

CHAPTER TWO

LITERATURE REVIEW

2.1 Previous Study

The function of the previous study is as a guideline for the writer to compare some of the research done by other researchers with this recent study as a new study and has never been discussed by other researchers. The previous studies are used by the writer as supporting data to complete this research. Thus, the writer has found and reviewed five previous studies.

Syayekti (2021), in her thesis entitled *Feminisme Dalam Film Pendek "Tilik"* focuses on how to depict the ideology of feminism in the short film 'Tilik' using John Fiske's semiotic theory. Her research has problem formulation on how the three levels are used regarding feminism in the short film 'Tilik'. Her study aims to find out and analyze feminism in the short film 'Tilik', about how semiotics are from the reality level, representation and ideology level based on the theory. The form of studies used is qualitative with a descriptive approach. This study contributes to giving an example of how to analyze movies by applying John Fiske's theory. On the other hand, this current study focuses on racism in *I am not Your Negro* (2016) film.

Ndiba (2016) in her thesis *Diskriminasi Ras dalam Novela Heart of Darkness karya Joseph Conrad* aims to analyze racial discrimination through the *White* withinside the novel. It additionally analyses the social impact of the discrimination on *Black* in Africa. She makes use of principles from Aristotle, Wellek and Warren, and also De Bonald to explain how is discrimination based on race in Africa influences those who

experienced in the novel. This study contributes to give an example of how to analyze racism issues of Black people with a sociological approach. The differences between her study and this study are in the object of analysis and the theory. In contrast, this study uses film as object analysis and semiotics theory of John Fiske.

In 2017, a journal article entitled "*Depicting the racist past in a "post racial" age: the white, male protagonist in Hell on Wheels and The Knick*" (Wayne, 2017) explored the relationship of moral ambiguity and post-racial depictions in some historical dramas related to racism. This current study analyses the racism issues of Black people in *I am not Your Negro* (2016) film. Wayne argues that the characters in the drama show racially influenced violence. These distinguish from the way long life of some famous culture in the display, which is denied the race from the ancient significance. This study contributes to give an example of the racial form of racism. This previous study is a whole different topic compared to this current study.

The study entitled *Ideologi Patriarki Dalam Film: Semiotika John Fiske Pada Interaksi Ayah Dan Anak Dalam Film Chef* by Setiawan and Kurniadi (2020) analysed the literary work by using John Fiske's theory. Their study is to find out patriarchal ideology in "The Chef". The results of the study are described in those three levels. Reality level shows by the interaction of Carl and Percy' characters in the little and hectic area in 'El Jefe' meals truck of interior and exterior. Representation level shows in a camera angle that makes people who watch concerned in each interplay among characters. The Ideology level described that the patriarchal ideology

supplied in this movie may be used as a reference in constructing father daughter interactions so that the kid does not no longer lose his determined figure. Their study contributes to giving examples of how to analyze movies by applying John Fiske's theory. Meanwhile, the current study will apply John Fiske's theory to analyze racism in *I am not Your Negro* (2016) film.

Baker (2019) in the journal entitled *I Am Not Your Negro's Queer Poetics of Identity and Omission Forthcoming chapter in the Docalogue (series) book on Raoul Peck's I Am Not Your Negro* explained that *I Am Not Your Negro* is a movie journey. While James Baldwin has expressed friendship and admiration for civil rights leaders Medgar Evers, Malcolm X, and Martin Luther King Jr. as US heirs. This film emphasizes interconnection of history and structure to make sense through an inviting story. This film applied the post-structuralist interpretation of Peck's book as a meaningful project of the past and present. This previous study contributes to giving a brief explanation of the film "I am not your Negro" from a different perspective. This study is hoped to support the analysis by having some explanations from Peck's notion regarding this film. Finally, the analysis of the study in this thesis could be different by discussing from a racism perspective.

2.2 Sociological Approach

This study applied the sociological approach as the focus of the analysis regarding issue in the society – race. Sociology is the study of human beings in society, and this could be the appropriate approach as the analysis centres on racism. Winant (2000, p. 170) stated that sociological theory “*has addresses the linkage between modernity and race*”. Thus, this approach is appropriate to delineate racism issue in literary works – that is film. In general, sociology can be said as an objective study of humans and society that includes social processes which are in it. This discipline of course places all social phenomena as study material that must be described scientifically, including patterns of culture, economy, language, literature, and so on. This means that sociology has much influence on literary production. “*Literary works has the main role to raise facts of factual events in their literary production, so they appear closer to the sociological picture of society*” (Witte, 1941, p. 94). It can be stated that sociology of literature is usually applied as a tool for the researcher to analyse the literary work based on its social conditions and considers that literary work is owned by the society.

