

CHAPTER I

INTRODUCTION

This chapter presents a general description of the paper. It consists of background of research, statement of the problem, research objective and research significance.

1.1 Background

Terrorist action in the name of Islam repeatedly occurs in the Non-Muslim countries. This causes a fear and anxiety of the resident in there, the term of 'Islam Phobia' recently appear as the name of the condition or it can be defines as an excessive fear condition to everything about Islam. The factor of Islam Phobia not only lead by the action of terror itself but also influenced by mass media, one of them is movie or film.

Film is one of the audio visual communication media which is delivering messages that made by film maker to the audiences. The messages is framing by an art that used any elements and techniques of cinematography. According to Rabiger, the characteristics of film is interesting and entertaining, and makes the audience think (Rabiger, 2009). This is becomes its own advantages where the film conveys messages more efficiently, effectively, easily understood by audiences

In the development, film appear and made not only for delivering messages and entertain but also used for other necessity with enclosed the certain otif like politic propaganda, religion propaganda and so on.

Propaganda, according to O'Donnel and Jowwet (2006) argues that is a deliberate and systematic effort to shape a perceptions, manipulate cognition, and direct behavior to get responses that help the goals of the propagandist (propaganda proponent). Other definition coming from Laswell (1927) according to him propaganda is merely the control of opinions through a symbols which have a meaning, or it is to convey concrete and accurate opinions about thing through a story, rumor, images and other forms that can be used in social communication. The both definition described that the purposes of propaganda is to shape or construct any perception and control opinion through the representation about certain wishes of propagandist.

One of the example of propaganda in film is terrorism propaganda which related to the religion, it is becomes popular issue since the tragedy of the destruction twins tower WTC (World Trade Centre) during September, 11, 2001 in America which is reportedly carried out by group of terrorists that is affiliated with Al-Qaeda of Afghanistan. It is caused United States cried out against terrorism, which is not only used military confrontation by attacking the country of Afghanistan that claimed as a terrorist country, but also doing some political campaign (propaganda) through media, such as film which is produced by Hollywood as the biggest film industry in the world. One of the film are *Air Force One*, tell story about the hijacking privet

president aircraft conducted by terrorists who came from the Middle East and its symbolized that Middle Eastern (Muslim) is the terrorism countries. Then, in *The Kingdom*, showing Muslims of Afghanistan as a terrorist group that should be immediately destroyed. It is almost same with the previous film but in this film there is special forces of group that directly governed by the US President to fight a camp or terrorist base center in Afghanistan, it is so influenced the audiences with showing how Muslims is a terrorist.

The other film is *Black Hawk Down*, that was analyzing deeply by Hakim (2015) explain this movie give a stereotype that people who used turban and have long beard analogized as very dangerous terrorist. The attributes of Islam serve as a symbol of violence.

According to Shaheen (2009) conclude that Muslims are depicted unfavorably in Hollywood films that dominate the post 9/11 cinema include: a) the fabulously wealthy; b) sex maniacs; c) barbaric and uncouth; and, 4) those that revel in acts of terrorism. Consequently, it is contributes immensely to the institutionalization of prejudice against Arabs in America and in most parts of the world, even According to Alalawi (2005) Muslim and people that coming from Muslim Countries for instance Arab, Iraq, Palestine and Afghanistan becomes a target of discrimination because of the strong association with terroristic activities, and gave rise to inhuman and nefarious treatment of Muslims. But, the case is not affected if the audience can think critically and not fully believe in the issue, like in the film that become the object of this research,

where the film is one of them inform the audience to not easy to accuse or judgment someone, especially Muslims based on the outward appearance or identity only.

The film also depicted Muslim and Islam positively, realistic and provides a new understanding of how Islam is and how people should treat them. The kind of film is rarely found in the Hollywood film industry. According to Shaheen (2009) argues that only 5% in Hollywood Movie depicted Character of Muslim/arab that characterized as an ordinary person, which is not bad stereotype and probably it included the film "*The Visitor*" (2007) that was analyzed in this study.

