

## **CHAPTER ONE**

### **INTRODUCTION**

#### **1.1 Background of Study**

The phenomena of stereotypes are defined in various and different ways and also comes from various sources and it not only happened in the past, but also still happens and exists until this recent day in the broader society as well as within many organizations around the world (Jussim, 2012). Stereotype itself is known as an exaggerated belief that associated with a category that has function to justify (or rationalize) our behavior that correlated to that category (Allport in Brink and Nel, 2015). Regarding to that, people who are stereotyped, commonly because of their race, gender or even age depend on the location demographically (Halberstam in Aryangga and Nurmaily, 2017).

Unfortunately, this stereotyping phenomenon can lead to negative thought and consequences within domains such as the workplace where it will lead to problems such as unwise and unintelligent decisions, problem with communications and in general, it also will establish different opinion about individuals or certain groups who different than ourselves (Jenifer & Raman, 2015). Researchers who experts in the field of stereotypes agreed that stereotypes consist of conventional aspects such as attributing characteristics to different social groups (Lee et al, 2013). Thus, it can be said that there are many sources that can contribute to the formation of stereotypes.

As it mentioned by Arnold et al (2010) that social groups in certain countries can be defined by various criteria such as race, gender, occupation and even age and once those social groups are formed, beliefs or perception usually exist about the characteristics, attributes or behaviors of members that belong to those particular groups (Whitley and Kite, 2006). Luthans (2010) also added that a person or social groups are mostly stereotyped when others (who are stereotyping) are only familiar with the overall category or group to which the person belongs.

Thus, related to those explanations, the writer noticed that many literary works also provide examples of the nature of stereotypes that refers to certain community or social groups and through this research, the writer is interested in discussing the topic of stereotyping of Middle Eastern which can be found in the Aladdin movie (2019) directed by Guy Ritchie. Here, the writer chose this movie as the object of research since the story of Aladdin has adapted in so many versions but still in single narration where a poor man (Aladdin) is falling in love with a princess (Jasmine) after they spends time together. Moreover, another iconic moment of Aladdin is when the main character, Aladdin found a magical lamp in a place called as “wonder cave” and then befriend with the genie who live inside the lamp.

However, in this research, the writer is not focusing on the intrinsic elements such as the difference of the plot among those adaptation stories or about moral value of the story, but the research is focusing more about describing stereotyping of Middle Eastern that can be found in the movie of Aladdin (2019). Here, the writer chose the stereotyping as the topic to be analyzed in the movie since the writer noticed that the authors of the story are stereotyping Middle Eastern whether in place, people or even at their culture. Although many audiences (or society) are

nonchalant with those details, but the writer finds out that western mostly shows mislead Arabs' images through their movies.

As it explained by Ridouani (2011) that it is not surprising that Western media reports maintain a constant irrelevant image of Arabs and Muslims and stereotyping Islam in western media through literature and all means of communications. Moreover, Shaheen (2003) added that in most of media (mostly movie and other literary works), Arabs and Muslims are largely recognized in the West as “erotic”, “primitive” ignorant”, “slave traders” to “terrorist”, “fundamentalists” and “blood-thirsty” and Islam also equated with holy war and hatred, fanaticism and violence and the oppression of women. In other word, it can be said that western media, whether in the form of fiction or non-fiction, literary works or news media are misleading others by showing “their own point of view” (stereotypes) about Middle Eastern.

Shaheen (2003) also argued that Arabs are portrayed in films (both Arab films and non-Arab films) who have common implementation in the role of Arab characters include speaking in a heavy accent, being hostile and cruel/vicious and most of the time are shown in the context of terrorism (such in *American Sniper* film or *The Kingdom* film). Thus, it makes Hollywood emphasis Arabs into Islamophobia and create negative portrayals for the audience. Therefore, through this research, the writer is interested in revealing and describing the stereotypes related to Middle Eastern (especially Arabs) that can be found in the movie of *Aladdin* (2019) directed by Guy Ritchie so that people will understand more about Middle Eastern, such as the society (Arab people) and their culture.

## **1.2 Research Question**

Based on the background of study above, the writer formulates the research question into: How is the stereotypes of Middle Eastern are reflected in the Aladdin movie (2019)?

## **1.3 Research Objective**

Regarding to the research question, the purpose of this research is to describe the stereotypes of Middle Eastern are reflected in the Aladdin movie (2019).

## **1.4 Uses of Study**

### **1.4.1 Theoretical Use**

Theoretically, the writer hopes that this research can be used as one of the references for other researchers who are interested in conducting the similar topic of stereotyping. Moreover, the research also can be very useful for literary students so that they can understand how to apply theory of stereotypes into literary works.

### **1.4.2 Practical Use**

Practically, the result of this research can enrich readers' knowledge so that they will understand more about stereotypes. In addition, the writer also hopes that both common readers and students are more understand that in Middle Eastern, not all Arab people are Muslims and not all Muslim are Arabs because both of them are in different social context.

### **1.5 Scope of Research**

In the Aladdin movie (2019), the writer noticed that there are many aspects that can be analyzed, start from the plot, characters and characterizations, moral values and others. However, in this research, the writer only focuses in analyzing and describing stereotypes that are shown by western (Hollywood) through the Aladdin movie (2019) directed by Guy Ritchie. Further, in order to do the analysis, the writer applied sociological approach and conducted Shaheen's theory (2003).