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Bandung, 06 Oktober 2018
Yang membuat pernyataan,

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PREFACE

Bismillahirrahmanirrahim

Alhamdulillah rabbil'alam, all praises be to Allah SWT who has going us to the mercy and blessing until we can enjoy this beautiful earth. Shalawat and salam always be upon to the noble our prophet Muhammad SAW, who has brought us from the darknes to the lightness.

Finally, the writer finish this research. This reaserch aimed at fulfilling one of the requirement to follow the examination of Sarjana Humaniora Degree at English Literature Departement of Adab and Humanities Faculty of State Islamic University Sunan Gunung Djati. This research entitle "*Sign of Racism Analysis On Central Intelligence Movie*".

By all means, the writer hopes this reserach will be useful for herself, and the student of English Literature Departement, and useful for the people who has an interest to this research. The writer realize this research is not perfect. Then, the writer expects the constractive advises to make better in the further research

Bandung, 06 Oktober 2018

Husna Zakiyah

ACKNOWLEDGEMENT

Alhamdulillah the regard and great gratitude is given to everyone who gives me support, suggestion, critique, and help for this an undergraduates thesis. The first and foremost is to Allah SWT, my parent and my families who always give me uncountable love and supports. My sincere thanks go to:

1. Mr. Dadan Firdaus, M.Ag and Drs. Irman Nurhapitudin, M.Hum as my supervisors.
2. Mr. Nurholis, S.S., M.Hum and Mr. Dr. Ujang Suyatman, M.Ag who has eximed this thesis.
3. The Dean of Humanities Faculty, Mr. Dr. Setia Gumilar, S.Ag., M.Si and Head of English Departement Mr. Lili Awaludin, M.A.
4. All lectures of English Studies Deoartement who fed my interest both in Linguistics and Literature.
5. Beloved Rahmat Ridho, S.H. and his family who always supports me.
6. My adorable parents. Ibu, Bapak Thank you for always be there and to keep holding my hand whenever i am getting down and keep supporting me to finsih this study.
7. Everyone who always prays for me and keep supports me.

Husna Zakiyah



MOTTO:

KITA BISA MELAKUKAN HAL SESULIT APAPUN KALO KITA MAU

BERUSAHA

BERDOA DAN USAHA KUNCI DARI KESUKSESAN.

uin

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ABSTRACT

Husna Zakiyah. 1145030078. *Semiotics Analysis on Central Intelligence Movie*. Graduating Paper, English Departement, Faculty of Adab and Humanities, State Islamic University Sunan Gunung Djati Bandung. Advisor: 1. Dadan Firdaus, M.Ag. ; 2. Drs. Irman Nurhapidudin, M.Hum.

Keywords: Semiotics, Racism.

This study focuses on the use of racism signs in the *Central Intelligence* movie that shows about the form of racism, namely racial violence, racial stereotype, and racial discrimination. The writer uses Roland Barthes's semiotic theory of denotation, connotation and myth as a tool for analyzing the sign of racism from the *Central Intelligence* movie.

There are two problems of research which is found. First, what sign of racism are showed in *Central Intelligence* Movie. Second, what are the denotation, connotation meaning and myth in racism portrayed in *Central Intelligence* movie.

From the two statement of problem will be analyzed using a theory from Roland Barthes. The analysis is carried out in two stages, the first level of significance that is the denotation meaning contained in the movie and continued with the second level significance which is describes the meaning of the connotation, in this stage myths are contained. The method used from this research is qualitative descriptive method used to collect data from the object of this research that is *Central Intelligence* movie.

The result of this research first, there are two data each of the categories of social aspects of racism that are racial violence, racial stereotypes and racial discrimination showed the action of racism that appeared in movie. Second, there are three words that contain elements of racism which have been analyzed using technique of semiotic analysis of Roland Barthes theory that are denotation and connotation that produce myth data.

ABSTRAK

Husna Zakiyah. 1145030078. *Semiotics Analysis on Central Intelligence Movie*. Skripsi, Bahasa dan Sastra Inggris, Fakultas Adab dan Humaniora, Universitas Islam Negeri Sunan Gunung Djati Bandung. Pembimbing: 1. Dadan Firdaus, M.Ag. ; 2. Drs. Irman Nurhapidudin, M.Hum.

