

CHAPTER I

INTRODUCTION

This chapter presents a general description of the research. It provides the research background, previous study, statement of problem, research purpose, research significances and definition of key term.

1.1 Background of the Research

The use of language in interpersonal and intergroup communication is one of the tools of the trade. to fulfill the user language's objectives. The most significant advantage of the language itself is that, in the end, the audience's ingrained comprehension process and what language users transmit can be attained as planned.

The most fundamental means of conveying understanding is language. However, other techniques have been developed that work in tandem with language and can result in astonishing interpretations. It is indisputable, however, that in today's world, the role that the community of language users perceives as being little is the last one to be able to become an unbreakable bridge for a purpose, namely to help others understand (Azhar, 2018).

The language is altered in a variety of ways and forms to aid comprehension in listeners and readers. Giving a sentence that leads to the primary idea or topic of the conversation is one technique to ensure that the audience understands (Rabiah, 2012).

Language is a system of sounds. As a result, language can be defined as a meaning-containing utterance sound produced by a speech device. Written language is a subsidiary subject of study in linguistics, although this voice sound is the main/primary object. The most differentiating characteristic is language. People and other creatures. Language permeates everything, including human endeavors. Language is a way of thinking and a tool for humans. As a result, the response to the question "what is language?" can be a variety of Some responded by saying that

language is a tool for communicate ideas, language is a tool for interaction, and language is self-expression tools, among other things (Rabiah, 2012).

Humans are born with different characters and physical characteristics and that's not just a mistake. In nature, the creature created or born does not have to choose and determine the color of the skin or physical form its birth, including being born in a faulty state that makes u qualified of disability. All of these things are a gift from God. Which means that physical form, especially the color of human skin, is a gift from God that cannot be rejected by any human being. The differences in this area should not be used to determine the degree of each existing race and rather divide or become an obstacle the creation of peace in human life, but the differences and diversity of these doabi includes racial differences which is a gift of the lord. Moreover, each individual of a different race can marry without causing biological defects, since the essential elements all human beings are Homo sapiens. All creatures, including man, created by God equally and endowed with the same individual rights. Likewise, the rights of all human beings who are born, in the choice of beliefs to be embraced by them (Rogers & Bowman, 2008).

Every nation in the world has known the relationship in every different culture for hundreds of centuries, but after the development of the times, many modern experts have even shown that the difference is public, and this difference is used by the orange person. by having an interest that arises in life such as political, commercial, ethnic conflicts as well as conflicts related to existing beliefs or religions.

Racism is a belief system or doctrine that states that the physical or biological differences of the human race determine cultural or individual success, that a certain race is superior, and that the superior may have the right to rule over other races. It is also a major factor of social discrimination, racial violence, segregation and genocide. According to Gobineau in (Taufik & Hasniar, 2016) believes that each human race is an existing hierarchical structure and that superior races can give rise to great civilizations and have the natural right to rule and enslave other races. He also claimed that the white race is a superior race and the impact of the white race is the black race. Higher and lower groups emerge with racial injustice. According

to Paradise in (Taufik & Hasniar, 2016) Racial injustice is an act of injustice against individuals or groups based on race. This racial injustice can be expressed through stereotypes (racist beliefs), prejudice (racist emotions) or discrimination (racist behaviors and practices).

The racial practices that took place in Africa during the preceding era are an example; for instance, apartheid was a political system in South Africa that finally gave rise to human rights activists. Nelson Mandela steadfastly resisted and fought for equal rights between black Africans and the white descendants who were in charge at the time, using all of his might at the time. The mistreatment of black slaves in order to preserve British ancestry in England ultimately resulted from racial supremacy and purity as well as domestic economic considerations (Irab, 2007).

Even pregnant African women are still required to work hard in the fields and plantations, which is another unfortunate reality. Only three to four months are given to women who want to breastfeed their infants. As a result, the majority of the children born to these slaves perished horribly.(Irab, 2007)

Racism in the United States has existed since the colonial era in the 1600s. It also has a huge impact on the lives of a number of people in the United States, for example, it has happened to blacks, Latinos and also to Native Americans, namely Indians. Even today, there are still many issues of racial discrimination in society, which also creates a barrier between humans and existing racial differences. Many case studies in the United States explain existing racial discrimination. So, there aren't a lot of people who have a label towards the racial differences that are there. According to Hafidz in (Febriani, 2021) This behavior has indeed developed since the post-colonial period and has not disappeared until now, but it has taken root and taken root in our ancestors. In fact, it is not an ancient or modern problem, but it is a thought problem. May the spirits of those who planted this as something to be proud of and become superior among the inferiors. So far there has been no change and this is the problem facing those who are inferior and they are not getting true equality as the law stipulates. There are even areas there that are only inhabited by one race. Many cases of discrimination against other races have resulted in deaths,

an example being the May 25, 2020 case of the death of George Floyd, a black man who was accused of using counterfeit cash at a grocery store and which also led to the arrest of Floyd by local white police pinning the victim's neck to the pavement for nearly nine minutes, causing Floyd to die at the scene. After this case, it caused a shock in the United States where residents demonstrated in the name of Black Lives Matter.




