

CHAPTER I

INTRODUCTION

This chapter contained about introduction, purpose of research, research question, research objective, research significance, previous research and definition of keys terms.

1.1 Background of research

Novels are one of the literary works that can be used as a medium for authors to provide a realistic picture through elements of development, such as characters, plots, and settings created from the author's point of view using his language. Novels allow for recording all of these developments in a complete and comprehensive manner. A novel is a long essay in prose form and contains a series of stories about a person's life and other people around him, highlighting the character and nature of each actor.

Compared to literary works of poetry and drama, novels have their own appeal with their straightforward and easy-to-understand language. As reading material, novels are able to entertain their readers, able to drag readers into a life they have not or have never experienced.

In addition, novels are freer to explore the details of events, atmosphere, and character of the characters to bring the story to life. The integrity of a novel is not supported by the density of the story like a short story, but is supported by the theme of the work (Najid, 2003). Furthermore (Kosasih, 2022) “A novel is an imaginative work that tells the whole story of the problems in the life of a person or several characters.”

According to (Kholifatu et al., 2020) In addition to being reading material, literary works are also able to record and tell a history that has occurred. This history comes from the experience or results of research conducted by an author. Moreover, literature serves as a medium for marginalized voices and untold stories to gain recognition. Authors frequently use their works to critique dominant ideologies, shed light on hidden truths, or provide alternative perspectives on historical events. This makes literary works invaluable in broadening our understanding of history beyond what is recorded in textbooks, allowing readers to empathize with those who experienced it firsthand.

Literature presents life and life consists of a social reality. Literary works are also associated as a form of imitation of the subjective world of humans so that it can be concluded that literature is a reflection of human life. One form of literary work is a novel (Adrean et al., 2022).

Novels are a form of literary work that contains cultural, social, moral and educational values. To understand literary works that relate to society or social elements contained in literature, an approach or ideology is needed, namely the sociology of literature.

One of the authors who expressed his ideology through novels related to orientalism is the novel *America Is Not the Heart* (Castillo, 2018) by Elaine Castillo as my research object because this novel provides a very deep experience from the main character about the experience of Filipino immigrants in the United States. Through its main character, Hero, this novel describes someone who is struggling with a complex identity while in America, where every individual from all immigrants who must try to adapt when living in America which is full of challenges with their culture in the native land of the Philippines. In addition, what makes it interesting, the author presents native languages such as Tagalog and Ilocano. This novel also provides a lot of deep social criticism of the lives of the characters as immigrants.

By diaspora, the term in *America Is Not the Heart* means Filipinos migrating to other countries especially to the United States together with their lives as immigrant communities abroad. They are often referred to as the diaspora experience, with thousands of people living in countries other than their country of birth who struggle to adapt to a new culture, stand true to their heritage or feel out of place living part one and another. This novel illustrates the Filipino diaspora with its stories of people holding on to the trauma and memory of the Philippines as they reconstruct their lives in America, which entail social barriers and conditions that come with it.

The novel provides a vivid depiction of the challenges faced by immigrants in navigating their dual identities. For Hero and other Filipino characters, the struggle lies in balancing their connection to their homeland while adapting to life

in America. This balance is often fraught with difficulties, as they face cultural misunderstandings, social exclusion, and the pressure to conform to Western norms. Through this portrayal, the novel emphasizes the resilience of immigrant communities in preserving their heritage while forging a new path in a foreign land.

Moreover, Castillo's inclusion of Tagalog and Ilocano languages adds authenticity to the narrative, grounding the story in Filipino cultural realities. This linguistic representation not only enriches the text but also highlights the importance of language as a tool for preserving identity and resisting assimilation. By weaving native languages into the dialogue and narrative, the novel asserts the importance of cultural continuity amidst the challenges of diaspora life.

The novel also critiques the broader societal structures that shape the immigrant experience. It examines how systemic barriers and stereotypes influence the lives of Filipino immigrants, from economic hardships to cultural biases they encounter in America. Through Hero's story, *America Is Not the Heart* offers a profound reflection on the social dynamics of migration, exploring how individuals navigate identity, memory, and belonging in an often unwelcoming environment.

