

## **ABSTRACT**

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### **PORTRAYAL OF MIDDLE-EASTERN RACIAL STEREOTYPE ON “ALADDIN” MOVIE (SEMIOTICS ANALYSIS)**

(xvii + 110 pages: 25 pictures; 27 tables; 3 figures)

**Keywords:** Media Portrayal, Film, Middle-Easterner Racial Stereotype, Semiotics Analysis

Globalization led to technological developments in today's era. As the result of the development of technology, the messages contained in mass communication are acceptable by audiences easily and quickly, therefore, mass communication become a part of the daily life of individuals. In this research, the researcher focuses on film. Film are one of the many variations of mass media to which are also a part of the study of culture. Therefore, film are able to strengthen the stereotype of race against minority. In American media, Middle-Eastern races are generally described negatively even before the 9/11 Tragedy which resulted dangerously for the morality and life of the Middle-Eastern community. The researcher research one animation film titled “Aladdin”. The film that are supposedly suitable for all ages viewers, received harsh criticism from various parties for containing negative stereotypes against the Middle-Eastern race, more precisely the Arab race. That is why, the researcher wanted to further do a research on the portrayal of stereotype of the Middle-Eastern race in the film “Aladdin”.

This research uses qualitative approach with descriptive research. The data collection method for this research is done with primary data which consist of the captured relevant scene, as well as secondary data that are in the form of literature review. The researcher analyses this research with the use of semiotics theory from Roland Barthes.

The research results indicate that Middle Eastern in the film “Aladdin” are portrayed negatively by the American media. Middle-Easterner are portrayed as dangerous and it also portrays Middle-Easterner woman to live their life merely as an entertainer for men. This proves that American media generally portrayed minority, in this case Middle-Easterner, in negative way.

References: 66 (1961 – 2017)

## **ABSTRAK**

Jocelinda Avelina (00000005519)

### **PENGGAMBARAN STEREOTIPE TERHADAP RAS TIMUR-TENGAH DALAM FILM “ALADDIN” (ANALISIS SEMIOTIKA)**

(xvii + 110 halaman: 25 gambar; 27 tabel; 3 figur)

Kata kunci: Media Portrayal, Film, Stereotipe terhadap Ras Timur Tengah, Analisis Semiotika

Globalisasi menyebabkan perkembangan teknologi pada masa ini. Akibat perkembangan teknologi, pesan yang terkandung dalam komunikasi massa dapat diterima oleh audiens dengan mudah dan cepat, sehingga komunikasi massa menjadi bagian dari kehidupan sehari-hari bagi manusia. Dalam penelitian ini, peneliti fokus kepada film. Film sebagai salah satu dari banyaknya variasi media massa, adalah bagian dari studi kultur. Maka dari itu, film dapat memperkuat stereotipe ras terhadap satu kaum minoritas. Pada media Amerika, ras Timur-Tengah umumnya digambarkan secara negatif bahkan sebelum tragedi 9/11 sehingga berbahaya bagi moralitas dan kehidupan orang Timur-Tengah. Peneliti meneliti salah satu film animasi berjudul “Aladdin”. Film yang seharusnya menjadi film yang cocok ditonton oleh semua umur mendapat kecaman keras dari berbagai pihak karena mengandung stereotipe negatif terhadap ras Timur-Tengah, lebih tepatnya ras Arab. Maka dari itu, peneliti meneliti lebih lanjut mengenai penggambaran stereotipe terhadap ras Timur-Tengah dalam film “Aladdin”.

Penelitian ini menggunakan pendekatan kualitatif dengan metode penelitian deskriptif. Pengumpulan data penelitian dilakukan dengan data primer, yaitu captured relevant scene, serta data sekunder berupa studi pustaka. Peneliti menganalisa penelitian ini menggunakan analisis semiotika oleh Roland Barthes.

Hasil penelitian menunjukkan bahwa ras Timur-Tengah dalam film “Aladdin” kembali digambarkan secara negatif oleh media Amerika. Ras Timur-Tengah kembali digambarkan sebagai ras yang berbahaya dan ras dengan wanita yang hidup hanya sebagai penghibur untuk kesenangan pria. Hal ini membuktikan, bahwa media Amerika umumnya menggambarkan kaum minoritas, ras Timur-Tengah secara negatif.

Referensi: 66 (1961 – 2017)