

CHAPTER I

INTRODUCTION

1.1 Background

Many people and experts are already familiar with the term of “literature”. The term "literature" is derived from the Latin word "littera," which means letter. However, "literature" is now more focused on the purely imaginative work that emerges from the story writer's creative mind. Some experts have different opinions about literature; it depends on the time, situation, and social conditions, so there are many different definitions of literature, but this does not change the meaning of literature itself. It is said that literature is a medium for expressing ideas. “The term literature seems best if we limit it to the art of literature, that is, to imaginative literature. Literature is also produced by the imagination of the author. Literature is not just a document of facts, it is not just the collection of real events though it may happen in the real life. Literature can create its own world as a product of the unlimited imagination”(Rene Wellek & Austin Warren, 1963). Literary means not only what is written but what is voiced, expressed, and invented in whatever form (Greil Marcus & Werner Sollors, 2009).

There are two significant categories of literature: fiction and nonfiction. Fiction is literary work that is not based on a true story. Nonfiction, on the other hand, is literary work based on a true story. Novels, short stories, poetry, drama, movies, and other

literary works are examples of fiction. Personal essays, history, biography, and autobiography are examples of nonfiction literary works.



One of the interesting literary works is about the issue of racism. According to van Dijk (Darma, 2009), racism is a racist ideology that is understood as a complex social system based on ethnicity or racial dominance and inequality. Furthermore, van Dijk divides the racist system into two subsystems, namely cognitive and social subsystems. The cognitive subsystem is discrimination in social practices at the local level (micro) and abuse of power by dominant groups, organizations, and institutions at the global level (macro). The origin of the term "race" is known around 1600. Francois Bernier first proposed the idea of differentiating humans based on categories or characteristics of skin color and facial shape (Alo Liliweri, 2005). The discussion of racism in the film that I will discuss is very relevant to the dynamics of society, especially considering the growing awareness of social justice and racial equality throughout the world. Racial imagery is often used in popular media, such as films, to create storylines that have prejudice or bias.

One of the films that presents elements of racism is a film entitled "Kingsman: The Secret Service" by Mark Miller and Dave Gibbons. Due to its captivating narrative and nuanced character portrayal, Mark Miller and Dave Gibbons in the film "Kingsman: The Secret Service" has garnered significant attention from the general public. But behind its widespread appeal are several societal concerns, racism being one of them. Stereotypical depictions in characterization and stories that deal with interracial relationships are examples of racism in this setting. Despite the film's clear

entertainment value, several critics have pointed out its usage of racial stereotypes, which might support prejudiced ideas about particular populations. Based on IMDB, around 731,000 accounts have watched this film in 2014, but many do not realize that this film has raised the issue of racism. Because of that, it's critical to examine how racism is depicted in "Kingsman: The Secret Service" and how it may affect readers' opinions of particular ethnic groups. There has been no research that has tried to analyze the issue of racism in the film "Kingsman: The Secret Service", perhaps because this film was released in 2014 and did not gain enough popularity compared to other films. Not many people know about the issue of racism that occurs in "Kingsman: The Secret Service". Therefore, to reveal issues related to racism in the "Kingsman: The Secret Service" the researcher will examine racism using Liliweri's theory as the main theoretical basis.

1.2 Limitation of the Research

Based on the explanation above, this research aims to analyze racism issue in "Kingsman: The Secret Service" by Mark Miller and Dave Gibbons. Therefore, the subject of this research would be limited. The limitation of this research will be focused on representing characters that will be identified based on race or ethnicity.

1.3 Research Questions

Based on the background, the research questions in this study are:

1. How is character and characterization represented in the movie?
2. How is racism represented in the movie?

1.4 Objective of the Research

The purpose of this study is to answer the question from the research question above, namely "Identify and explain racism as it is represented in the movie "Kingsman: The Secret Service".

