CHAPTER I

INTRODUCTION

1.1 Background of the Study

Culture is a natural part of human life that cannot be separated. Culture consists of important aspects of human life. Culture is a complex whole that comprises knowledge, belief, art, law, morals, custom, and any other abilities acquired by man as a society member, according to Tylor (1871: 1). The concept of culture may result in multi-cultural backgrounds and experiences. Contact between persons with diverse family backgrounds or places of origin leads to the establishment of cultural mixing. These people's backgrounds could also include two separate cultures, a phenomenon known as biculturalism.

According to Garcia (2020: 221) Biculturalism occurs as a result of a variety of situations, including immigration, interethnic relationships, mixed heritage, colonialism and war related occupations, expatriation, and international educational opportunities. Biculturalism may occur in many aspects of one's identity, such as religion, sexual orientation, politics, profession, and social groups (Robertson and Grant, 2023: 81).

The reflection of biculturalism and cultural perspectives can be seen through artworks such as literature and cinematography. Television is one of the intermediary information through programs to its viewers, including films, series, news, talk shows, and reality shows. According to Hilmen (2007:1), NBC is one of the most popular and oldest TV networks in America. Founded in 1926, NBC has aired several popular programs such as Saturday Night Live, Friends, The Office, The Tonight Show, NBC Today, et cetera.

Superstore is one of NBC's programs in the form of a sitcom that contains biculturalism and cultural diversity. According to IMDb, NBC's Superstore is an American situation comedy, released on May 7th, 2015. The last season ended on March 25th, 2021. The sitcom consists of cast stories in a big-box store in St. Louis, Missouri. This sitcom attracts a large number of viewers with its unique cast and diversity. Superstore writers utilize the difference in their cast to their advantage. Superstore's cast includes LGBTQ characters, characters of non-Christian religions, characters of various body types, and the characters who bridge the class divide.

One of the supporting characters is called Mateo Liwanag. Mateo is a Filipino immigrant who works in Cloud 9 and was played by Nico Santos, a Filipino-American actor. Mateo moved to America when he was young with his grandmother. Mateo brings his original culture to the workplace but at the same time absorbs the culture from where he lived. In this case, Mateo can be said as a

bicultural worker where there are two cultures at once: the Philippines and the American.

The writer finally chooses Superstore Season 2 because it was an important season for Mateo's storyline, and conflict as a bicultural worker. The writer also found that producers rarely highlight Filipino-American culture in American TV shows. According to Colston (2013: 31) Asian and Pacific Islander (APAs), including Filipino, are included in one of the underrepresented groups in prime-time TV Shows with only 3.3 percent of representation. Some of the reasons include being considered as commercially viable, lack of free access to their culture, and having no long-established community.

The writer found it important to highlight biculturalism in aspect of work culture that has not been discussed. The writer chooses "Superstore Season 2" through the supporting character, Mateo Liwanag, as the representation of underrepresented group in TV Shows. The writer will conduct an analysis to understand the biculturalism pattern and its impact. Hence, this study is important to be discussed to increase some insights and awareness of the possible impact that may happen to bicultural workers.

1.2 Research Question

There are three research problems raised in this study,

1. How is biculturalism reflected by Mateo through "*Superstore*" Season 2?

2. What is the pattern that Mateo develops in performing biculturalism between American and Filipino culture?

3. What are the impacts of the biculturalism in work culture reflected by Mateo Liwanag "*Superstore*" Season 2?

1.3 Objectives of the Study

In this study, the purposes of the study are needed by the writer for fulfilling the goal of this study. The purposes of the study required the following objectives:

1. To analyze the depiction of biculturalism reflected by Mateo through "*Superstore*" Season 2.

2. To show the pattern that Mateo develops in performing biculturalism between American and Filipino work culture.

3. To show the impacts of biculturalism reflected by Mateo through "*Superstore*" Season 2.

1.4 Previous Studies

After the writer conducted an observation, three studies were found that were related to the formal and material objects of the writer's proposal. A review of previous studies is useful to avoid similarities in the research to be studied. In addition, it can also be used as an analytical reference for research to be studied and further research.

