

## CHAPTER I

### INTRODUCTION

#### 1.1 Background of the Study

United States of America is one of the largest country that has very much influence throughout sector in the world. It is also inseparable from the world of art, especially the world of film acting. The world of American film is in the spotlight of the world. There is no one who doesn't know the word Hollywood as the largest film production center in America. The film world is not separate from home the production that created it. There are many large film production houses that adorn the face Hollywood, among others, Dream Works, Touch Stone, Walt Disney, Universal, Paramount, Columbia, and others. The production houses have been recognized and have no doubt regarding the quality of the film produced. On the other hand, many have produced films with various genres that have spread throughout the world. Representations of white racism against blacks are exposed in several ways American-made films, including: Django Unchained, The Blind Side, The Help.

Until now, racism still occurs in various countries, one of which is the case in Missouri, United States on August 16, 2014. The shooting of a dark teen, the perpetrators of the shooting are the United States police who nested eight bullets in the body of a dark skin teenager. This happened because dark teenagers sang a Hip-Hop song that looked very harshly insinuating white people, which made the

American police have the heart to nest eight bullets on the dark teen's body. With this incident triggered riots in Missouri inside a few days, not even in Missouri but even as far as Washington.

The problem of racism on different skin colors seems to attract the interest of Hollywood filmmakers to bring this theme to the big screen some examples of films with the theme of racism on different skin tones, for example, the film "The Help" which tells about discrimination of housewives against dark maids them, then there is also the film "Crash" by Paul Haggis which tells about social and racial tensions that occurred in Los Angeles and which recently appeared "12 years a slave" which lifts from the story of Solomon Northup who was a leader of a dark skin violin who was kidnapped and made a slave in America.

The struggle of black people in obtaining civil rights in America also done through a variety of different ways or strategies. Entering the 21st century, Afro-American social life has improved, where their opinions began to be heard, although there were still some treatments discrimination that results in 'victims' like Michael Jackson. However since Barack Obama has served the first president of the US blacks in 2009 and lasted for two periods, hope Afro-Americans in achieving equality re-emerge and not few believe that the United States will enter the 'Post Racial' era. But to eliminate discrimination is not easy, even though Afro-America has increased socially and economically, but the increase is not much. However, some Afro-Americans feel more stable under the Obama administration (Raslan, 2016).

They (Afro-Americans) realize that the Obama administration will still be ended in the end, it made them worry and fear of fate and their descendants during the reign of the new president, Donald Trump and that was supported when Donald Trump rose as President of the United States in 2017, many elements of racism were directly issued by Trump in racist remarks through his speech. This made many African Americans question their fate in America during the Trump administration. Afro-American portrayals in film media are told as figures who experience discrimination, have low social standing, and show their struggle to achieve freedom and escape slavery. According to Mc Quail (1987, p.13) These things refer to existing realities, where African-Americans are struggle to achieve their equality and remove the label slavrey. The story in a film is usually lifted from a phenomenon happening around us.

Seeing the world of cinema from the perspective of communication discipline is an effort to see film in its potential to be an effective communication medium, because of its ability to integrate at least two media technologies at once, namely sight and hear (audio & visual). Although film as a new technological invention has emerged in the late nineteenth century, but what it can provide is actually not too new in terms of content or function. Film has become a medium of audio-visual communication that is enjoyed by all people from various ages and social backgrounds. Film always influences and shapes society based on the content of the message behind it, without ever acting the opposite. Film always records the reality that grows and develops in society, and then projects it onto the screen. Criticizing social issues is an innovation, meaning that criticism of social issues

becomes a means of communicating new ideas in addition to assessing old ideas for a social change. The existence of social criticism serves to expose various problems which involves conservative attitudes, status quo, and vested interests in society to make social change.

The film "Get Out" takes a different side from other films that involve Afro-American race. Researchers found something interesting from this film, where white people want to connect their lives by moving their brains into Afro-American bodies because they are considered more physically strong compared to white people. Although at in fact African-Americans are physically stronger, but they are judged by their skin color. Here Jordan as a filmmaker shows that white people are interested in using people's bodies dark skin. This is in contrast to what the media has shown during it's about Afro-Americans even the reality that exists in society, which is where skin color determines a person's class or social status in America.

