

ABSTRACT

The Delineation of Racism Toward Black People in *I Am Not Your Negro* (2016) Film

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This thesis entitled The Delineation of Racism Toward Black People in I Am Not Your Negro (2016) Film. Racism is usually recognized as a racial issue instilled in the middle multicultural society in various parts of the world. This is what then led to the emergence of the Black Lives Matter movement, which aims to ensure that parties with great authority do not easily make critical decisions that can result in loss of life based on this bias. Thus, the writer aims to delineate the racism inside the movie.

This study employed John Fiske's semiotic theory. Which are the theories can be seen in form of reality level, representation level and ideology level. Therefore, in this study will be the first study that conducted under the theory within the movie IAm Not Your Negro (2016).Furthermore, this study uses qualitative descriptive; thus the writer described the analysis meticulously and analysed the data critically.

The result of the study reveals that racism is presented in Baldwin's note from the scenes in some activities in the U.S. Racism is delineated in reality level in form of environment, gesture/expression, and appearance. Representation level delineated in form of shot, setting, and dialogue/sound. The last is ideology level that delineated in forms of racism such as racial discrimination, racial prejudice, racial stereotype, personal racism and institutional racism.

Keywords: black people, Fiske, semiotics, racism, representation