Visual	Linguistic Sign
	<p>WHITE!</p>
	<p>POWER!</p>
	<p>MISCEGENATION WILL NOT BE TOLERATED! RACIAL PURITY MUST BE SUSTAINED!</p>

Table 1.1

The data above is taken from a YouTube video entitled Is This Dog Racist? | Key & Peele as an example and the phrase it carries is “White! Power! miscegenation will not be tolerated! Racial purity must be sustained!” which is displayed from 0.35-0.43. The visual of the example provided by the researcher depicts three barking dogs wearing pointed hats and bearing the Ku Klux Klan crest. The Ku Klux Klan here is a radical group that strongly supports white supremacy and disenfranchisement of blacks and African-Americans. The group believes that

the white race is the best race and aims to eradicate blacks as well as African-Americans. the phrase carried is “White! Powers!” means that white people have more power to dominate other races and become the highest race in terms of social status, from the speech “miscegenation will not be tolerated! Racial purity must be sustained!” It was also explained that intermarriage between whites and blacks could not be tolerated and that the purity of the white race had to be maintained and that was absolutely the case. Because in their view, people with skin should be more dominating than the black race and naturally black people should not be treated like humans. According (Bond, 2003) Original intent of the Ku Klux Klan was a major effort aimed at intimidating and intimidating blacks through the supernatural. Unfortunately, this is done to control their psychology based on their fear of the supernatural, they also assure that blacks can be easily deceived and will really believe in anything. They also believe that blacks are deeply superstitious people with wonderful beliefs in the supernatural that are intertwined in their lives, folklore and religion, so here the Ku Klux Klan can easily terrorize them by supernatural means.

The majority of victims of the pervasive racism were black individuals. Only white citizens profited from the division. because amenities owned by white people are generally better than those provided to black people. In certain cases, black people actually receive worse facilities than those owned by white people.

Many movies have brought up problems that have affected particular groups of people. The racism is one of them. One of the many intolerable mindsets that frequently plague mixed cultures is racism. This has frequently occurred in a number of locations around the world, including the United States. The issue of skin color is the type of racism that frequently occurs in the United States. the conflict between whites and blacks, specifically.

Race is still a fascinating topic to talk about. Whereas white people constantly believe that they are more valuable than black people and that their race is superior. The concept of the movie is also impacted by the question of race.

Therefore, in this study, the researcher are interested in analyzing linguistic signs and also visual signs on Key and Peele's YouTube videos, where the video consists

of several plays performed by two actors, namely Keegan Michael Key and Jordan Peele. Their plays cover a wide range of social topics and often feature plays about American popular culture, ethnic stereotypes, social awkwardness, and racial relations. The researcher examines racism in the Key and Peele video with a semiotic theory approach. The researcher intends to apply Roland Barthes' semiotics theory which includes connotation, denotation and mitosis in video analysis to get a clear clarification of the aspects of racism represented. The analysis shows aspects which include racism, racial inequality, discrimination. In other words, this research shows the analysis by identifying the racism brought by Key and Peele in the short film on their YouTube video.

1.2 Statements of Problem

In the background explanation that the researcher finds an element of racism in Key and Peele's YouTube video, both in text, visuals, or both. Thus, this study focuses on the markers, Expression, Relation, Content relating to racism in the video that is the object of this research. To further this research in the above context, there are three questions on this research. They are:

- a. What kind of linguistic and visual racism representation based on Expression concept in short video Key and Peele?
- b. What are Content of linguistic and visual racism in short video Key and Peele?
- c. What are Relation between Expression and Content in short video Key and Peele?

1.3 Research Objective

Based on the formulation of the research questions above, the researcher is intended:

- a. To find out the expression detailed storyline displayed or explained through visual and linguistic signs in each scene that is used as an object.
- b. To find out the value in visual and linguistic signs in each scene that is used as an object.

- c. To obtain interpretations resulting from the narrative (Expression) and also the Value (Content) of the research object

1.4 Research Significance

This research can provide two significant benefits which are divided into theoretical benefits and practical benefits. So that it can be useful for all parties involved in this research.

1.4.1 Theoretically

Theoretically, this research can be a source of information or a reference similar to this research. Then provide an overview of how racism is in the short film on the youtube video Key and Peele, as well as becomes the basis and description of the research for subsequent researcher who conduct semiotics research.

1.4.2 Practically

This research can help to identify and understand the representation of racism from various perspectives which are interpreted in the short film in the YouTube video Key and Peele, as well as a medium of learning to respect each other despite being of different ethnicity, ethnicity, or race. With this research, racial, ethnic or ethnic diversity is something that must be appreciated.