Orientalism defines a binary oppositional relationship between the West and the East that is one-sided and dominates one side and changes, distorts, and reduces how the East is defined by the West (Said, 1979:6). This is done by the West to dominate, restructure, and have authority over the East. Orientalism is not only related to the realm of political power, but also to the exchange of various types of different powers such as aesthetic, scientific, economic, sociological, philological, and historical. Said, 'Orientalism expresses and represents' the Orient, 'a mode of discourse with supporting institutions, vocabulary, scholarship, imagery, doctrines, even colonial bureaucracies and colonial styles (Edward Said, 1978). It is a discipline by which the Orient was approached (and still is) systematically, as a topic of study, discovery, and practice. It designates a collection of dreams, images, and vocabularies available to anyone who has tried to talk about what lies east of the dividing line. It is a kind of Western projection onto and desire to rule the Orient. These statements show that European hegemony, elaboration, and imagination of the Orient spread the essence of Orientalism. The West's division against the Orient

has long existed. The rich culture, superior civilization, and ancient wisdom of the Orient have inspired many Westerners. However, the terrible mystery and unreasonable religion of the Orient have threatened the West. Orientalism imagines the Orient as a realm of hordes, despots, spiritual mystics, and exotic sensuality. Exaggeration and imagination with various stereotypes related to cultural prejudices and political hegemony are essential to the Orientalist view. The encounter with the East has been significant for the West's self-image, producing identities ranging from European modernity to concepts of cultural, racial, and moral superiority.

This novel reflects latent Orientalism through the underlying assumptions and stereotypes Hero encounters as an immigrant. Latent Orientalism, as defined by Edward Said, refers to the unconscious or hidden beliefs about the East that shape perceptions and attitudes over time. For example, Hero's experiences in adapting to American society while struggling with her Filipino identity highlight the persistent view of the East as static, traditional, and incompatible with Western progressiveness. These subtle yet pervasive beliefs contribute to her feelings of alienation and the broader challenges faced by immigrant communities.

In contrast, Manifest Orientalism in the novel is evident in the explicit cultural barriers and prejudices Hero faces in her interactions as an immigrant. Manifest Orientalism involves overt expressions of Orientalist attitudes, such as stereotyping, exclusion, or assumptions about her heritage and abilities. These direct challenges emphasize the systemic nature of Orientalist attitudes in Western societies and their tangible impact on individuals navigating cultural dualities.

Additionally, what makes it interesting is that the author presents native languages such as Tagalog and Ilocano. This inclusion resists both latent and manifest Orientalism by affirming the richness and resilience of Filipino culture. Through these linguistic and cultural elements, Castillo challenges the homogenizing tendencies of Orientalism, showcasing the complexities and strengths of Filipino identity amidst the struggles of diaspora life.

The term colonialism is still very often mentioned by many people today. Colonialism is the establishment of a colony in a region by a political power from

another region by a political power from another region, and the maintenance, expansion, and exploitation of the colony. Colonialism is carried out by a country in power to colonize a country that is not in power. Colonialism has become a characteristic that has been carried out repeatedly in human history. The history of colonialism has existed since ancient times. In 1900 almost every country or region in the world had been conquered by European colonialism at one time or another. Loomba, Anita (1998) noted, Colonialism was the midwife that helped give birth to European capitalism, or that without colonial expansion, the transition to capitalism could not have occurred in Europe.

The postcolonial approach emerged as a response to postcolonial events represented by several media, such as literature (Pungkaswani et al., 2021). The consequences of this colonialism arose from Postcolonialism. Postcolonialism originated from the former British colonies in the Caribbean, Africa, and India. Many postcolonial writers wrote in English and focused on common themes such as the struggle for independence, the words of national identity, emigration. There are three possible points of emphasis in the process of fiction. Each point can be emphasized in a long or short narrative. As a reader can see, the novel is a form of narrative fiction that includes. It differs from allegory (which serves to teach some kind of moral lesson) and romance (with its emphasis on spectacular and exciting events designed to entertain) in its emphasis on character development. However, the novel emerged from a desire to depict and describe human character. The reader of the novel is entertained and helped in a deeper perception of the life problems he works on.

In the late 19th century, as American consumer culture began to develop, Americans had little exposure to the Middle East. Memories of the Tripolitan War, the popularity of travelogues, and contemporary Christian views of Arabs made the “Orient” synonymous with romance, mystery, and savagery (Rosenblatt, 2007). Orientalism thus created its own aesthetic in Victorian American popular culture. In the midst of this rise in consumerism, American merchants and businessmen used the aesthetic of Orientalism to encourage consumer behavior and self-gratification.

