

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Film is remarkably effective medium in conveying drama, especially in the evocation of emotion (Murphy, 2020). Not only literature, films also use language which is very interesting to study and analyze more deeply to find out an event that is depicted visually. Moreover, they do not rule out the possibility of a film based on a true story inspired by events that actually happened in the real world, either individually or not. A film processed is obtained from narrative elements while the tools for processing them are obtained through cinematic elements. The narrative elements are also supported by several story-forming elements such as characters, conflicts, location, time, and others. Fiorelli (2016) stated that the plot story of the films depicted us some events that happened in the past. It means that after we watch a film, the plot story represents the same way we perceive things in the real-life. Thus, a film which inspired by the real event that happened in the society can be called the aspiration that represents the individual or communities in the real life. This research shows us about the issue which not only happend in the movie but also happened in real-life. Since many years ago, colored people have such a bad stereotype which stick on them. This research shows the reader that we should not see colored people that way because we take a big role in order to remove those bad stereotype, especially white people. Thus, it can be said that white people is the only one hero for colored people to remove the stereotypes from their life.

Individuals or communities hold on to a particular culture which shaped the way they see or judge something based on their own culture. For example, most white people have such a strict point of view on the way they see colored people. Those strict points of view make colored people set on the second class of the society which means most of the white people feel that they have power over colored people. Relate to the power that one class has over another class, Comaroff in Rahman stated this kind of control is not visible (Rahman, 2020). Related to this, that power purely born as the process of obtaining consent, not from coercion. Furthermore, Flynn (2019) in her paper stated Gramsci's hegemony refers to the attitude or manner of the ruling class retains power over subordinates with each other's consent (Flynn, Revisiting Hegemony: A Gramscian Analysis for Contemporary Social Network, 2019). Thus, this term is known as Hegemony by Antonio Gramsci. In the case of Cultural Hegemony, it is a phenomenon that deals with the ways of the assumptions of a group of people or individual which achieve dominance over another in which them both view this phenomenon as a common-sense understanding (Pitsoe & Dichaba, 2013). This statement relates to the statement before about the way white people view colored people as something bad. In the Belle's movie, it is depicted that the main character, Belle, faced many kind of issue for being a colored people. Being her is not easy because she has a lot of confusedness. She is too high-born to mingle with commoners and too dark-skinned to eat dinner with her own family (Merry, 2014), In addition, the other royal family love Dido just because she has a lot of inheritance given by her father. The worst thing is that there is a white man from the other royal family brave enough to sexual abuse her just because she is a negro.

Belle's movie is about the inspiring true story of Dido Elizabeth Belle which inspired by the 1779 painting in Kenwood House. This movie was depicted about an aristocratic family in the 18th century in Britain. The story is about a girl named Dido Elizabeth Belle for being an illegitimate mixed-race daughter of a famous person named Royal Navy Captain Sir John Lindsay. She was born in British West Indies and was taken to England at the age of 6. The black color on her skin makes her life is not easy even though she is part of the royal family. She is not allowed to eat with her family during formal functions and hard to find suitable marriage partner. Contrary to this, there are few people who treat her as a normal human being, they are Her father named Royal Navy Captain Sir John Lindsay, her cousin named Lady Elizabeth Murray, and anti-slavery activist named John Davinier. These three white people accept Dido Elizabeth Belle as the way she is (Asante, 2013).

Several studies, for example Blonquist (2017), Pratama & Pujiati (2017), Ekman (2015), Sherry (2012), Jones (2012), have been carried out on cultural hegemony. Blonquist found out that The Belle's movie successfully depicted about the case study for the type of intersectional feminism which represent both race and women. However, Pratama & Pujiati reveal that in the Dystopian Society the hegemony operation conducted in the novel. Both of them are able to remain long and strong as it influences several important sectors such as economic, military, technology, social culture and others. In addition, Mary Julian Ekman depicted the confusness for being mix-raced daughter. Furthermore, Sherry found out that filmmakers trying to challenge themselves in hegemony of hollywood by making an independent film

as a critical cultural movement. In addition, Jones depicted about the life both Mansfield Park and Mansfield Family in the 18th century.

Thus, these previous studies will support the present writer both from the theory used, Hegemony by Antonio Gramsci, and the object of the present writer, Belle's movie. In addition, many present writers had been done their research about this film by using some approaches such as racism approach, feminism approach, and others. The present writer has decided to analyze the film entitled Belle (2013) from the form of white savior which has been regarded as hegemony in the film. The movie is really interesting because Dido is a royal family but people view her different by the others just because her skin color. Previous works had only focused on feminism and racism theory, the present writer analyzes the movie by using Gramsci's Hegemony. By analyzing the movie using cultural hegemony, the present writer want to analyze few people that view Dido as a human being which very interesting because they have no issue with Dido's skin color.

Those three white people who accept Dido as the way she is are considered as cultural hegemony in which a white savior as the social issue in the society. Iffah Fikzia (2019) stated that white savior is the only one of human who can save blacks from slavery or oppression rescues people of skin color from poverty and disease. From that statement, we can conclude that white people is the only one who can set colored people free and also can be a hero for them. Considering this, the present writer interested in analyzing Delineating Gramsci's Hegemony in Belle's movie.

1.2 Research Question

Based on the background of the study above, the question of this research is how is the white savior hegemony depicted in the Belle's (2013) film.

1.3 Research Objective

In order to answer the research question above, the objective of this research is to reveal about the white savior hegemony in Belle's (2013) film.

1.4 Use of Study

There are two implications of this research which give knowledge and information to the academic world and society. Those two implications are:

1.4.1 Practical Use

This research is very useful for giving an understanding to the society as a human being about the sociological issue like racism which exists in the real life. Through Belle's (2013) film, the present writer hopes that this research educate our society about how we should view colored people as a human being. In addition, it is also can be a reference for the present writer who analyzes Belle's (2013) film.

1.4.2 Theoretical Use

This research will be useful for future present writers if they want to analyze a literary work or a film by using Gramsci's theory. By using this theory, it will help the future present writer to find out about the hegemony which exists in our society. In addition, the current theory used also helps the present writer to strengthen the discussion of the research. Not only that, if the future present writer uses a similar theory, this present writer can be used as a reference.

1.5 Scope of Study

In order to limit the discussion part of this research, the present writer set the scope of the study which focuses on the Hegemony theory by Antonio Gramsci. The present writer uses Gramsci's hegemony to depict how white people become saviors to colored people.