

CHAPTER I

INTRODUCTION

A. Background of Study

In communicating with others, we use language. But nowadays, many people do not think before speak. Mostly, they judge other people and say a little rough without know the truth. Living in society, people would find some different cultures. In this situation, they have a description toward the others whether it is positive or negative. This cultural ideology is called stereotype (Scollon & Scollon, 1998: 155). Living in a multicultural society is not as easy as what is being imagined. There must be some conflicts since there are many different cultures and races exist. A multicultural gap is the most crucial problem that people should note while living in the diverse race and culture. Being stereotyped can be a threat for people from the ethnic group minority. Members of minority groups tend to have different treatment in the countries and societies where they live. This discrimination may be directly based on an individual's perceived membership of a minority group, without consideration of that individual's personal achievement. It may also occur indirectly, due to social structures that are not equally accessible to all.

According to Fegin (1984: 10), there are five characteristics of being minority group such as suffers from discrimination and subordination, has physical and/or cultural traits that set them apart which are disapproved by the dominant group, has a shared sense of collective identity and common burdens,

has socially shared rules about who belongs and who does not determine minority status, and has tendency to marry within the group. Every large society contains ethnic minorities and linguistic minorities. Their style of life, language, culture and origin can differ from the majority. The minority status is conditioned not only by a clearly numerical relation but also by questions of political power.

One of the racial segregation phenomena can be identified when white people and black people are separated in some aspects such as education, economic, political life, public facilities, and government. The black people are classified as the working class who are poor, lazy, irresponsible, living in ghetto, dropped-out of school, and speaking different English. On the other hand, the white people are categorized as very proper, rich with big houses, smart, arrogant, racist, and on time (Jobling, 2008: 2). These all perspectives result in the stratification and segregation among two races. Then, this phenomena lead to the emergence of the concept of stereotype.

Stereotyping is considered as people of a certain group, race or religion which have the same characteristics. Learning from the media and communicating with people of some countries can be a best way to know stereotypes about other nations and understand people from different cultures. In fact, there are plenty of stereotypes about people in every country, some may be true but some may not. Stereotype is not always in a form of negative opinion but also can be a positive opinion yet, it was still over generalized.

Language is given by God for human being. The holly Quran Surah Al-Hujurat verse 11:

يَا أَيُّهَا الَّذِينَ ءَامَنُوا لَا يَسْخَرْ قَوْمٌ مِّن قَوْمٍ عَسَىٰ أَن يَكُونُوا خَيْرًا مِّنْهُمْ وَلَا نِسَاءٌ مِّن نِّسَاءٍ عَسَىٰ أَن يَكُنَّ خَيْرًا مِّنْهُنَّ وَلَا تَلْمِزُوا أَنفُسَكُمْ وَلَا تَنَابَزُوا بِاللُّغَبِ ۖ بِنِسَاءِ الْأَسْمَاءِ بَعْدَ الْإِيمَانِ ۚ وَمَن لَّمْ يَتُبْ فَأُولَٰئِكَ هُمُ الظَّالِمُونَ

The verse proves that we should not judge, criticize and discriminate the people. Because they are might be better than us.

There are two previous studies used as references to make this thesis. The first one is a thesis by Vuti Wiviana (2014) entitled *Sociolinguistic Analysis of Stereotype Threat in the Blind Side*. The problem is focus on stereotype threat in the blind side movie.

The other previous study is a thesis by Elizabeth Hanson Wellings (2010) entitled *The Negative Stereotypes of Online Gamers and Their Communication Consequences*. The problem is focus on Negative Stereotypes of Online Gamers and their Communication Consequences.

The significant difference between the thesis and the two previous studies is in the context of stereotype and the way of analysis. The first previous study discussed the linguistic choices in the form of verbal processes that are reflecting stereotypes and stereotype threat. The second previous study discussed the

negative stereotype of online games and their communication consequences while this thesis will find out the positive and negative stereotype and the meaning of the utterances of positive and negative stereotype with sociolinguistics approach or sociolinguistics analysis.

Stereotype is introduced by media, especially TV. Because, TV can influence people to open their mind, know about culture and understanding people. The writer chooses the TV Series or film because it is more reflecting reality in a society. TV series or film is a form of art; art is a controlled work with meaning, which seeks to comment upon what it means to be alive in the world. Filmmakers take issues of society and life and manipulate them into stories and characters and make some kind of comment on society. Many filmmakers do seek to reflect society in some way. In “Fresh Off the Boat (Season 1) there are so many stereotype that is used by all characters. Here are some example stereotype utterances that appeared in Fresh Off The Boat Season 1: “*Mom, no! I don’t want Chinese lunch*”, “*I Want white-people Food*”.

B. Statement of Problems

Concerning the title, the problems that come up with can be formulated as following:

1. How are the positive stereotype utterances in TV Series “*Fresh Off The Boat (Season 1)*”?
2. How are the negative stereotype utterances in TV Series “*Fresh Off The Boat (Season 1)*”?

3. What are the meaning of positive and negative stereotype utterances in TV Series “*Fresh Off The Boat* (Season 1)”?

C. Objectives of Research

In relation to the formulation of the problems state above, the purposes of the study are:

1. To find out the positive stereotype utterances in TV Series “*Fresh Off The Boat* (Season 1)”.
2. To find out the negative stereotype utterances in TV Series “*Fresh Off The Boat* (Season 1)”.
3. To describe the meaning of positive and negative stereotype utterances in TV Series “*Fresh Off The Boat* (Season 1)”

D. Significance Of Research

This research is concerned with sociolinguistics analysis of stereotype in TV Series entitled “*Fresh Off The Boat* (Season 1)”. The research hopefully can broaden readers’ knowledge on social and culture study, particularly in relation to the phenomena of stereotype that exist in the society. It also opens their mind on how to see and understand people from different cultures and races, by neither accept nor treat them differently. This research is also expected to give an authentic source of study in order to conduct a thesis writing using sociolinguistics approach and to give a description about the

phenomena of stereotype. It can be a new reference for students since there have no many theses in sociolinguistics that specifically identify stereotype.

E. Definition of Key Term

1) Stereotype

Stereotype is defined as stored beliefs about the characteristics of a group of people (Hamilton and Sherman, 1994). Stereotype in this research discusses about positive and negative stereotype in utterances that appear in Fresh Off The Boat TV Series and the meaning of the utterances.

2) TV Series

According to Hicketier (2007) Television series are a visual storytelling medium, the main difference to other storytelling media such as books and movies is duration and the “endless”-concept. Television series on the other hand have a completely different actual length (from a few episodes up to tens of seasons, as well as episodes being everything from a couple of minutes to an hour long), the creation stretches several years and is very dependent on outside resources such as cast and crew, economic resources, sponsors, network and audience, but has at the same time to be produced under incredible time pressure taking into consideration the broadcasting schedule of its television channel and that much more content needs to be produced in a much shorter time compared

to feature films. (Nora Annika Binder:2009). The TV series being analyzes here is Fresh Off The Boat (Season 1).

3) Fresh Off The Boat



Fresh Off the Boat is an American sitcom series starring Hudson Yang, Randall Park, and Constance Wu that is loosely inspired by the life of chef and food personality Eddie Huang and his book *Fresh Off the Boat: A Memoir*. It is the first American television sitcom starring an Asian-American family to air on network primetime since Margaret Cho's *All American Girl*, which aired for one season in 1994.