but also shows the social and cultural contexts that influence the choices and actions of the characters. The social norms depicted, such as cultural values regarding inheritance and family responsibilities, play an essential role in shaping the attitudes and motivations of the characters. A qualitative approach allows a deeper analysis of these social and cultural contexts. It allows researchers to understand how social pressures, social values, and cultural norms drive the dynamics of communication between characters and, ultimately, the attitudes and motivations of the characters.

Events in the narrative consist of various ideas. There is no relationship between the narrative and actual events because the narrator chooses events that are considered important and arranges the events in certain parts. In general, events can be viewed as journeys, each with a starting point and a final destination, comprised of distinct stages. These stages are not always found in real situations (Eriyanto, 2015; Harang et al., 2019). The analysis focuses on film segments that depict meaningful interactions between characters and changes in their motivations, namely 12 scenes that are the main discussion where communication between characters influences and transforms motivation throughout the story.

This study solely focuses on the main characters and their communication relationships. Another limitation of this study is its exclusive focus on motivation and communication, neglecting other crucial elements such as cinematography or production design.

This study aims to determine how the character motivation process changes and how interpersonal communication plays a vital role (Azizaty & Putri, 2018). Todorov's narrative analysis enables the analysis to explain how narrative structure and communication dynamics influence characters' achievement of goals and overcoming internal conflicts.

This study is expected to provide deeper insight into changes in character motivation in the film. Additionally, it also provides a better understanding of the story development process and

character changes reflected in their interactions, especially in films that focus on the theme of family and emotional relationships between individuals

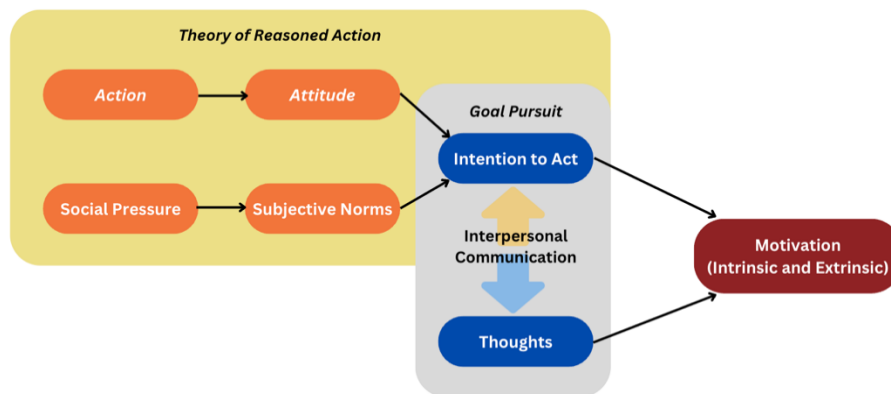


Figure 2. TRA Framework for Analysis in the Current Research
Source: Researcher, 2024

Results and Discussion

The film HTMMBGD depicts family relationships' dynamics with various intentions behind them. However, besides that, family members' affection for their roles as parents, children, and grandchildren is always in the heart. The film connects with the audience and portrays the reality of many Asian family dynamics.

The Amah family is a partial picture of a Chinese family in Thailand, as reflected in how their grandmother is called Amah and the cultural and traditional practices carried out in their lives. As explained on the *Expactica* website, Thailand is predominantly Buddhist, with Theravada as the dominant sect, followed by Islam, Christianity, and other minor religions (Buswell, 2024). Although Thai is the official language, Thailand has a rich linguistic diversity, with over 73 languages spoken, including 51 indigenous languages. Thai remains the mother tongue for most of the population (92.7%). Other commonly spoken languages include Burmese, Chinese, English, and Malay. The Amah family is depicted as still following Chinese culture with some touches of Thai culture.

Traditions and cultures have been passed down from generation to generation due to Thai society's widespread adoption of the Chinese language, beliefs, rituals, traditions, and culture (Zhang, 2022). In some cases, Thai and Chinese cultures have blended (Sukjairungwattana, 2023). Cultural assimilation is also influenced by religion and beliefs, such as the Buddhist beliefs of Amah's family. The description of TRA is explained in Table 1.

Table 1. Theory of Reasoned Action

Component	Information
Setting and Scenes	Scene clips related to the research discussion
Attitude	A person's assessment (character) of an object, person, event, or idea. This involves cognitive (thoughts), affective (feelings), and conative (actions) components.
Communication	Dialogue or the process of conveying information, ideas, or messages from one character to another.