The writer found a similar formal object in Pollard's thesis. Pollard (2021) analyzes the intersectional identity of Mateo in the TV Sitcom *Superstore*. Pollard contends that Mateo Liwanag experiences oppression throughout the sitcom because of his intersectional identity as a queer, working-class, immigrant. Her thesis focused on analyzing Mateo's identity as a queer throughout all the seasons. She concludes that Mateo is developing a character that depicts the marginalized group and getting treated poorly by the companies.

The writer also found two similar research studies on the material object, biculturalism. Rafsandjani (2014) in her thesis looks at the presence of biculturalism and ethnocentrism between Oriental and American cultures in Gish Jen's short narrative. In her thesis, she discovered that Mr. Chang is from a bicultural family from China and America in the short novel Gish Jen. The story also demonstrates ethnocentrism in the character of Mr. Chang, who praises in-group culture while criticizing out-group culture.

The portrayal of biculturalism was also found in the thesis of S. Jessica (2021). Biculturalism in her thesis was portrayed in a series called *Never Have I Ever* between the Indian and American culture in Devi, the main character. She found that Devi and other characters in the series experience biculturalism and xenocentrism depicted in how they talk, the way they wear clothing, their behaviors, family culture, and their act in everyday life.

Even though similarities occurred, there are distinctions between the writer's thesis and other writer's thesis objects of investigation when compared. The writer highlights the issue of biculturalism in the context of the corporate sector, which is the workplace. The writer will be focused on analyzing the work culture, biculturalism pattern, and its impact on the workplace. The writer uses Rutledge M Dennis theory of Biculturalism approach to explain the depiction of biculturalism in the workplace by Mateo Liwanag through "*Superstore*" Season 2.

1.5 Scope of the Study

The discussion will cover limited topics because the scope of this study must be constrained. The limitation has a purpose to get the specific results. The writer will focus on analyzing the outcome pattern, and the impacts of biculturalism by observing the dynamic of different work culture depiction by the supporting character, Mateo, in "*Superstore*" Season 2.

1.6 Research Methods

1.6.1   Method of Collecting Data

The writer requires data sources by using the library research method. George (2008: 19) defines library research as a method used by obtaining the data through identifying the source looking for the related theory to the research, and obtaining the information through the chosen source and supported by theory and related books, journals, and articles that correlates with the topics. The writer divides the source of data into two sources. The primary source and main data are taken from all episodes (22 episodes) of Superstore Season 2. The data is based on dialogues between characters, as the main source. The rest of the data is also taken from situations, actions, and cinematography from TV Sitcom Superstore Season 2. The second source is contained through literature reviews obtained from books, e-journals, and the internet.

1.6.2   Method of Data Analysis

The writer uses an exponential approach to examine the intrinsic aspects of the story, such as character, and conflict and the extrinsic aspects. According to Guerin (2005: 79), exponential approach refers to the pattern of meaning in literature. It means examining the most meaningful images and patterns in order to

comprehend the essence of a literary work. Hereby, intrinsic aspects such as character, setting, and conflict will be elaborated in detail. Meanwhile, the writer will also support the extrinsic aspect with Rutledge M. Dennis' concept of biculturalism, Antonia Darder's Biculturalism Outcome Pattern, and Benet-Martineze's theory of Biculturalism impact to examine the biculturalism in Mateo's working style, self-identity, and social relations.

1.7 Organization of the Study

CHAPTER I INTRODUCTION: This chapter contains the background of the study, research questions, objectives of the study, previous studies, scope of the study, method of study, and the organization of the study.

CHAPTER II THEORETICAL FRAMEWORK: This chapter contains theoretical framework supporting this study.

CHAPTER III RESULT AND DISCUSSION: This chapter contains the result analysis from the data founded based on the research questions and theories used.

CHAPTER IV CONCLUSION: This chapter contains the conclusion as the result of this study.

BIBLIOGRAPHY