THE RACISM ISSUES IN "KINGSMAN: THE SECRET SERVICE" BY MARK MILLER AND DAVE GIBBONS

Undergraduate Thesis

Submitted in partial fulfillment of the requirements for the Sarjana Sastra (S.S)

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FACULTY OF LANGUAGES AND LITERATURE

UNIVERSITAS NASIONAL

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FORM OF APPROVAL

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declares that, apart from properly referenced quotations, this Undergraduate Thesis entitled:

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is my own work and contains no plagiarism, it has not been submitted previously for any other assessed unit on this or other degree courses.

I have read and understood the University Regulations on Conduct of Examinations.

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ABSTRACT

This research entitled *The Racism Issues in "Kingsman: The Secret Service" by Mark Millar and Dave Gibbons* explores how racism is represented in the film. The background of this research is to raise awareness that popular films often contain implicit and explicit racial messages that can shape public perception. This research aims to analyze the forms of racism portrayed in the film and how these representations reflect broader social biases. The study uses a descriptive qualitative method with the theory of racism proposed by Alo Liliweri (2018) as the primary analytical framework. Data are collected from selected scenes, dialogues, and character portrayals that demonstrate racial stereotypes, discrimination, and violence. The result shows that racism in the film is presented through stereotypical characterizations, the marginalization of Black and minority characters, and the dominance of white characters in heroic and authoritative roles. These findings indicate that the film, while intended as entertainment, reproduces racial hierarchies and subtly reinforces white superiority. The study concludes that racism in popular media remains prevalent and needs to be critically examined to foster awareness and encourage more inclusive representations.

***Keywords**: Kingsman: The Secret Service, Racism, Representation, Film, Series*

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Jakarta, August 13th, 2025

Muhammad Irsyad

Nur Ramadhan

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