

Analisis hubungan prasangka dan diskriminasi terhadap orang kulit hitam dalam Film The Help = Analysis between prejudice and discrimination towards black people in The Help

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Abstrak

Skripsi ini membahas tentang hubungan yang terjadi antara prasangka dan diskriminasi berdasarkan warna kulit yang membentuk rasisme yang terstruktur dalam film The Help. Film The Help dengan tiga karakter Hilly, Skeeter, dan Celia merupakan representasi orang kulit putih di Amerika pada tahun 1960-an di Mississippi. Ketiganya menceritakan proses terjadinya prasangka yang menyebabkan diskriminasi yang disebabkan oleh tiga faktor yaitu cultural transmission, personal traits, dan group identity. Namun, diskriminasi bisa menjadi penyebab munculnya prasangka yang disebabkan oleh situational pressures, group gains, dan institutional structure. Hubungan timbal balik antara prasangka dan diskriminasi yang menguatkan struktur rasial di masyarakat menyebabkan rasisme yang sistemis dan terstruktur.

This thesis discusses about relationship between prejudice and racism based on skin color. It constructs structuralized racism shown in "The Help". "The Help" uses three characters, Hilly, Skeeter, and Celia as representative of American people in 1960's in Mississippi. It tells how prejudice, which is the cause of discrimination, happened because of three factors. As McLemore has said, those three factors are cultural transmission, personal traits, and group identity. However, discrimination itself can create a prejudice caused by situational pressures, group gains, and institutional structure. Reciprocal relationship between prejudice and discrimination which strengthen racial structure between Whites and Blacks in society causes systemic and structuralized racism.