Component	Information
Motivation	The internal drive of a person (character) that moves the individual to act or do something.
Behavior	Actions or responses an individual (character) takes in reaction to certain stimuli or situations.

Source: Researcher (2024)

According to TRA, not all actions can be fully controlled because not all desires can be achieved. Thus, every intention is a goal whose achievement always contains uncertainty. Ajzen and Fishbein also explain that social norms influence a person's behavior. These norms are formed from an individual's perception of how others judge their actions. The social environment, such as family, friends, or society, plays an important role in shaping these subjective norms.

M's motivation shifts from craving for securing inheritance to a genuine wish for Amah's happiness. His transformation highlights how personal experiences (internal factors) and family dynamics together with societal expectations (external factors) shape one's motivations and decisions (Abdurrahim, 2021). Internal factors can come from the needs, attitudes, and abilities of individuals. In comparison, external factors are more diverse because they arise from many things, including the environment, social influences, lifestyle, and numerous other factors. Moreover, Buddhism emphasizes the significance of personal effort in achieving valuable goals, teaching that everyone must cultivate compassion and kindness towards all living beings. This belief also emphasizes personal responsibility, which affects M by encouraging him to rely on his actions to bring about positive change (Lesmana et al., 2021).

Motivation is a force that drives someone to act, either from within (intrinsic motivation) or from external factors (extrinsic motivation) (Rofi, 2021). In addition, motivation is also considered an "internal and external drive that changes a person's behavior or attitude" (Uno, 2021). In this film, M's motivation undergoes a significant shift from extrinsic to intrinsic, reflecting his emotional and psychological development. He no longer views Amah solely as a source of inheritance but recognizes her as a family figure who imparts profound meaning through her affection and sacrifice.

The transformation in M's motivation can be attributed to the deepening of his communication with Amah. Communication is fundamental for building and maintaining relationships (Putri et al., 2023). Without communication, social connections are almost impossible to attain. M's time with Amah is the key catalyst for change in the film. Similar to Mui, who overcomes the initial unpleasantness of her grandfather's condition through consistent interaction, M needs to dismantle his preconceived notions about Amah. Spending quality time with her ultimately leads to a transformation in his perspective. Every individual engages in relationships with others through communication, and the messages conveyed carry broad and complex meanings. Therefore, it is crucial to effectively manage interpersonal relationships within the family to maintain healthy and fulfilling connections.

TRA consists of two postulations: attitudes and subjective norms, in terms of communication intervention, which significantly affects M's behavioral intention to get an inheritance from Amah, where the intention is supported only by Mui. Of the two TRA variables, only the attitude variable affects M's behavioral intention to get an inheritance and make Amah happy. This finding suggests that M's desire to make Amah happy surpasses his initial goal of using the inheritance money for his personal benefit. It also indicates that his acts are driven more by personal beliefs than by external social pressure.



Figure 3. Scene cut at 10:12

When M visits Akong's house and hears Mui say that caring for Akong is a well-paid job (see Figure 3), it sparks the idea in M that this could be a job worth pursuing himself. M learns about Mui's inheritance (see Figure 4) and decides to follow in her footsteps.



Figure 4. Scene cut at 11:36

Motivation requires someone to stay motivated before doing a job, with the hope that the work to be completed can provide maximum results (Abbas, 2023). This concept complies with M, who begins to plan a strategy to obtain an inheritance like Mui. Driven by a strong desire to inherit from the ailing Amah, M initiates his plan by visiting her house and offering to provide care. This extrinsic motivation, fueled by observing Mui's successful experience, leads M to abandon his career as a game caster and dedicate himself to the role of a devoted grandson.



Figure 5. Scene cut at 21:22

M reveals that he can be an independent person (see Figure 5). Unfortunately, he is not born into a well-off family who has inherited the family business. Although there is conflict within himself, M sees Amah as an asset at that time. However, Mui's words that there is no purpose in making the elderly who were being cared for sad, and instead giving them happiness, slightly change M's thinking about his intentions. In this scene, there is a shift in M's intrinsic motivation, although his intention to get the inheritance remains strong. Motivation is an urge that “arises in a person, consciously or unconsciously, to carry out an action with a specific purpose” (Badan Pengembangan dan Pembinaan Bahasa, 2016). Additionally, motivation is a state that activates conditions or provides encouragement

for individuals to behave in ways that help achieve goals driven by motivation (Whittar, as cited in Soemanto, 2006).