Western supremacy, characterized by the historical and ideological dominance of Western cultures through colonialism and imperialism, significantly influences the narratives surrounding non-Western societies. According to (Bessis, 2004) Sophie Bessis argues that the West has created a theoretical framework that legitimizes its hegemony through philosophical, moral, and scientific narratives. This framework serves to rationalize colonial exploitation while perpetuating a belief in the West's inherent superiority. Bessis highlights the paradox of the West's ability to promote universals such as democracy and human rights while simultaneously violating these principles, revealing a deep-seated hypocrisy that continues to shape global power dynamics.

In *America Is Not the Heart*, Elaine Castillo critiques these dominant narratives by illustrating how Filipino immigrant experiences are shaped by the legacies of Western supremacy. The protagonist, Hero de Vera, navigates her fractured identity as she confronts the challenges of assimilation in a society that often marginalizes non-Western identities. The novel reflects how characters grapple with their cultural heritage amidst societal expectations rooted in Western ideals. Castillo's portrayal of Hero's struggles emphasizes the emotional scars left by colonial histories and ongoing neo-colonial practices, illustrating the complexities of belonging in a landscape dominated by Western values.

Furthermore, Castillo's narrative embodies resistance to Western supremacy through the theme of cultural hybridity. By blending Filipino traditions with American influences, characters assert their identities against the backdrop of colonial legacies. This hybridity challenges simplistic binaries of East versus West and underscores the resilience of immigrant identities in reclaiming agency over their narratives. Ultimately, *America Is Not the Heart* serves as a critical examination of Western supremacy, inviting readers to reconsider established narratives surrounding race and culture while highlighting the necessity of recognizing diverse immigrant experiences that challenge monolithic portrayals shaped by Western ideologies.

Several studies have examined Orientalism and its impact on immigrant and minority communities. However, little research specifically explores the

experiences of a doctor facing Orientalist stereotypes in a professional setting. In the novel *America Is Not the Heart*, the main character, who works as a doctor, reveals the challenges of dealing with Orientalist biases in a medical environment that is typically assumed to uphold equality and professionalism. This study aims to address this gap by highlighting the struggles of a doctor subjected to Orientalism, analyzing how these stereotypes affect their professional identity and interactions in the workplace. By exploring these unique challenges, this research seeks to provide a deeper understanding of how Orientalist biases affect professionals and to offer recommendations for fostering inclusivity and respect in diverse work environments.

1.2 Statement of Problem

Research on Orientalism and its impact on immigrant and minority communities rarely addresses the experiences of a doctor facing Orientalist stereotypes. In the novel *America Is Not the Heart*, the main character, a doctor, illustrates the struggle against Orientalist biases within a medical work environment that is ideally supposed to uphold equality and professionalism. This study fills that gap by analyzing how these stereotypes influence the character's professional identity and interactions, while also offering recommendations to support inclusivity and respect in diverse workplaces.

Statement of problem is the general statement about the subject matter that will be examined and research problem formulation in the form of questions. From the background in this research above, the researcher concludes that there are two questions that will be the main focuses on this research, they are:

1. What are type stereotypes in the novel *America is Not the Heart*?
2. How does the novel depict east and west through intrinsic element?

1.3 Research Purposes

Referring to (Walliman, n.d.)the subject and scope of the exploration can be stated in the statement of intent. Therefore, it should be derived from the research

problem, imply the method of approach, and indicate the results. Based on the formulation of the research question above, the researcher is intended:

1. To identify and analyze the Orientalist stereotypes presented in the novel *America Is Not the Heart*.
2. To know how the novel portrays the relationship between East and West through intrinsic elements.

1.4 Research Significances

This study aims to discuss orientalism in a novel medium that still exists today. We can see this orientalism by looking at how the storyline can describe the development of each novel character. This study also aims to prove that literary works, especially novels, are the result of the author's imaginative expression packaged in the form of a narrative formula. These things are worth discussing in this study because the author needs to know how the story of orientalism events can influence readers in such a way or even how we see western society which still feels superior to eastern society presented in a novel. In the end, the author hopes that this study can be useful for anyone who needs this research as reading material.

1.5 Definition of Key Terms

- **Orientalism:** The term Orientalism refers to the way the West (Europe and the United States) historically constructed and represented the "Orient" (typically Asia and the Middle East) as fundamentally different, exotic, and inferior to the West. This concept is not merely descriptive; it is tied to power dynamics, where these representations justified Western dominance, colonialism, and exploitation of Eastern societies.
- **Postcolonial Discourse:** refers to a field of study and analysis that examines the cultural, political, and social impacts of colonialism and imperialism on both colonized and colonizing nations.
- **Postcolonial Theory:** intellectual framework that examines the effects of colonialism and imperialism on cultures, societies, and individuals, both during and after colonial rule. It focuses on the power dynamics, cultural

exchanges, and identities shaped by colonial histories and seeks to challenge and deconstruct the narratives and ideologies that perpetuate colonial hierarchies and oppression.

