

CHAPTER I

INTRODUCTION

This chapter presents five points including background, statements of problem, the objectives of the research, the significances of the research, and the definition of the key terms.

1.1 Background

The literature is compilation of words that has value of art and contains meaning through good ideas and is usually based on the author's experience or imagination. Film and literature are the artistic expressions of human mind. Man thinks of different ways of communicating human experiences to broaden the enlightenment scenario. According to Cuddon:

Movie have served a number of purposes and assumed a number of roles in the development of twentieth century culture. From the birth movie, movies documented events, personalities and places, providing not only invaluable sources of information to scholars but a sense of how things looked and left. Also from the first, movie have played tricks on our imagination. (1998, p. 25)

movie and literature are two different things with a similar goal to create sublimity in human imagination and understanding. Both film and literature work hand in hand to boost the progress of human civilization. And they are the complimentary in nature and one is no substitute to the other, like letters and sounds in human communication. Film and literature inspire and enrich each-others. They

also ennoble human mind through action, images, words and replicating life of human beings.

In every literary work, there will always be a message delivered, can be through signs and symbols, typically involving metaphors, analogies, and symbolism. Semiotics is the science of signs. The term is derived from the Greek word semeion which means sign. Signs are everywhere: words are signs, gestures, traffic lights, flags are also signs. The structure of literary works, the structure of film, building or chanting can be regarded as a sign (Zoest, 1993, p. 7). The nature of the sign is a point to a character that contains meaning hidden to be translated as a sign. A sign will be called so in reality, based on the acceptance of an interpretation, where as well as the provision of other marks in the same object. Sign structure is not just limited to representations used to describe relationships between the sign and the object, but also arouse a belief.

Things have countless symbolic meanings in a movie. Most movies showed the important symbolic meaning settings once. The stories in any form of a symbol are something concrete that represent or symbolize. A movie can be a communicator or as intermediaries in communication, this is because a film can be directly related to the public audience. Even in this current era of movies can be made for all sorts of purposes, especially with existing technologies to make the film into a medium that is interesting and easy to understand. The film is also a means of communication that

are able to influence the values and behaviors of the society by relying on the power of visual images that are interesting to be listened to.

Researcher interested in analyzing the American Hollywood movie containing symbols of racism on Central Intelligence movie. Hollywood may not know racism, but Hollywood itself provides bridges to voice. Central Intelligence movie is an American action comedy directed by Rawson Marshall Thurber's and written by Thurber's, Ike Barinholtz and David Stassen. This movie is starred by Dwayne Johnson, Kevin Hart, Amy Ryan, Aaron Paul, Danielle Nicolet and Timothy John Smith. The duration is approximately 107 minutes and was released on June 17, the year 2016 in the United States. *Central Intelligence* reflects the story of racism that occurs to the resurgence of racism in America. In this movie, there are some words, pictures, and writings that represent the reality of racism through the sentences of dialog or from the existing behavior in the community, especially for one particular group. This research reveals the racism in the Central Intelligence.

According to KBBI, racism is a prejudice based descendants of the nation, the one-sided treatment of different ethnic groups, understand that race itself is the most superior race. Racism is one of the special forms of prejudice that focuses on physical variation among humans. The idea of racism is an attitude that originally grew in time colonialism, as they want to expand their power in the colonies (Liliweri, 2005, p. 23). From the social structure of racism, racism is the tool using for economic stability the elite. But racism itself is understood as the act of marginalizing groups

from other groups with certain identification or otherwise limiting freedom for a group in social space with the possibility of subjectivity individuals of marginalized groups will be harmed (Kenny, 2004, p. 40). Racism between individuals, ethnic, class, and especially religion has been happening since a long time, this accompanied every difference that brought every human since born into the world of racism has brought a lot of sadness and misery.

The history of racism itself took place in the colonial era when the Nazis did massacre of Jews during the reign of Hitler. Racism also occurred in the United States that its peak is the existence of Jim Crow laws which regulate the mandatory racial separation was carried out in hospitals, prisons, and burial sites. In its application, the regulations also penetrated into the hotel, the building shows, elevator, and Church.

According to Carmichael and Hamilton (1967), there are two types of racism, there are individual and institutional. Individual racism occurs when a person of a particular race make the rules and act loud and abusive to people of other races because members of other races that are in power. Institutional racism is the act of a majority against minority groups who are institutionalized (Liliweri, 2005, p. 171). Examples of individual cases of racism in America, first the police shot dead a man at America in 2016 in the town of Tulsa America. Police shot dead the man 40 years old who rests on his car. Police shot dead the victim just because for trivial reason unwilling to follow orders and said there were weapons in the car. And the second is

still in 2016 a racism case example institutionalized that is a historic building in the form of a special school for black people in Virginia, the United States that is being restored is experiencing bouts of racist vandalism of adherents white supremacists. So very open repression of the people of white skin to black people.