Kata Kunci: Semiotics, Racism.

Penelitian ini difokuskan pada penggunaan tanda rasis dalam film *Central Intelligence* yang menunjukkan tentang bentuk dari rasisme yaitu kekerasan ras, stereotip ras, dan diskriminasi ras. Penulis menggunakan teori semiotik dari Roland Barthes yaitu denotasi, konotasi dan mitos sebagai alat untuk analisis tanda rasisme dari film *Central Intelligence*.

Terdapat dua rumusan masalah yang penulis temukan. Pertama, apa tanda rasisme yang muncul didalam film *Central Intelligence*. Kedua, apa makna denotasi dan konotasi yang muncul di dalam film *Central Intelligence*.

Dari kedua rumusan masalah tersebut akan dianalisa menggunakan sebuah teori dari Roland Barthes. Analisis dilakukan melalui dua tahap, yaitu signifikasi tingkat pertama, yaitu makna denotasi yang terkandung dalam dalam film tersebut dan dilanjutkan dengan signifikasi tingkat kedua yang menguraikan makna konotasinya dalam tahap inilah terkandung mitos. Adapun metode yang digunakan dari penelitian ini adalah metode deskriptif kualitatif yang digunakan untuk mengumpulkan data dari objek penelitian ini yaitu film *Central Intelligence*.

Hasil nya yaitu pertama, terdapat masing-masing dua data dari kategori aspek social rasisme yaitu kekerasan ras, stereotip ras, dan diskriminasi ras yang menunjukkan tindakan dari rasisme yang muncul di dalam film. Kedua, terdapat tiga kata yang mengandung unsur rasisme yang telah dianalisis menggunakan teknik analisa semiotik dari teori Roland Barthes yaitu denotasi dan konotasi yang menghasilkan data mitos.

TABLE OF CONTENT

APPROVAL	i
LEGALIZATION	ii
DECLARATION OF OWNERSHIP	iii
PREFACE	iv
ACKNOWLEDGEMENT	v
MOTTO	vi
ABSTRACT	vii
ABSTRAK	viii
TABLE OF CONTENT	ix
LIST OF TABLE	xi
CHAPTER I INTRODUCTION	1
1.1 Background	1
1.2 Statements of Problem	7
1.3 Research Objective.....	8
1.4 Research Significance.....	8
1.5 Definition of Key Terms.....	9
CHAPTER II THEORITICAL FRAMEWORK	10
2.1 Introduction of Semiotics.....	10
2.2 Three Aspects of Sign	12
2.2.1 Icon.....	13
2.2.2 Index.....	14
2.2.3 Symbol.....	15
2.3 Barthe's Theory of Semiotics.....	18
2.3.1 Significant of Two Phase.....	20
2.3.2 Applying a Myth to Literary Work.....	25
2.4 Social Aspect.....	27
2.5 Racism.....	28

2.5.1 Racial.....	32
2.5.2 Stereotype.....	33
2.5.3 Discrimination.....	33
2.5.4 Violence.....	34
CHAPTER III RESEARCH METHODOLOGY	35
3.1 Research Design	35
3.2 Sample of Data	36
3.3 Source of Data.....	38
3.4 Technique of Collecting Data.....	38
3.5 Technique of Analyzing Data.....	39
3.6 Organizing of Writing.....	41
CHAPTER IV THEORITICAL FINDINGS AND DISCUSSIONS	43
4.1 Social Aspect of Racism in Central Intelligence Movie	43
4.1.1 Racial Violence in Central Intelligence Movie	44
4.1.2 Stereotypes between Races.....	50
4.1.3 Discrimination.....	54
4.2 Denotation and Connotation.....	58
CHAPTER V CONCLUSION AND SUGGESTION	66
5.1 Conclusion.....	66
5.2 Suggestion	67
REFERENCES	69
APPENDIXES	71
BIOGRAPHY	77

LIST OF TABLE

1.1 Sample of Data – Quotations.....	36
1.2 Racial Violence Data.....	44
1.3 Racial Violence Data.....	47
1.4 Racial Stereotypes Data.....	50
1.5 Racial Stereotypes Data.....	52
1.6 Discrimination Data.....	55
1.7 Discrimination Data.....	56