In this film it shows white people want to use color Afro-American skin, that is black. This is the reason researchers for see how Afro-American representation in the film Get Out. Because researcher want to see what portrayals appear about Afro-Americans in this film through the existing signs.

The researcher see from observations, that there are unique if compared to films that highlight elements of Afro-American race another. In other films, it is always explained how the reality of Afro-Americans is always considered inferior by white people, there are also stories that tell how Afro-Americans Americans

who struggle against slavery or acts of discrimination. All these facts bring up old stories about how the first Afro-American people time came to America as slaves and how white people discriminated against them.

### **1.2 Statements of the Problem**

From the background put forward by the researchers above, there are several problems which will be the study of researchers in the manufacture of Thesis. Broadly speaking, that becomes the main problem is:

1. How does racism occur in Get Out film?
2. How stereotypes appear in Get Out film?
3. What are social aspects in Get Out film?

### **1.3 Objectives of the Study**

From the description above, the researcher will identify the problem that appears as follows:

1. To find out how racism is occurred in the Get Out movie.
2. To find out how stereotypes appeared in the Get Out movie.
3. To find out what are happening in the Get Out movie.

### **1.4 Scope of the Study**

One film that is widely discussed by the public is "Get Out" (2017) movie by Jordan Peele. Peele is a director and writer who is famous in horror films. The Get Out film itself has horror, mystery and thriller genres. This film carries the message of satirical racism wrapped in comedy aimed at criticism from Peele. Get Out tells the story of a couple of lovers of different races, Criss (African-American) and Rose (Caucasian) who will be spending the weekend at the Rose family's home near Pocantico Lake. In this film, Criss is anxious about the plan.

The film Get Out was chosen by researchers because it has won 139 awards and 190 calidominations in 2018. Two of them received the Oscar Best Screen Play from the USA Academy Awards in 2018, and the winner of the African-American Film Critics Association (AAFCA) in 2017. The film was chosen by researchers because there are scenes that have profound meanings about the lives of black people who develop to form new behaviors.

Racism discrimination in America originated from slavery since Europeans came to the continent. Especially those who come to the south and open agricultural land. They needed large numbers of unskilled laborers in 1620 (Kasali in Priandono, 2016). The stereotype of Europeans or Caucasians themselves is a class of superior elite races that has the right to regulate other races below, commonly called racism (Fredrickson in Al-Hafiz, 2016).

Racism is an act of discrimination against certain ethnicities which is interpreted differently biologically (Kottak in Priandono, 2016). According to research conducted by Grosfoguel (2016), racism arises among high-ranking

human beings who form a global hierarchy of superiority and people with high positions will be facilitated by all access to their needs, whereas low-ranking humans are considered non-humans. One of the people who are considered inferior is the Negroid race (African-American). According to Liliweri (2018), one of the terms for ethnic Native Americans in history includes negroes, blacks, and other terms in English, Colored, African-Americans.

Racist victims receive discriminatory treatment from the revocation of certain rights civil, physical and mental violence, and social inequality (Kwate & Goodman, 2015). Racial societies even openly discriminate, intimidate certain groups (Samovar, 2010). The spread of racism starts from within the organizational and personal level in our society, such as government, business, and educational institutions to everyday interactions that are based on differences in economic, psychological, cultural, and historical levels (Samovar, 2010).

### **1.5 Significances of the Study**

The technique used by researcher in the preparation of this thesis is to use the theory of sociology and analyzed solved through the movie script and the dialogue from this movie.

### **1.6 Approach to the Study**

To explain the problem of racism, racial discrimination, and stereotypes that exist in the film. The researcher used a sociological approach from watching

this movie, reading movie scripts and information related to racism through the internet.

### **1.7 Organization of the Paper**

This systematics explains the framework of thinking that will be presented in this study from beginning to end. The systematics of this research are as follows:

The first chapter is an introduction, where the author discusses several things including: background of the study, statements of the problem, objectives, scope, significances, approach and organization of the paper. Chapter two is about the synopsis of Get Out movie script and biography of the script writer, Jordan Peele.. Chapter three is a research method, in which the writer tries to explain about racism, history of racism, discrimination and stereotypes. Chapter four contains an analyze the racial discrimination and stereotypes representations in Get Out movie. Chapter five is the closing, which contains conclusions, suggestions and points.