

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

Historically, popular culture has been closely associated with mass media that introduce and encourage the adoption of certain trends. Popular culture provides the product to influence people to consume the product of popular elites, meanwhile media has the exact instruments to provide the agenda of spreading the popular culture's effects. Popular culture is an exceptional means for gaining an insight into what masses of people are thinking, feeling, and dreaming. It is not classified as high or art culture, it is neither folk culture (Russel Nye, 1970: 2). Generally, people seek for entertainment and information when they engage themselves with the media. Movie and music are two common medias that conduct popular culture into people's mind. The media purposely projected the common experience that the mass already known in order to make their products feel familiar and easy to accept.

Music and radio are one of the products of popular culture, the author will be specifically studying a mainstream music of hip-hop. Hip-hop music is a music genre used as a representation of underground move of Hispanic, Latin and African-American people during 1970s-1990s refers as form of escape. Songs in hip-hop music are not only trendy but also imply deeper meanings addressed some social issues. The history of the music itself reflects the black community's social and

political condition. The fact that the music reflects the community condition is also one of popular culture characteristics. Hip-hop music influences the black community condition itself and later becomes one of the most influencing cultures in America through the film, music, fashion, trend on the internet, etc. This implies that hip-hop music is the product of popular culture.

Stereotype is described as a fixed, often simplistic generalization beliefs about a particular group or class of people, usually are negative and unflattering, and may underly prejudice and discrimination. Stereotypes may not necessarily be false assumptions about the target group, as they often contain a bit of fact (Cardwell, 1996: 227). From this perception, the author assumes that there might be stereotype contains some facts among false beliefs about a target group. In this case, the group will be analysed is based on music genre which is hip-hop.

Hip-hop music is originally made as a representation of African-American people during 1970s-1990s. Thereafter, the spread and popularity of hip-hop music in undeniable for people from across the world, even cross-culture, joining the music scene for the sake of popular culture. Not only Hispanic and African-American get the access of creating this formerly exclusive music, people are starting to appreciate white American until Asian hip-hop artists. *8 Mile* movie is telling the story of a white American hip-hop artist who is struggling to get recognized in Detroit hip-hop music scene. Meanwhile, African-American hip-hop artist in that era usually had a bigger opportunity to get recognized and start their career as early as possible, they

tend to get easily accepted since the root culture of hip-hop music is African ancient music. The point of view both from African-American and white American on the hip-hop music industry, especially in Detroit, is the highlight of the story.

In this case, Eminem whose starring his own biopic, has become an interest of the author to study how a non-African-American earned his way to the hip-hop music scene in American, specifically in Detroit. The author is intending to analyse how a black man's medium is portrayed from the perspective of white American people, as well as how the African-American characters see white American whose creating music in hip-hop industry. In *8 Mile* movie, there are African-American and white American characters that become the embodiment of hip-hop music culture. However, it is also including several African-American and white American stereotypes. Hence, the discussion will be about how the stereotypes of people in hip-hop music displayed in the movie.

1.2 Research Problems

After a deep observation of the entire story depicted in the movie, the author comes up to some formulation of several question for this study. The questions are as follows:

1. How are African-American and white American characters portrayed in *8 Mile* movie?
2. What are African-American and white American stereotypes portrayed in *8*

Mile movie defined by categories?

1.3 Objectives of the Study

Looking up to the research problems, the author formulates the objective of the study into two points under below:

1. To understand African-American and white American characters portrayed in *8 Mile* movie.
2. To understand the stereotypes of African-American and white American by categories.

1.4 Scope of the Study

This study will analyse a movie titled *8 Mile* as the study case, employing the dialogue, song and rap lyrics, and scenes from the movie as the main data. In order to support the analysis, the author compiles a number of researches on economic and political condition of Detroit in 1995 and how hip-hop music developed during 1995 in Detroit as an incubator of music during early 1990s era. During the research, the author will be delivering the racial relationship between African-American and white American in order to study the ingroup and outgroup stereotypes of African-American and white American.

1.5 Previous Studies

The author has been compiled a number of research about stereotype shown in similar movie, *8 Mile*. In order to sort it into apparent data, the author describes the studies in to a brief paragraph down below:

The study related to stereotyping towards African-Americans in popular culture published by The John Hopkins University in 1977. An article titled *Black Stereotypes as Reflected in Popular Culture* written by J. Stanley Lemons mainly contains the evidence of how popular culture mould the image of black people during 1880-1920. Black person as entertainment and comic figure has emerged twice in the popular culture during these periods of times where the race relations were extremely bad. The first American's national popular entertainment, had comic Negroes as the focus; and it became widely popular in the 1840s hand-in-hand with the slavery issue that was becoming a serious political question. Later in the 1880s and 1890s, the comic black man became the most common figure in America's new popular entertainment. Additionally, during 1880s and 1890s where most violent level and race relations were at their worst, the African-Americans became the butt of the national joke, the principal comic character. In this way, popular culture's treatment of African-Americans reflected the society's humiliation of them. This implies that humour is a way of relieving social tension, then making black into comics was one way of coping with an extreme situation (Lemons, 1977: 104).