Eagleton (1988, p. 469) defined the “*sociology of literature lies on its social context*” which includes all factors and contexts in its social determinants to shape literary works. On the other hand, literature may not be said to reflect the society at the time it was written. This is because many of the characteristics of society that are displayed in literary works are no longer valid when they were written. The nature of the different from the others of an author often affects the selection and appearance of social facts in his work. Literary genre is often the social attitude of a

particular group and not the social attitude of the whole society. Literature that tries to present the state of society as carefully as possible may not be trusted as a mirror of society. Vice versa, works that are not intended to accurately describe the community may still be used as material to find out the condition of the community. From this process, it can be seen how an individual can interact with their community and social mechanism so that it can be accepted in a certain manner. Literary works are considered as a *“business to recreate human relationships with family, society, politics, religion, etc.”* because it makes it possible to be an alternative aesthetic aspect for adapt and make changes within a society (Swingewood and Laurenson, 1972, p. 12).

The sociology of literature applies to the writings of literary critics and historians, which is primarily aimed at the ways in which an author is influenced by the ideology of society, the economic conditions associated with his work, and the type of the intended reader/viewer. This study focuses on movie or cinema which is similar to sociology. Movies are considered as the *“visible zone by making the invisible visible, making the unimaginable imaginable”* (Nascimento, 2019, p. 22). Movies usually provide the images or picture on the screen as narrative about the human life relating the social, political, professional, educational, and familiar environment. Thus, it gives the power of cinema to create meanings and to export or to hide various realities in the society.

2.3 Racism

"Racism is a global reality" (Boyle, 2003, p. 2). Racism is a view of the meaning of an ideology or understanding that adopt from the society. Which dislikes some particular group of societies, usually based on their races or class social. Racism is the *"idealism of racial domination"* (Wilson, 1999, p. 14), where the biological or cultural advantage of one or more racial groups over another person or racial groups. Used to justify or support the degrading treatment of other ethnic groups and social status. Throughout the process of racialization, we use patterns of perceived physical differences, such as skin color and eye shape, to distinguish groups of people and establish them as "races." Racism is racial discrimination when it involves the hierarchical judgment and social impact of racial groups. (Clair & Dennis, 2017).

According to Weber (1971), racism is about belief of a human that can be separated into an exclusive biological which is a race. This includes the relationship between some physical traits, personality, intelligence, morality, and even other traits such as traits in cultures that are then inherited. Weber (1971) stated that racism is an event, situation that judges various actions, and values in a group based on its cultural perspective which views all social values of other people outside themselves as wrong and unacceptable. Racism is also a concept that one race considers being inherently superior to another. The term also applies to political, economic, or legal institutions and systems that discriminate based on race, maintain race, or strengthen race.

Carmichael and Hamilton (1967) stated that there are two types of racism, namely: individual and institutional. Individual racism occurs when someone of a certain race makes rules and acts harshly and harshly on people of another race, because members of that other race are in their power. Institutional racism is the act of the majority group against the institutionalized or institutionalized minority (Weber, 1971). Neubeck & Neubeck (1997) stated that two types of racism behaviour in his book. The first is personal racism that expressing negative emotions through words and actions towards blacks. It generally damages the majority group. Among other explanations:

a. Personal Racism

Personal racism can occur when someone behaves suspiciously or commits harmful discriminatory actions against certain people/ethnic groups.

b. Institutional Racism

It is racist behaviour carried out by institutions that receive special treatment to deal with minority communities. In this they point out that institutional-group of racism is a social phenomenon in which only white citizens are able to be in a position to mobilize and defend. The key is power over their organizational structures and operations. Since black people generally cannot and do not have access to positions of power in their influencing institutions, they are unable to discriminate against white people at this level.

2.3.1 Forms of Racism

a. Racial Prejudice

Prejudice is antipathy based on false generalizations or inflexible generalizations. Racial antipathy can be felt or expressed. Racial antipathy can be directly shown to groups or individuals from certain groups. According to Baron & Byrne (2004) prejudice is a negative attitude towards certain group members. Many people form and owe prejudice because prejudice can play an important role to protect or enhance an individual's self-concept or self-image.

