

CHAPTER I

INTRODUCTION

A. Background of the Research

Stereotypes nowadays usually appear when there is interaction with things that are not yet known. The definition of stereotype, according to Samovar (2010. p.203) is “a complex form of grouping that mentally organizes human experience and directs it towards attitudes in dealing with certain people, this is becomes a way of organizing the images held into a definite and simple category that is used to represent a group of people”. Stereotypes can be positive or negative and easily spread among social groups, stereotypes easily spread due to human nature, namely curiosity which is then interpreted to classify into several things, because this is what makes a person speculate a lot and consider the same individuals who are in a social group. Another characteristic of stereotypes is that they can last a long time, this happens because there is a process of socialization from the social group to the individuals in it and is carried out continuously.

Another definition of stereotypes expressed as a basic tendency of social disease that is less favorable for some people or certain groups. Which means that group members who are the target of prejudice will be viewed more with condescension and suspicion, feelings of displeasure, distrust or a deep sense of hostility, not solely because the person being prejudiced has

individual traits that are less fine, but more so because that person is a member of a group that has been the target of the prejudice.

As previously mentioned, that the definition of stereotypes is a form of attitude towards members of a particular group, therefore the notion of one's own attitude is a favorable or unfavorable evaluative reaction to something or someone (often rooted in one's beliefs and appears in feelings and one's behavior). As an example is many people think that Padang people are stingy, even though not all Padang people are stingy. This is one example of the negative stereotypes that people give to Padang people. Another example, the Javanese are described as gentle, accepting of what it is, and forgiving. It is way different with the Batak people who are described as hardworking, temperamental, and straightforward in saying something as clearly as possible. From some of the explanations above, it can be concluded that the perspective of the general public towards a certain or group can become a culture that is widespread in the minds of the people.

Culture was created by a group or community and also has a cultural agreement in the form of a set of procedures and norms that are owned by community members. Culture is defined in a broad sense, for example the idea of beliefs, beliefs, values and knowledge, it can also be an example of how humans interpret their environment. From the conclusion of this explanation it can be concluded that the environment in which humans live and grow can describe how human cultural is.

Cultural stereotypes are judgments of a particular person or group made against other people or groups, where the evaluation is only based on perceptions or prejudices that are generally accepted as the foundation of people's cognitive thinking or stereotyped groups, even though they are not always true. Cultural stereotypes are generalizations about the qualities of a particular cultural group, including certain symbols or customs that are exclusive to one or more cultures and that are perceived negatively by people from other cultures.

This is what frequently makes it difficult for people to communicate with those whose cultural backgrounds differ from others. People frequently form opinions about a place based on what they have heard about it from others or from their interactions with locals. Cultural stereotypes are more specifically the generalization of cultures based on limited information and the construction of those presumptions depending on membership in a group. It can also be described as judging a person solely on the opinions of the group into which they can be placed. One of the many things that can prevent cross-cultural communication is cultural preconceptions.

Meanwhile, according to Sue Bryant in her article in *Country Navigator* (2021) about "Cultural Stereotypes & Cultural Profiling Tools" it is written that Cultural stereotypes are the result of lazy thinking because our brains do not want to process the individual differences of every person in the world, so people create simplistic groupings of people and assign them a signature behavior or trait. In many cases, these stereotypes are based on a

kernel of truth. When we use a stereotype to inform our judgment we reduce an individual to the level of a caricature – a two-dimensional figure that objectifies the person as indistinguishable from anyone else. We take the thing that is most important and valuable about a person – their sense of self-identity – and treat it as if it were generic.

The issues of orientalism and stereotypes can be found in literary works such as movies, novels and etc. One of the movie that portrayed orientalism cultural stereotypes is Mulan. In this movie, several cultural stereotypes mixed in this film, these issues are the topics that are related to an orientalism approach. The most visible aspect of Orientalism in Disney's Mulan is the fusion of Chinese and Japanese culture. Place in China and to depict Chinese culture; nevertheless, the filmmakers cruelly mixed these two civilizations. They blended Japanese and Chinese cultures. Because in reality Asian societies are all diverse, distinctive, and separate from one another, perceiving various Asian cultures as being similar to one another is an approach to Orientalism.

Edward said on his book Orientalism (1979) Mentioned that orientalism relates to a type of colonialism in which the East is portrayed as inferior, exotic, and backward, while the West is portrayed as superior and civilized called Orientalism. Orientalist discourse emphasizes the distinctions and otherness of the East in contrast to the familiar and logical West, creating a binary opposition between the Orient and the Occident. Orientalism was a political and ideological endeavor that served to defend Western imperialism

and hegemony over the East in addition to being an academic profession. Said criticized Orientalist intellectuals for upholding colonial preconceptions, creating an inaccurate representation of the East, and neglecting the various and intricate realities of the area.

