

## TABLE OF CONTENT

CHAPTER I INTRODUCTION .....	1
1.1 Background of the Research.....	1
1.2 Statements of Problem.....	6
1.3 Research Objective .....	6
1.4 Research Significance .....	7
1.5 Previous Studies .....	7
1.6 Definition of Key Term .....	9
CHAPTER II THEORETICAL FOUNDATION .....	11
2.1 Overview of Semiotics .....	11
2.1.1 Semiotics .....	11
2.1.2 Roland Barthes Analysis on Semiotics .....	13
2.2 Direct and Indirect Speech Acts .....	18
2.3 The Study of Race and Racism .....	21
2.3.1 Understanding of Race .....	21
2.3.2 Understanding of Racism.....	22
2.3.3 The Beginning of the Ideology of Racism .....	25
2.3.4 Slavery: The First Emergence of Racism.....	27
2.3.5 Efforts on Racial Segregation in the United States.....	32
2.3.6 Type of Racism .....	34
CHAPTER III RESEACRH METHOD .....	37
3.1 Research Design .....	37
3.2 Sample Data .....	38
3.3 Souce of Data .....	42
3.4 Technique of Collecting Data.....	42
3.5 Technique of Analysis Data .....	43
3.6 Organization of Writing .....	44
CHAPTER IV ANALYSIS AND DISCUSSION .....	46
4.1 Linguistic Expression of Racism in Youtube Video Key and Peele.....	46
4.1.1 Direct Expression Type of Stigma .....	46
4.1.2 Direct Expression Type of Irony .....	58

4.1.3	Direct Expression Type of Sarcasm.....	62
4.1.4	Direct Expression Type of Ambivalent.....	64
4.1.5	Direct Expression Type of Framing.....	65
4.1.6	Indirect Expression Type of Stigma.....	69
4.1.7	Indirect Expression Type of Irony .....	71
4.1.8	Indirect Expression Type of Sarcasm .....	74
4.2	Content of Racism in Youtube Video Key and Peelek .....	75
4.2.1	Is This Country Song Racist?.....	75
4.2.2	This Superhero Squad Has a Discrimination Problem (feat. Brenda Song & Rob Huebel).....	75
4.2.3	White Zombies .....	76
4.2.4	Is Dog Racist? .....	77
4.2.5	Negrotown.....	78
4.2.6	Awkward Apologies from White People .....	79
4.2.7	The Last Side Gig You'd Expect a Cop to Have .....	80
4.3	Relation between Expression and Content.....	81
4.3.1	Is This Country Song Racist?.....	81
4.3.2	This Superhero Squad Has a Discrimination Problem (feat. Brenda Song & Rob Huebel).....	83
4.3.3	White Zombies .....	84
4.3.4	Is Dog Racist? .....	85
4.3.5	Negrotown.....	86
4.3.6	Awkward Apologies from White People .....	89
4.3.7	The Last Side Gig You'd Expect a Cop to Have .....	90
CHAPTER V CONCLUSSION AND SUGGESTIONS.....		93
5.1	Conclusion.....	93
5.2	Suggestions.....	94