Thai family traditions, like those of Chinese families, adhere to a culture of high masculinity, where men hold a dominant role and are obeyed by women. Men are often seen as the primary breadwinners responsible for the family's welfare. This practice, rooted in the Confucian teachings, remains prevalent in Chinese and other Asian cultures, reflecting a traditional societal structure where men dominate women within the household. However, the character Sew exemplifies the shifting roles of women, particularly their increasing participation in the workforce while managing familial duties (Szczepaniak et al., 2014; Tong, 2022). Sew represents the working mother archetype, illustrating the transition towards greater female involvement in economic activities. Meanwhile, M moved to Amah's house to help her sell congee, driven by the need to earn money and gain affection, further highlighting the evolving roles of women within the family and society.



Figure 6. Scene cut at 36:15

The family conflict at the weekend gathering emerges when Amah's three children object to caring for Amah, which is the beginning of M's motivational change (see Figure 6).



Figure 7. Scene cut at 41:22

Amah begins undergoing chemotherapy, and Mui recommends that M always accompany Amah (see Figure 7), so he becomes Amah's most beloved family member. The time M spends with Amah, from the beginning of her struggle with cancer, touches his heart as he witnesses her treatment process, making his ambition to inherit seem less important. The function of interest is closely related to feelings and thoughts (Ena & Djami, 2021; Milyavskaya & Werner, 2021). People assess and choose their desired options, which directly influences their decisions.



Figure 8. Scene cut at 46:39

Amid Amah's fear of death, she expresses how happy she is that M takes care of her and helps her sell congee when she is sick. While M initially acts out of a desire to inherit Amah's estate, he

eventually reaches a turning point where his motivation shifts—he now genuinely wants to care for her and make her happy.



Figure 9. Scene cut at 52:14

Only Sew, M's mother, comes to Amah's house during the weekend gathering. M again feels sorry for Amah, who has been hoping for the arrival of her children and grandchildren, and experiences a bit of anger due to the attitude of her two uncles, who cannot make time for Amah. For Amah, the weekend gathering is an opportunity to experience family togetherness. This is similar to the Indonesian concept of *guyub* or harmony, which is a fundamental cultural norm in Indonesian society (Panggabean et al., 2015).

This cultural norm is characterized by a harmonious and comfortable group atmosphere, emphasizing strong bonds and a strong sense of belonging that evokes a familial feeling. It involves the acceptance of social roles, status hierarchies, and mutual interdependence among group members. In Indonesian culture, *guyub* is deeply ingrained and transmitted across generations by cultivating specific habits, values, and behaviors.



Figure 10. Scene cut at 58:44

Family conflict arose again when M discovered Uncle Kiang's family prayer paper did not pray for Amah. Subjective norms are “a function of the belief that individuals approve or disapprove of a behavior” (Nguyen et al., 2018). The belief underlying subjective norms is normative. M was angry because Amah sincerely prayed for all family members, but Amah remained patient and proud of Kiang. In the dialogue at 1:07:35, Amah says that she was sad the day after the Chinese New Year ended, leaving her lonely with the leftovers from the celebration. M was touched and tried to comfort Amah.



Figure 11. Scene cut at 1:11:00

Family conflict arises again when M discovers that Uncle Kiang's family prayer paper does not include prayers for Amah. Subjective norms are “a function of the belief that individuals approve or

disapprove of a behavior” (Nguyen et al., 2018), and the beliefs underlying these norms are considered normative. M becomes angry because Amah sincerely prays for all family members, yet she remains patient and proud of Kiang. In the dialogue at 1:07:35, Amah shares that she felt sad the day after the Chinese New Year ended, as she was left alone with the celebration’s leftovers. M is touched and tries to comfort her.

Amah is disappointed when she discovers, through the CCTV installed by M, that her youngest son, Soei, has stolen savings from the cupboard due to his debts (see Figure 11). The disappointment is felt not only by Amah but also by M. His motivation to collect the inheritance changes, and instead, he gives the pure silver belt inheritance from Akong to help his uncle pay off his debts and asks him to leave. The decline in My’s desire to inherit results from an accumulation of events he experiences and his emotional connection with Amah during their time together (Dresel & Grassinger, 2013).



