

CHAPTER I

INTRODUCTION

This chapter presents five points including background, statements of problems, the objectives of the research, the significances of the research, and the definition of the key terms.

1.1 Background

Race for cultural studies is a signifier indicating categories of people based on alleged biological characteristics, including skin pigmentation. Racism is the popular problem on the country. There are many kinds of races such as in America. America society consists of several different groups. There are the White people and the Black people. The Whites born of ages of cultivation, command, education, physical and moral eminence, who represent the Anglo-Saxon with chalky-skinned race, originally from Britain. The Blacks born of age oppression, obedience, ignorance, physical and moral disgrace, who represent the African with dark-skinned race, originally from Africa. Usually racism in America is used to differentiate between the Whites and the Blacks skin. It makes the Blacks live uncomfortable. Racism could refer to different treatment to others in the same or similar situation.

Racial discrimination occurs when a person is treated less favorably, or not given the same opportunities, as others in a similar situation because of their race, the country where they were born, their ethnic origin or their skin color. The

concept of racialization refers to the way in which social relations between people have been structured by the signification of human biological characteristic. The difference of race, made the discrimination become serious. Fishbein(2002, p. 7) remark that discrimination may appear to be simply acting out of prior prejudice, but there is evidence to suggest that prejudice becomes fully developed and formally sanctioned only after the process of differential treatment is well under way. Discrimination is a process which people are considered as different, and then this difference is used for putting some people in a disadvantaged position. The disadvantaged position refers to a lower standard of life or even to a lower status as human being.

Racial discrimination becomes the differentiation in society especially about the differentiation of physical characteristics that lead some people to make the term race as social status from racial status. In other words, every race has different social status. Therefore, the term of racism appears because of the differentiations among the races in society. Tyson (2006) state that racism refers to the unequal power relations that grow from the sociopolitical domination of one race by another and that result in systematic discriminatory practices, for example is segregation, domination, and persecution(p. 360).

That mean, racism is the belief of some people that they are superior and have a right to dominate inferior group or individual, in America usually dominate by white people. In this situation, racism can develop segregation. *Segregation* is a system that keeps different groups separate from each other, either through physical dividers or using social pressures and laws. Segregation in America

occurred because their race, racial segregation as a general term, includes the segregation of facilities, services, and opportunities such as housing, medical care, education, employment, and transportation along racial lines.

One of movies that give imagery of social lives is *The Help*. It is one of the most popular racial movies in America. Movies are used for many reasons, such as, dramatic, fun, and relaxation. The producers sometimes use a great of actress and actor, which is one of the ways to make the popular movie. *The Help* is an American drama film directed by Tate Taylor. The movie is adapted of Stockett's novel in 2009 with the same name. *The Help* movie is released on August 10th, 2011 on blu-ray disc, DVD, and digital. It represented Jackson in 1960s. The movie is produced by DreamWorks Studios, distributed by Touchstone Pictures, edited by Hughes Winbome, music by Thomas Newman, and cinematography. The movie uses English language and the duration is 146 minutes. In *The Help* movie, racial discrimination is shown by the white women who become the employer toward the black women who become the maid.

In literary, movies are similar to novels or short stories in that they tell a story. According to Alqadi(2015, p. 48)“The creation of cinema has brought new considerations as well as new techniques and approaches of the literary text. Films have been greatly influenced by literature.”They include the same genres: romantic, historical, detective, thriller, adventure, horror, and science fiction. However, movies may also include sub-groups such as: action, comedy, tragedy, westerns and war. The methods used to analyze a movie are closely related to those used to analyze literature. Movies are visual media made for viewers.

Movies take command of more of our senses to create special atmospheres, feelings or to bring out emotions.

In movie analysis there is narrative elements of a movie. The narrative elements of movie are shown or immediately inferred from the content of a movie. Bordwell & Thompson(2008, p. 75)explain that a narrative usually mean by the term story, using story in a slightly different way later. Typically a narrative begins with situation occur of change and stability, cause and effect, time and space. The narrative elements of movie are shown or immediately inferred from the content of a film and discerning the exact nature of the film including all of the action and dialogue. Narrative elements like structure are what define a film and make it resonate with its audience. The important of analyzing movie employ structure literary elements such as plot, setting, characterization, point of view, and theme, which make up from the text or screenshot.

In this research, the writer uses discrimination theory from Lustgarten. The theory confer two concepts of discrimination, there are direct discrimination and indirect discrimination. Based on Lustgarten (1980, p. 7)the concept of direct discrimination is “the legal expression of the equal opportunity approach. It sees acts of discrimination as isolated and intentional specific wrongs”. Lustgarten (1980, p. 8) state that the concept indirect discrimination is shifts the inquiry of the law from the respondent’s purposes to the impact of his practices on members of a disadvantaged group. Its means, the direct discrimination happens when a person, or a group of people, is treated less favorably than another person or group because of their background or certain personal characteristics. Whereas, indirect

discrimination occurs when there is an unreasonable rule or policy that is the same for everyone but has an unfair effect on people who share a particular attribute.