Prejudice or prejudice in life is a process cognitive that takes place every day is good for people we just know as well as everyday friends. Information related to prejudice are often given more attention, or processed more carefully, than information unrelated to it as an attitude, prejudice also involves negative feelings or emotions in people who are prejudiced when they meet each other or just thinking about someone we do not like. ((Bodenhausen, 1994)

b. Racial Discrimination

Racial discrimination is treating someone unfairly based on their race. Racial discrimination can arise from conscious or unconscious attitudes, which place a person lower on the basis of race. Discrimination is differentiating the treatment of individuals or groups, usually based on categories or characteristics such as race, ethnicity, religion, or social class. (Theodorson & Theodorson, 1979).

c. Racial Violence

Racial violence is a threat, intimidation, psychological, social or physical act against an individual or group of a particular race. Violence is the act of an individual or group that causes injury, death, or physical harm to another person. Human rights abuses classify various forms of incidents into violence and crime. Violence in a narrow sense refers to actions in the form of attacks, destruction, destruction of a person's (physical) self or property or something that potentially belongs to someone else. Violence in the broadest sense refers to physical acts or psychological actions carried out by a person or group of people, whether intentionally or unintentionally, directly or indirectly, personal or structural. (Weber, 1971).

d. Racial Stereotype

Stereotype is a person's belief to generalize certain traits that tend to be negative about other people. This racial-based stereotype arises because a person's view of differences between groups may be too high or too low as a characteristic of individuals or groups. Stereotypes include forms of racial discrimination, because judging someone is only based on the perception of the group to which the person belongs. Stereotypes can also be interpreted as an attitude to generalize towards a certain group. So it doesn't matter what and how someone really is in the eyes of attitude followers of Racial and ethnic discrimination. (Weber, 1971).

Stereotypes associate certain characteristics with stereotyped groups for example; Black people who become athletic because it can be from the assumption and level of belief that blacks are easy to be athletic. In this case, there is a certain stereotype,

and some cognitive investment in the association is that level of belief in the general term that blacks are exercising. (Aryangga & Nurmaily, 2017).

2.4 Black People

Fredrickson (1995) stated that the theory of *Black People* that in the beginning the first black people to America were slaves who had a position not much different from that of white slaves. However, over time the situation changed and caused black people to be treated like goods,. The slavery of black people in America which is seen as violating the rights of black people has sparked controversy not only today, but since slavery existed. There are two reasons slavery stirred controversy around white people themselves. The first relates to the high number of imported slaves that raises concerns about the loss of control over black slaves, while the second relates to Christian morals as mentioned. Meanwhile, in the United States Black people find themselves as humans or a nation that adheres to the concept of "race" that was originally constructed by white racists. (p. 154). Ethnicity in a purely cultural sense is problematic in the American case and dangerously divisive in South Africa. However, as in the United States, issues of class or status differences among blacks complicate the process of providing content that covers all black or African identities. (p. 155).

2.5 Film Studies

Sikov (2010) stated that Film studies are academic studies that focus on problems of reality and representation in films. From these problems, academics are required to make assumptions and prove or even disprove the allegations that have been made logically through the explicit and implicit meanings in a film. Film studies try to read films from a separate point of view such as film history and the national film industry. Previously, films tended to be analysed by other academic studies such as sociology and psychology, but this does not mean that film studies seek to remove film analysis from other scientific perspectives. Since its inception in the late nineteenth century, film has become a dynamic medium, used apart from commercial narrative forms. 'The Cinema' sets the film group apart as they interact with the world of the audience, because we, in other words, respond as widely as possible to what we see and hear. ((McBride, 1989). This study will have film as the main data; thus, the analysis will focus on film study which relate to the art of motion picture.

2.5.1 Aspect of Movies Analysis

Sikov (2010) stated that there are 2 elements of movie analysis, which are narrative and cinematic element. Narrative element is the basic material (material) that will be processed related to aspects of the story or film theme. The narrative element consists of characters, problems, location, and time. While cinematic elements are element of film making aspect (picture, sound, camera angle, dialogue). Meanwhile there are some aspects that the writer will analyse for this study. The data will then be gathered from picture, sound, camera angle, dialogue and narration.

a. Narration

Narration includes retelling of real or fictitious events. The function of a narrative film is to tell a story, not an explanation that should be part of a documentary function. A story is a strategy, code, and convention (including Mise-en-Sene and lighting) used to organize a story. First and foremost, narrative films use this strategy to recreate the "real" world that viewers can recognize or perceive in areas where they can. Science fiction movies also have stories that can be recognized. The narrative elements are related to story aspects and the theme of the movie. The factors such as signs of conflict problems, location, and. They interact with each other to create a set of events that have a purpose and purpose and are bound by rules, or causality .(Hayward, 2001).

b. Camera angle

Camera angle is a way of positioning the camera from the subject, for certain purposes. The angle of view generated from the camera position will add to the artistic appearance of an image, thus the camera angle can give meaning to the subject being shot using several camera angles (Sikov, 2010). As for the camera angle elements:

a) Bird Eye View

The image is taken from a certain height so that it shows such a large environment with other objects that appear so small below. Taking pictures usually using helicopters or from tall buildings.