Figure 12. Scene cut at 1:20:54

Family conflict occurred between Amah's children and Amah's older brother, who refused to give Amah money to purchase a plot of land for her grave after Amah took care of their parents' old age (Figure 12). Emotional stress can occur in family members who feel unappreciated. Small actions considered belittling can trigger sadness, annoyance, and unsupported (Sudarji et al., 2022). During their return journey from Amah's older brother's house, M discovered that Amah cherished the hope that, after her passing, her children and grandchildren would frequently visit her grave.

This heartfelt wish left M feeling helpless in the face of his own limitations. Emotions require a thoughtful and rational evaluation to uphold their specificity and integrity in both content and nature (Damayanti & Engliana, 2022). Engaging in this judgment allows for a deeper understanding of one’s complexities of emotional experiences, ensuring that emotions’ unique characteristics are clearly defined and effectively communicated.



Figure 13. Scene cut at 1:27:35

The inheritance struggle occurred as Amah’s condition declined. The conflict arose between Amah’s three children. However, M thought the most disappointing thing about this situation was that the house deed was given to his uncle Soei, who was known to use money unwisely (Figure 13). Conflicts caused by communication gaps between generations often lead to confusion, sadness, disappointment, and anger for both parents and children (Rachmaria & Susanto, 2024). M was angry and left Amah's house to return to live with his mother.

He was immensely disappointed because Amah still prioritized her children over him, who cared for her during her last days. Based on TRA, behind every individual’s behavior lies a set of different attitudes and beliefs that trigger intentions (Kurniawan et al., 2022). This cycle is based on certain beliefs about the consequences of specific behaviors. As a result, individuals develop attitudes

toward those behaviors, whether they are seen as beneficial or punishing. TRA also explains that what drives M's behavior cannot guarantee the goal's success.



Figure 14. Scene cut at 1: 52:15

Amah eventually passes away, and on the day of her funeral, M receives a call from the bank informing him that he has inherited savings that Amah has set aside for him since he was very young (see Figure 14). Upon this discovery, instead of taking the inheritance money for himself, M chooses to fulfill Amah's wish to be buried in a beautiful grave. According to TRA, attitudes toward behavior are defined as evaluations—either positive or negative—made by individuals regarding a specific behavior (Purwanto, 2020) and personal goals can increase happiness (Milyavskaya & Werner, 2018). These attitudes are shaped by a person's prominent beliefs about the consequences of their actions. M's shift in motivation from enriching himself to making Amah happy occurs because of M's experience in caring for her. M witnesses her loneliness, struggles, and sincere affections as a mother and grandmother toward her children and grandchildren.

Conclusions

This research highlights the interplay between traditional Chinese-Thai values, emphasizing intergenerational living, family cohesion, and modern Asian family dynamics. The Chinese-Thai custom is to live in the same house for several generations, strengthening family ties. Wisdom, cultural customs, and values can be passed down from generation to generation through intergenerational living. The events in the film show parental affection, emphasizing that children should help and care for their parents as they grow older. Intergenerational living also increases social cohesion because this practice encourages a sense of shared resources and shared responsibilities among the extended family. In addition, intergenerational living helps the elderly, improves their health, and reduces loneliness (Supawatanakul & Tanmahasmut, 2023b).

However, in family life, dynamics are always at play. Even in a harmonious family, minor conflicts must exist between family members (Novianti et al., 2017). Sometimes, conflicts strengthen the family's bonds, but not infrequently, some conflicts end in long-term hostility that never finds a solution.

The TRA application in the film HTMMBGD effectively demonstrates how individual motivations, initially driven by external factors such as financial inheritance, can evolve through interpersonal communication and within the context of family relationships. Each character is driven by their own unique motivations. When individuals believe that a particular behavior will help them achieve a specific goal, other beliefs or views that are inconsistent with that behavior will become less influential on their attitudes and norms.

In other words, their focus will become more directed towards beliefs that support their goals, diminishing the influence of irrelevant beliefs (Hamilton et al., 2024). Their intentions drive them to achieve their goal of securing an inheritance in the form of a house from their parents. However, intentions can change along with family relationships that are increasingly formed through interpersonal communication from each character in this film. This change in intention also drives the shift in the motivation of the main character, M, so that everything he does is devoted to Amah and follows the form of the concept of *katanyu* to elders.

Thus, every reasoned action gives rise to intrinsic and extrinsic motivation, even though success or achievement is not necessarily in accordance with the initial intention. However, engaging in these dynamics and communication will facilitate self-development.

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