Racial discrimination can evoke negative impacts. The impacts of ethnic and race-based discrimination are not confined to those directly subjected to it. Such discrimination can create a climate of apprehension and fear that may curtail the activities and aspirations, and affect the mental health and wellbeing, of others from similar backgrounds. The existence of racial discrimination in America make African-American families not only be directly impacted by the racial system but might also be affected in the sense that what they can do and how they can adapt are limited by the racial system in which they are embedded (Rosenblatt, 2014, p. 10). Even though they have strong attitude, mental health is subject of African-American and this is the impact of racial discrimination. So, black people are less likely than other groups to even acknowledge it as a serious problem.

The writer is interested to analyze about Taylor's *The Help* movie. There are many reasons why the writer selected *The Help* movie to analysis. The first, this movie is adapted from the best seller novel and one of the most popular racial movies. The second, viewed into the subject matter of movie, *The Help* is so attracted to analysis because based on true story with social background of America in 1960s. The image that is based on true story makes this film more alive and has real soul. It can give the writer and the reader more inspirations, awareness to social condition and think of problem solving to solve the social problem. The third, the elements structural on the movie is interesting, when viewed in the tittle movie *The Help* to improve situation, where are distinguish

between the black skin people and white skin people about the dignity of the family, racial and economic. This movie also shows the excellent act from all of the stars, with taking place in Jackson, Mississippi, 1960s.

There are some previous researches related to the topic of racial discrimination theory. The first by Gunawan (The Portrayal of Racial Discrimination after Civil War in Pearl's *The Dante Club*, 2012) the research is focus on racial discrimination of the black in the novel Pearl's *The Dante Club* through post-colonialism theory. The difference with this research is the object research, Gunawan's research use Pearl's novel and the writer use Taylor's movie. The second by Suastifa(The Representation of Racial Discrimination in The Help Novel by Kathryn Stockett, 2011)the research focus on the representation of racial discrimination in Stockett's *The Help* novel, which one the theory referred to mimesis or imitation, and the representation of focus on the characteristics of two main characters Aibileen and Minny. The difference with this research in theory, Suastifa use the representation theory by Stuart Hill, and the object from *The Help* novel by Stockett. The third by Anugrah (African American Women's Struggles Against Racial Discrimination in Sue Monk Kidd's *The Secret Life of Bees*, 2015) the research is focus on African American women's struggle against the racial discrimination in Sue Monk Kidd's *The Secret Life of Bees*. The difference with this research is the object research.

Racial discrimination is important social issue could be traced back to the twentieth century in United Stated of America. In *The Help* movie, racial discrimination as primary theme, there are abundant types in it. In this research,

the writer would like to analyze racial discrimination between black people and white people based on discrimination theory. The writer employ discrimination theory and structuralism because is suitable to analyze this movie. The writer takes this research entitled “**The Impact of Racial Discrimination in Taylor’s *The Help* Movie.**”

1.2 Statement of Problems

Based on the background of problem can be formulated into the research questions as follows:

1. What are racial discriminations presented in *The Help* movie?
2. How are the impacts of racial discrimination toward the black people described in *The Help* movie?

1.3 Research Objective

The objectives of this research are related to the problems that have been stated above and aiming to answer the questions, they are:

1. To describe the racial discrimination presented in *The Help* movie.
2. To find out the impacts of discrimination received the blacks in *The Help* movie.

1.4 Research Significance

In this research, the writer expects that this research can give a significance benefit of the reader. Personally, the significance of this research is a

challenge to improve and to increase the knowledge about the term of racism especially racial discrimination in literary and the movie. Academically, this research has a significant to improve the knowledge about “Racial Discrimination” in literary and movie. Practically, this research is to be a reference for the reader who wants to analyze the similar problem.

1.5 Definition of Key Terms

To prevent misinterpretation the terms that applied in this research, the writer has the explanation on the terms that require to be explained are:

1. Racism

The term racism use in this research is the unfair treatment of people who belong to a different race; violent behavior towards them.

2. Discrimination

The term discrimination use in this research is treating a person or particular group of people differently, especially in a worse way from the way in which you treat other people, because of their skin color, religion, class social, etc.

3. Racial Discrimination

The term racial discrimination use in this research refers to any distinction, exclusion, restriction or preference based on race, color, descent, or national or ethnic origin which has the purpose or effect of nullifying or impairing the recognition, enjoyment or exercise, on an equal footing, of

human rights and fundamental freedoms in the political, economic, social, cultural or any other field of public life.

4. Movie

The term movie use in this research refers to literary work, who has a type of visual communication which used moving pictures and sound to tell stories or inform.

5. Narrative Element of Movie

The term narrative element of movie use in this research is generally described as the structural framework that underlies the order and manner in which a narrative is presented to audience. The narrative elements in movie are the same as those in fiction, such as theme, characteristic, setting, plot, and point of view.