- **The Occident:** Represents progress, rationality, and superiority, while the Orient is depicted as exotic, backward, and inferior the Occident to assert dominance over the Orient, not only through colonialism but also by shaping perceptions and narratives about the East.
- **The Occident:** It is the way the West (Occident) has historically perceived and represented the East (Asia, the Middle East, and beyond). The Orient is depicted as exotic, backward, sensual, and fundamentally different from the West, serving as "the Other" against which Western identity and superiority are defined. It is merely imaginative; it had real-world implications.

1.6 Previous Studies

In conducting this research, researchers have found several related to which are the primary sources of data and information. Previous studies that Previous studies used as references. One of the studies entitled Representation of Orientalism in the Film *The Man Who Knew Infinity* by (Abrar, et al., 2018). Conducted a study using qualitative methods. Then this study is subjective, with the aim of exploring the object of a study so that the study will obtain messages and intentions in each part of the object being studied. Therefore, to examine the representation of Orientalism in the film "*The Man Who Knew Infinity*", this study uses a semiotic analysis method based on Roland Barthes' theory, which is used to analyze the scenes in the film.

The next research is The Dutch Authority's Concentration Of The Pro-Independence In *Rindu* By Tere Liye: Edward's Postcolonial Study which is the work of Nensiliantia, Arjunb, & Ridwan. These findings show that intimidation by the Dutch authorities against freedom fighters and colonialism took the form of intimidation, prohibition of religious activities or suspicious associations, or expulsion to remote areas. They may even be thrown into prison or even killed. Moreover, the history of various indigenous peoples' struggles proves that fighters

must be willing to sacrifice everything to achieve and maintain independence (Edward, 2023).

The results of the researcher using a qualitative descriptive method that aims to provide an abstract or imaginative description or visualization of the object being studied. The method used is to first look for data that is in accordance with Edward Said's postcolonial theory. Relevant data is then collected and presented in descriptive text format. This study aims to find elements and traces of colonialism aimed at indigenous peoples during the Dutch occupation of the archipelago. Furthermore, this can also provide an overview of Edward Said's postcolonial theory through a study of the novel *Rindu* by Tere Liye.

Finally, a research work written by Hamjah Diha entitled "Menelusuri jejak kolonial di Indonesia melalui karya sastra {sebuah kajian postkolonialisme."}. In this article, the author explains the forms of colonialism carried out by the colonizers against the colonized in the novel "*Bumi Hangus*" by Sunaryono Basuki. The author's goal is to reveal the colonial traces on the colonized and reveal the form of resistance of the colonized to the colonizers. In this article, (Journal et al., 2023) uses a postcolonial approach because the author wants to trace the traces of colonialism in Indonesia. The object of this research is a literary work, namely the novel *Bumi Hangus* by Sunaryono Basuki.

The type of research used in this study is a qualitative research type with a postcolonial approach because this study requires interpretations or interpretations of texts related to colonialism. So, in this study, the author interprets or interprets the hidden messages in postcolonial literary works. In this case, the literary work (novel) *Bumi Hangus* by Sunaryono Basuki. The difference between previous research and the research I am researching has a different object of analysis.

With the three previous studies described above, my study of orientalism in Elaine Castillo's *America Is Not the Heart*, this research explores a fascinating case for how ancestry and exile are influenced by colonial burdens and acculturation via fraught identities at stake on foreign soil. Whereas previous works have looked at representations of orientalism in a specific region such as the Middle East or South Asia, this current research looks more closely on one that is still under-scrutinized:

Filipino diasporic tales. In addition, who Canda used native Filipino language (Tagalog and Ilocano) in novel also the gender dynamics of immigrant experience represented by her new face to orientalism discussion. This project seeks to offer an analysis in relation to postcolonial and sociological frames the means through which American society negotiates with Eastern identities, renegotiating the. Through an examination of *America Is Not the Heart* as a case study, this research aims to expand conservative orientalism in Filipino- American diaspora literature that is often overlooked by several postcolonial critics.

This emphasizes why my research is different from the previous studies, and also that it focuses on Filipino experience in using indigenous languages of novel.