b) High Angle

The angle of taking a picture just above the object. Taking pictures like this has a dramatic meaning that is small or dwarf.

c) Low Angle

The shooting is taken from below the object, this shooting angle is the opposite of High Angle. The impression that arises from this point of view is greatness or success.

d) Eye Level

This taking of the picture takes an angle parallel to the eye of the object, there is no particular dramatic effect obtained from this eye level, there is only showing the gaze of the eyes of a standing person.

e) Frog Level

This shooting angle is taken parallel to the surface where the object stands as if showing the object to be very large.

c. Scene

(Hayward, 2001) A scene is a short section of the entire story shows a continuous plot surrounded by space, time, content (story), theme, character, or motif. A scene usually consists of several interrelated shots Thus the writer, take the picture from each scene that be an aspect of analysis of this study.

d. Sound

Sound is everything in a film that we can capture through the sense of hearing (Sikov 2010, p.32). Types of sound are generally divided into three, namely:

e. Dialogue

Dialog is the language to communicate that characters used the story of the movie .(Hayward, 2001) says that the notion of dialogue is the term to communicate more than one people with a high level of quality and includes the ability to listen and

share views with each other. Simply put, dialogue is a form of interpersonal communication.

f. Music

Music is one of the most important elements in strengthening the mood, nuance and atmosphere of a film.

g. Sound Effects

Movie sound effects are also known as noise. Additional sounds other than dialogue sounds, songs and music are sound effects. One of its main functions is as a background voice. The audience hears as much as possible what they should hear in a story location, so that it sounds as real as in a real location.

2.5.2 Fiske's Semiotic for Film

This study will apply John Fiske's semiotic theory to delineate the sign presented in film. Fiske (1982) argues that semiotics has three major areas of research, represented as symbols such as utterances, words, and images. It is divided into the two elements that made the sign and the sounds, letters, or images that make up the physical shape of the sign. The latter represents the spiritual meaning and the code and system in which the signature is set. The code contains the "selection and chaining" paradigm and syntax. The culture while has signs and codes work. Meaning depends on the shared structure of understanding. As Saussure said, the sign has "life in society." (p. 208). In the meantime, the signs suggesting a causal relationship can understand certain elements contained in the literary work. For example, when discussing the characteristics of a doctor in a study, the study should be directed to finding signs that suggest that a particular person is a doctor. For example, characters always use medical terms and tools. (Kardiansyah, 2016).

The theories of language and meaning translated by Fiske (1982) are in a way that can be applied to analyse all types of media texts with critical/cultural textual analysis. In Fiske's context, the semiotic approach in question is a basis for critical thinking. Interpret actions, pictures and words to understand the messages in the media. According to Fiske (2001) in *Television Culture*, there are three codes considered as 'social codes'. Those are reality, representation and ideology level.

a. Reality Level

Fiske's television semiotics includes that reality is an event that is encoded as reality, namely a concept where humans interpret events freely from the concepts and perspectives they see or facts that humans get from the surrounding environment. Fiske argues that reality is a basic product made by humans. Fiske looks at that what is shown on the screen like a film is a social reality. This level applies the social codes contained in electronic media, for example in television shows such as advertisements, dramas, film and so on. These codes include appearance, dress, make up, behaviour, environment, speech, gesture, expression.

b. Representation Level

The analysis of paradigm is important for examining expressions and, in particular, for determining which symbol was selected at the expense of other symbols. Choose from a set of words, photos, and even colors. Such decisions can be very important, for example, the determination of the terms "soldier," "terrorist," "freedom fighter," and "armed man" in the news item. This concept also important in film studies, while the characters include technical elements such as settings, camera angles and lighting. For example, in character depictions, the choice of specific traits or traits

given to a character of ethnicity or gender can influence how the story is read and the ultimate meaning attributed to the people depicted therein. Looking at the paradigm choices in the text, this may reveal that certain discourse strategies and ideologies are working. (Hartley, 2020, p. 171)

This level shows how reality is described with the help of electronic devices. In a sense, to be able to interpret the meaning of the scenes in a film, it is necessary to know how is the character, narration or dialogue, setting, and the technique of camera movement or camera angle that shows the level of representation

c. Ideological Level

Fiske (2001) stated that the ideological level is a system of beliefs and values expressed in various media and social behaviors. The ideological level is also the innate ideology of filmmakers in conveying messages. The codes at the previous level are organized to be interconnected and socially accepted through the ideological codes, such as patriarchy, race, feminism, class, etc. Fiske's semiotic analysis tries to reveal hidden structured meanings in television programs, even in small segments or parts. Analysis of the level of reality and representation will be raised as a result of the research. Furthermore, the discussion section will continue at the third level of analysis, namely the ideological level