The Visitor is a 2007 drama film written and directed by Tom McCarthy and produced by Michael London and Mary Jane Skalski. The film premiered at the 2007 Toronto International Film Festival and was shown at numerous 2008 festivals, including the Sundance Film Festival, the European Film Market, the Portland International Film Festival, the Miami International Film Festival, South by Southwest, the Dallas International Film Festival, the Phoenix Film Festival, and the Philadelphia International Film Festival.

The Visitor was given a limited release in the US on April 11 in 4 theaters and earned \$86,488 with an average of \$21,622 per theater ranking 45th at the box office (The Visitor, 2008). This film tells the story of an economics professor the name is Walter who accidentally meets Tarek and Zainab as a Muslims that turns out to be illegal immigrants from Syria and Senegal in his apartment in New York. Walter who initially suspicious and hesitant to Tarek has turned out to be close after sharing a

story and help each other. The film through the any signs and symbols give the critics and showing how people should be interact with each other regardless of identity differences such as their religion or where they come from included Islam which have been viewed negatively.

The popularity and positive respond of the viewer proved by nomination Oscar for the best actor categories in 2008 through Richard Jenkins as character of Walter and become the winner in Brisbane International film festival.

The courage to take Islam as the part of theme in this movie when the Islamic situation is not so good in some countries, especially in America itself motivated researcher to analyzing more deeply about what kind of signs or symbols in the script of movie are describing about Muslim.

As for the analysis, researcher used the semiotic approach. This is the study about sign and the ways it work (Fiske: 2004). Preminger (2001: 89) also says that semiotic is the science of signs. But specifically, theory that used only focus to theory semiotic from Charles Sanders Pearce, where is divided sign or he called *Representament* based on the relation with the object become three categories; there are icon, index, and symbol (Pierce, 1935a).

Icon is a sign which similar with the object that represent (seen in a picture or design), whereas, *index* is sign which is have a sign that has a causal relationship with the object it represents, and *symbol* is kind of sign that signs that have a relationship

with the object under conventions, agreements or rules. All of this is representative, because sign is something that represent something else. The theory is applicable to applied in this research, because it can be explore the hide meaning of sign in the film.

1.2 Statement of Problem

According to the explanation in the background of the study, that film delivering messages with some of goals, and sometimes its conveyed indirectly with used symbols or any kind representation (signs). *The Visitor* (2007) is one of film that used this technique, in describing Muslim there are some signs that interesting to analyze and semiotics' Pierce is the suitable theory of this research, which is divided sign or representament into three categories; icon, index and symbol. Based on the case researcher focusing the analysis following this question below:

1. What are the representaments that describe Muslim Based on trichotomy of Sign Pearce theory in *The Visitor* (2007) movie script?
2. How are Muslim portrayed in the script of *The Visitor* (2007) Movies?

1.3 Research Objective

Dealing with the statement of problems, this research has two objectives gained by researcher as follow:

1. To describe any signs about a portrayal of Muslim based on theory of representamens by Charles Sanders Pearce in the script of *The Visitor* (2007) movie.
2. To explain how Muslim are Portrayed thorough the representament that exist in the script.

1.4 Research Significant

There are some that are expected by conducting this research. The benefits such as follow:

1. Theoretically, the research is expected to give a new contribution to the literary studies and linguistics especially in analyzing signs in movie, and hopefully it is can become a reference for further research about how to analyzing signs and meaning in movies used the semiotic theory.
2. Practically, this research will be benefit for the students and readers who have interest in movie studies of the literary criticism or linguistic point of view, and the result of this study is expected to enrich the knowledge about how to understanding western perspective about Muslim in movie thorough signs aspect in script of the movie.

1.5 Definition of Key term

To avoid any misunderstanding about some of terms in the study, in this section will be presented a brief explanation about the meaning of some key term such as:

1. Representament is the synonym of signifier in theory of Saussure, namely an expression of people's thought or a form of sign that represented something. In the case refer to some of words, phrases or sentence in the movie script that related to the portrayal of Muslim.
2. Object in this research is a reference of representament or something that represented by representament. The term is refer to sign classification or trichotomy of Charles Sander Pierce's theories.
3. Movie Script is similar with screen play. It is term of documents that elaborated every action, visual, behavioral and so on, to describing a detail of story. In this study, movie script from '*The Visitor*' (2007).