1.5 Previous Studies

Then, there are also other studies that discuss racism with semiotic theory. The previous studies here are one of the references that the researcher took from other studies that are relevant to reviewing them, and the titles are as follows:

- 1) A thesis by Dony Matuahman P "*ANALISIS SEMIOTIKA MAKNA RASISME PADA FILM 8 MILE*". This study reveals the meaning of racism and what is behind it to happen. In this study, Martuahman uses the semiotic method of Ferdinand De Saussure which explains life and the signs that exist in society. With the method he uses, the author selects certain movie scenes and gives them an explanation of their denotations and connotations, and in this study, the authors found that there are three types of racism, including biological racism, economic racism and socio-cultural racism (Martuahman Purba, 2012).

2) A thesis "*RASISME DALAM FILM FITNA (Analisis Semiotika Rasisme di Dalam Film Fitna)*" by Fitri Nur Rohmah. This research was carried out with the aim of knowing the symbol and the use as a support of racism portrayed in the film, as well as the messages that exist and want to be conveyed to the public. In this research, Fitri uses the semiotic method of Roland Barthes and also uses a qualitative study method. In this study, there are two steps, namely the first meaning by describing the meaning of denotation and connotation in the selected scenes as data, then the second meaning is searching for the connotations that exist in the data (Nur Rohmah, 2015).

3) A thesis "*ANALISIS RESEPSI TERHADAP RASISME DALAM FILM (Studi Analisis Resepsi Film 12 Years A Slave pada mahasiswa Multi Etnis)*" by Billy Susanti. This research was carried out with the aim of knowing the symbol and the use as a support of racism portrayed in the film, as well as the messages that exist and want to be conveyed to the public. In this research Billy uses the semiotic method of Roland Barthes and also uses a qualitative study method. In this study, there are two steps, namely the first meaning by describing the meaning of denotation and connotation in the selected scenes as data, then the second meaning is searching for the connotations that exist in the data (Susanti, 2014).

4) A thesis "*RASISME DALAM FILM TINKERBELL (Studi Semiotika Terhadap Isu Rasisme dalam Film Tinkerbell)*" by Marceline Yudith Prawitasari. This research was conducted with the aim of finding out how Disney spreads and articulates racism ideologically in a nutshell which also describes America as a superior country. In this research, Prawitasari uses the semiotic method of Charles Sanders Peirce and also uses qualitative research methods (Prawitasari, 2010).

All previous studies have analyzed racism and the use of semiotic theory and have most often used film as the object, but no research has found the mythical aspect of racism that exists through linguistic and visual signs.

Based on the description above, the author conduct research on the topic of racism with the title of semiotics entitled REPRESENTATION OF RASISM IN SHORT FILM ON YOUTUBE VIDEO KEY AND PEELE. The author uses Roland Barthes' theory as the main theory to analyze this research with phrases or

slogans in the short film *Key and Peele*, and how to find out how *Key and Peele* describe racism through video. Using his theory, the short film *Key and Peele* analyzed by Expression, Relation, and Content to find out every sign that appears in the film and identify things that have elements of racism.

1.6 Definition of Key Term

The following are some definitions of the term used in this research:

a. Representation

In order to convey, describe, capture, or make something that is seen, imagined, or felt in a specific physical form, signals (such as images, sounds, or texts) must be used. Utilizing language to communicate something meaningfully or to display it to others is known as representation. Words, images, pictures, sequences, tales, and other forms of representation can be used to convey concepts, feelings, facts, and other things. In language acquisition, representation depends on already existing and culturally known signs and pictures, as well as on distinct significations or textual systems. This is accomplished via the sign's representation of what we have learned and experienced about reality.

b. Racism

Blacks, Latinos, Native Americans, and Asians are the targeted racial groups in the United States, and they have comparatively less social power compared to members of the agent racial group, who have higher social influence (Whites). Individual behavior, cultural norms and beliefs, as well as societal institutional structures and practices, all encourage this subordination.

c. Short film

One of the most straightforward and intricate types of film is the short film. Charlie Chaplin, a comedian, promoted short films at the outset of their growth. A short movie is, technically speaking, any movie that is under 50 minutes long. Short films provide creators and spectators leeway with language choices,

which results in a wide variety of forms. Even though a short video can only last for 60 seconds, it's crucial that the concepts and media utilization remain relevant. What makes these deviations important is when they open up fresh viewpoints on the medium of film as a whole and go on to significantly advance cinema.

d. YouTube

YouTube is an application that provides information in the form of videos. If you already have a registered account, you can post whatever videos you want and an unlimited number of them using this YouTube application. The entire world can view videos that have been posted. On YouTube, there are various different kinds of video content that are typically uploaded, including user-made video content (produced by the account owner), movie and TV clips, music videos, and video blogs, also known as vlogs.

e. Video

Video technology is used to record, capture, process, transmit, and rearrange moving visuals. Signals from film, video, television, video tape, and other non-computer media can be used to store the video. An electrical signal known as an analog wave, sometimes known as composite video, is used to show each frame. This signal already contains elements of the video, such as color, lighting, and picture synchronization.