Meanwhile Salahi (2018), on his journal mentioned that Orientalism refers to the representation of the East by the West, as opposed to Occidentalism, which refers to the representation of the West by the East. Based on the explanation above we can conclude that orientalism is a stereotype that how Western tries to describe Eastern culture according to their imagination where Eastern culture is described as a unique, mysterious, mystical, regressive, and strange. Western stereotypes that shape the audience's perception of the East are only based on films without seeing the East directly. This stereotype is shown in one of Hollywood's insistence on removing Asians from their narratives. An example of Hollywood movie that writer took is *Mulan*.

Mulan is a 2020 American fantasy action drama film produced by Walt Disney Pictures. Directed by Niki Caro from a screenplay by Rick Jaffa, Amanda Silver, Lauren Hynek, and Elizabeth Martin, it is a live-action adaptation of Disney's 1998 animated film of the same name, itself based on the Chinese folklore story *Ballad of Mulan*. The film stars Yifei Liu in the title role, alongside Donnie Yen, Tzi Ma, Jason Scott Lee, Yoson An, Ron Yuan, Gong Li, and Jet Li in supporting roles. In the film, Hua Mulan, the eldest daughter of an honored warrior, masquerades as a man to take her ailing

father's place during a general conscription to counter the Rouran army in Imperial China. Plans for a live-action remake began in 2010 but the project stalled in development hell for most of the decade. Filming took place in New Zealand and China from August to November 2018. Over the course of production, the film was the subject of several controversies, including changes to the source material and filming in Xinjiang in light of the Uyghur genocide and Xinjiang internment camps. The film also received criticism for its production team largely consisting of people of non-Chinese descent. This included the hiring of Caro, rather than an Asian director.

As a result of the discussion above, it can be concluded that stereotypes is a negative attitude that can interfere with harmony in social life. In addition, stereotypes often occurs due to differences in views, opinions, and physique. Stereotypes does not only occur in individuals, but can also occur in a group. Currently, stereotypes has become a social phenomenon that will be difficult to separate from our social life. Edward Said (1979), stated that until now everyone has experienced a struggle to represent their identity whether they were born in the East or in the West, the discussion above also shows certain misrepresentations from the West about Asian culture. The writer choose the movie *Mulan* to represent the misrepresentation of cultural stereotypes that seen in the *Mulan* movie.

B. Questions and Scopes of the Research

1. Questions of the Research

Based on the background of study above, the problems discussed in this research are:

- a. What are the cultural stereotypes depicted in *Mulan* movie?
- b. How is the orientalism of stereotype reflected in *Mulan* movie?

2. Scopes of the Research

The scope of this research is focus on cultural stereotype in the *Mulan* (2020) with the title “A Representation of Cultural Stereotypes in *Mulan*: Orientalism Study” which mean that the writer want to focus on cultural stereotype that shows in the movie, the theory in this study used orientalism which proposed by Edward Said (1978).

C. Objectives and Significance of the Research

1. Objectives of the Research

Based on the research above, the writers formulate purpose as the objective of this writing, as follows:

- a. To find out the cultural stereotypes found in *Mulan*.
- b. To describe the orientalism of stereotypes reflected in *Mulan* movie.

2. Significance of the Research

The writer hopes that the end result of this research will deliver some useful information for author herself, students of literature, society and others who need to recognize more about literature, especially about

Cultural Stereotypes not only in the movie Mulan but also in others movie which has the cultural stereotypes.

a. Theoretically

The writer hopes that this research will provide some helpful information for the author, literature students, society, and those who need to understand more about Cultural Stereotypes using Orientalism study by Edward Said's.

b. Practically

This research also becomes reference for other students who want to study in literature because they may learn much about literary appreciation or analysis particularly psychology analysis, so they make research on the some topics based on the literary review.

D. Operational Definition

1. Cultural Stereotypes

Cultural stereotypes is an assessment of a person or a certain group of people/groups where the judgment is only based on perceptions or prejudices that are not necessarily true.

2. Stereotypes

Stereotype is an unbalanced assessment of a group of people, this stereotypes occurs because there is a tendency to generalize without differentiation. Stereotypes are general prejudices that are one-sided or

exaggerated against a group, ethnicity or that are often associated with racism that can threaten social identity.

3. Orientalism

Hegemonic discourse that serves the ruling world powers and is present in all forms of discourse, such as literature, study, and conversation as a result of an effort to maintain the dominance of these dominant groups.

E. Systematization of the Research

The Systematization of the research means how this paper is well structured. The thesis divided into five chapter as follows:

Chapter I is introduction. It discusses the research's background and why the writer chooses this research, the questions and scope of the research, the research's objectives and relevance, and the research's operational description and systematization.

Chapter II is theoretical description. It provide with literature view which describe with various theories from various reference to support the research such a definition of cultural stereotypes, stereotypes, orientalism and the way the writer use structural approach to analyze the Mulan Movie.

Chapter III is present methodology of the research. They are the study's object, data source, data collection method, and data analysis method in the concluding subchapter.

Chapter IV is research findings and discussion. Data found in this research are described, analyzed, and interpreted.

Chapter V is conclusion and suggestion. The writer gave a conclusion based on the analysis done in the fourth chapter and gave suggestions related to the significance of the research along with suggestion on further research on the film.