There are some previous studies on semiotics that can be the supported sources for this present study. The first study is written by Marceline Yudith Prawitasari (2010) in her paper entitled "*Semiotics Study on Racism Issues in Tinkerbell Movie (Semiotics Study of Racism on Tinkerbell movie)*". This analysis focuses on articulate racism ideologically and she has used Charles Sanders Peirce theory to analyze the data. The result of this study is shown that Disney has produced the propaganda movie for most of the children as the audience. Meanwhile, most of the audiences of Disney movie were a children, so the message of propaganda these subtly packed, the practice of racism is actually found in the minor scenes and is not the point of the scenes. This is evidence of deployment efforts ideology of racism subtly

The second study is written by Ina Nurizka Kencana (2014) in her paper entitled "*Racism on The Help (Roland Barthes Approach Semiotics Analysis)*". This analysis focuses on acts of racism and she has utilized Roland Barthes theory to analyze the data. The result of this study is the act of racism that emerged from the scene of The Help are, prejudice, stereotypes, and discrimination. Discrimination is the cause of emergence acts of racism that exist in thought white people to black

people. Contributions to the society are providing input to the community in order to receive messages from a movie should be filtered the first message that has been delivered in the movie through scenes and dialogue. In addition to the relevant institutions to be able to determine a movie that contains a good message to be consumed by society in terms of age, race, religion, culture, and others

The last study is written by Eko Nugroho (2012) in his paper entitled "Representation Racism on This Is England's movie". This analysis focuses on acts of racism and he has utilized Roland Barthes theory to analyze the data. The result of this study are a doctrinalization, initiation, store robbery, and persecution that shows there has been racism from the native English to immigrants shown in the movie scene. They enjoy various privileges over the suffering of other groups with the support of some institutions and a set of legal rules which was created to support and perpetuate the racist system. Having understood the previous studies, this present study on the Central Intelligence movie focuses on the act of racism there are prejudice, stereotype, and discrimination. Bring up the representation of America's rise of racism contained in the movie scene. Then, analysis of the data is based on the theory of Roland Barthes. The meaning contained in This Is England movie beginning with work problems, at which time the British have entered the era of Globalization.

The study is an investigation into the signs of racism which is appeared in the movie entitled *Central Intelligence*. Signs are appears around us, include in a movie.

But in fact, some people do not care about it. They think movie is just for entertain. In *Central Intelligence*, the sign that appeared from scene have denotation and connotation. Denotation is literal meaning and connotation is symbolical meaning.

In this research, the writer carries about the analysis of racism that is presented in *Central Intelligence Movie*. The writer interested in analyzing the American Hollywood movie containing symbols of racism. The research has been conducted to measure the denotation and connotation responses to the various racial issues things in the movie. The writer wants to analyze how that denotation and connotation can either enhance or diminish the movie by aiding identification and positive associations. That is the point that has charmed the researcher to do this research.

1.2 Statements of Problem

From the description above, the researcher want to raise concern about the social aspect that shows racism that creates particular perception of meaning in *Central Intelligence Movie*. Finally, the problem can be formulated into.

1. What sign of racism are showed in *Central Intelligence Movie*?
2. How are the relations between denotation and connotation meanings with myth in *Central Intelligence Movie*?

1.3 Research Objective

The objectives of this research are related to the problems that have been stated above and aiming to answer those questions, those are:

1. To describe the social aspects are showed of racism in *Central Intelligence Movie*
2. To find out the relations between denotation and connotation meanings with myth in *Central Intelligence Movie*.

1.4 Research Significance

The significances of this research are divided into two purposes. Those are theoretical purpose and practical purpose. Theoretically, this research is aimed to the readers to show that racism is also can found out by analyze the denotation and connotation in the conversation of the movie which is has limitless interpretation. This research is an encouragement and challenge for the readers to step out of the constructed system and cultural habits when they interpret a text. Thus, the readers can avoid being trapped in the search for the ‘absolute meaning’ of the story. Instead, they can open their mind and be more critical toward any kind of text. Then, this research is also expected to provide the knowledge to the reader in understanding the social aspect in racism.

Practically, this research is expected to be a competent and helpful source for the English literature students and researchers in comprehending theory of heroism,

ambiguity, and characterization to the application to a literary work especially a movie.

1.5 Definition of Key Terms

Key terms are taken from the word in the title of research. These key terms provide to make the reader of the research easier to comprehend about the problem of the research. Not only to make the reader easier to comprehend are the research, but also the key terms provided to avoid misunderstanding to comprehend the research. To prevent misinterpretation the terms that applied in this research, the researcher has the explanation on the terms that require to be explained are:

- **Semiotics** is the study of signs. It is the study of how meaning is created, not what it is. The term is derived from the Greek word semeion which means sign.
- **Racism:** According to KBBI, racism is a prejudice based descendants of the nation, the one-sided treatment of different ethnic groups, understand that race itself is the most superior race.