Moreover, the study related to the topic of stereotyping towards African-Americans in the scope of popular culture is a thesis titled *Hip-hop's Diversity and Misperception* published by the University of Maine. The thesis written by Andrew Cashman generally explains that stereotypes of hip-hop culture is only a part of a greater experience that is often ignored by those who are less immersed in the culture. Hip-hop's identity has diversified since its inception, and this identity has been misunderstood by audience who mainly consume mainstream hip-hop. There are many misperceptions of hip-hop that stem from its social and political context. These misperceptions including the association of crime and violence with hip-hop, hip-hop is monolithic, and that hip-hop promotes wealth and sexism which both are topics of toxic masculinity. However, Cashman stated that hip-hop is not just a music genre, but a culture representative of marginalized people (Cashman, 2020: 4).

Another study that has been compiled is an undergraduate thesis written by Tantan Hudayana from State Islamic University Sunan Kalijaga Jogjakarta. The research under the title *The Discrimination as Seen in 8 Mile Movie*. The thesis mainly explains about the root of discrimination pictured in the movie. Racial discrimination started from the ideology that is differentiated one race to "the other". In addition, the research shows that environmental and historical factors are the main factor of racial discrimination (Hudayana, 2017: 34)

Other research related to the topic is a thesis written by Reizha Ocnarulita Tobing from Satya Wacana Christian University. In the thesis titled *A Critical Discourse Analysis of 8 Mile Movie* presents the cultural aspect in the movie and how power influenced interlocutors. The stereotype that was created in the movie was so different with what people have in the current society. The analysis showed how African-American underestimates white American boy, and showed that African-American's mindset saw white American were not suitable to become a rapper. (Tobing, 2013: 26)

Those are studies written by other researchers that the author used as references. Furthermore, the author is trying to completed the previous research by analysing the movie *8 Mile* from psychological point of view in this specific research.

1.6 Method of the Study

1.6.1 Method of Research

The author of this study uses a library research technique to compile the information for the debate. Researching in libraries requires, according to Mary W. George, "identifying and locating sources that provide factual information or personal/expert opinion on a research question; a necessary component of every other research method at some point." George (2008: p.6). According to this definition of library research, the author gathers information for the study's discussion from a variety of sources, including news, articles, books, and any other websites.

1.6.2 Method of Approach

Methods of approach that is being used to analyse the object of this study are objective approach employing Abrams' critical theory in order to analyse the intrinsic aspect of the movie. Meanwhile, the extrinsic aspect of the movie will be analysed using Schneider's theory of stereotyping.

Abrams stated in *The Mirror and The Lamp* that the objective orientation refers to the work of art in isolation from all external points of reference, analyses it as a self-sufficient entity constituted by its parts in their internal relations, and sets out to judge it solely by criteria intrinsic to its own mode of being (Abrams, 2010: 26). Furthermore, the author will be focus on the discussion the extrinsic aspect applying stereotyping theory according to Schneider in his book *The Psychology of Stereotyping*. In the book, stereotypes were assumed to be largely reflection of the culture rather than of individual experiences with people from the groups, promoted a negative evaluation (prejudice), which in turn justified discrimination. Stereotyping divided into eight categories such as gender, race, age, language, physical feature, nationality, occupation and socio-economic status, and other categories (e.g., music genre, fashion style.)

1.7 Organization of the Study

In order to get organized research, the author divides this discussion into four chapters as follows:

CHAPTER 1 INTRODUCTION

This chapter contains the background of the study, research problems, objective of the study, scope of the study, the previous study, the method of the study, and the organization of the study.

CHAPTER 2 THEORETICAL FRAMEWORK

This chapter describes the theories being employed for the study including theory, definition, and the concept of stereotyping. Those will be briefly explained in this chapter in order to support the elaboration of the discussion in this study.

CHAPTER 3 DISCUSSION

This chapter mainly contains the discussion, including the intrinsic and the extrinsic aspects of the movie as the case of the study.

CHAPTER 4 CONCLUSION

- 1.1 The final result of the discussion in the study will be briefly described in this chapter.