

**RACISM IN AMERICAN SOCIETY IN 19TH CENTURY
AS REFLECTED IN KATHRYN STOCKETT'S "THE
HELP": SOCIOLOGICAL APPROACH**

THESIS



By:

Erwinsyah Dwi Putra

151210068

ENGLISH DEPARTMENT

FACULTY OF SOCIAL SCIENCE AND HUMANITIES

PUTERA BATAM UNIVERSITY

2019

**RACISM IN AMERICAN SOCIETY IN 19TH CENTURY AS
REFLECTED IN KATHRYN STOCKETT'S "THE HELP":
SOCIOLOGICAL APPROACH**

THESIS

**Untuk memenuhi salah satu syarat
memperoleh gelar Sarjana**



By:

Erwinsyah Dwi Putra

151210068

ENGLISH DEPARTMENT

FACULTY OF SOCIAL SCIENCE AND HUMANITIES

PUTERA BATAM UNIVERSITY

2019

SURAT PERNYATAAN ORISINALITAS

Yang bertanda tangan di bawah ini, saya:

Nama : Erwinsyah Dwi Putra
NPM/NIP : 151210068
Fakultas : Ilmu Sosial dan Humaniora
Program Studi : Sastra Inggris

Menyatakan bahwa “**Skripsi**” yang saya buat dengan judul:

RACISM IN AMERICAN SOCIETY IN 19TH CENTURY AS REFLECTED IN KATHRYN STOCKETT’S “THE HELP”: SOCIOLOGICAL APPROACH

Adalah hasil karya sendiri dan bukan “duplikasi” dari karya orang lain. Sepengetahuan saya, didalam naskah Skripsi ini tidak terdapat karya ilmiah atau pendapat yang pernah ditulis atau diterbitkan oleh orang lain, kecuali yang secara tertulis dikutip di dalam naskah ini dan disebutkan dalam sumber kutipan dan daftar pustaka.

Apabila ternyata di dalam naskah Skripsi ini dapat dibuktikan terdapat unsur-unsur PLAGIASI, saya bersedia naskah Skripsi ini digugurkan dan gelar akademik yang saya peroleh dibatalkan, serta diproses sesuai dengan peraturan perundang-undangan yang berlaku.

Demikian pernyataan ini saya buat dengan sebenarnya tanpa ada paksaan dari siapapun

Batam, 09 Agustus 2019
Yang membuat pernyataan,

Materai 6000

Erwinsyah Dwi Putra
151210068

DECLARATION OF THE THESIS ORIGINALITY

I, Erwinsyah Dwi Putra, NPM No. 151210068

Hereby declare that the term paper entitled:

**RACISM IN AMERICAN SOCIETY IN 19TH
CENTURY AS REFLECTED IN KATHRYN
STOCKETT'S "THE HELP": SOCIOLOGICAL
APPROACH**

Is the real work of myself and I realize that this thesis has never been published in other media before, partially or entirely, in the name of mine or others.

Batam, 09th August 2019

Erwinsyah Dwi Putra
151210068

**RACISM IN AMERICAN SOCIETY IN 19TH CENTURY
AS REFLECTED IN KATHRYN STOCKETT'S "THE
HELP": SOCIOLOGICAL APPROACH**

THESIS

**Submitted in Partial Fulfillment of the Requirements for the Degree of
Sarjana Sastra**

**By:
Erwinsyah Dwi Putra
151210068**

**The thesis has been approved to be submitted on the date as indicated
below**

Batam, 06th September 2019

**Robby Satria, S.S., M.Hum.
NIDN: 1001098503**

ABSTRAK

Penelitian ini dilakukan berdasarkan sosiologi sastra, karenanya, pendekatan yang digunakan dalam penelitian adalah pendekatan sosiologi. Sosiologi sastra menitikberatkan ilmunya pada kondisi sosial masyarakat di komunitas tertentu yang terdapat dalam karya sastra. Teori yang digunakan dalam penelitian ini adalah teori yang telah dikemukakan oleh Alan Swingewood dan Diana Laurensen (1972) dan “The Help” oleh Kathryn Stockett digunakan sebagai sumber data. Untuk menemukan hasil penelitian, peneliti menggunakan metode deskriptif kualitatif. Peneliti juga menggunakan teknik catat sebagai metode untuk mengumpulkan data. Dalam menganalisis data, peneliti menggunakan analisis deskriptif dan metode naratif deskriptif teks untuk menyajikan hasil dari penelitian. Tujuan dari penelitian ini adalah untuk mengungkap kondisi nyata sosial yang digambarkan dalam cerita di novel. Peneliti menemukan beberapa kondisi sosial yang terefleksi melalui cerita yang ditulis oleh Stockett. Ada tiga perspektif dalam sosiologi sastra yang dikemukakan oleh Swingewood dan yang digunakan oleh peneliti adalah perspektif pertama yang melihat karya sastra sebagai dokumen sosial yang merefleksikan situasi nyata dari masyarakat. Kondisi nyata sosial yang digambarkan dalam novel adalah rasisme terhadap masyarakat Amerika di tahun 1960-an yang meliputi prasangka, diskriminasi dan segregasi. Selain tipe-tipe rasisme, peneliti juga menemukan perjuangan orang-orang kulit hitam melawan rasisme seperti menulis buku dan melakukan berbagai macam pergerakan hak-hak masyarakat melalui karakternya. Sebagai hasil, “The Help” oleh Kathryn Stockett merefleksikan kondisi nyata sosial dalam masyarakat Amerika di tahun 1960-an.

Kata kunci: Masyarakat, rasisme, sosiologi sastra.

ABSTRACT

This research is conducted based on sociology of literature, hence, the approach used is sociological approach. Sociology of literature focuses its' study on the social condition of society of a certain community in a literary work. The theory used in this research is proposed by Alan Swingewood and Diana Laurenson (1972) and "The Help" by Kathryn Stockett is used as the data source. In finding the result, the researcher uses descriptive qualitative method. The researcher also uses note-taking technique as the method of collecting data. In analyzing the data, the researcher uses descriptive analysis and descriptive narrative text method in presenting the result of the research. The aim of this research is to reveal the real social conditions that are portrayed in the novel. The researcher found several social conditions which are reflected through the story by Stockett. There are three perspectives in sociology of literature proposed by Swingewood and the one that the researcher uses is the first perspective that sees a literary work as a social document that reflects the real situation of society. The real social condition that is portrayed in the novel is racism against American society in 1960s which includes prejudice, discrimination and segregation. Beside the types of racism, the researcher also found the people of colour's struggles in fighting against racism such as writing a book and pulling the civil rights movement through its characters. As a result, "The Help" by Kathryn Stockett is reflecting the real social condition of American society in 1960s.

Keyword: Racism, society, sociology of literature

MOTTO AND DEDICATION

MOTTO

Those are on right guidance from their Lord, and it is those who are the successful

(Q.S. Al-Luqman : 5)

It always seems impossible until it's done

(Nelson Mandela)

DEDICATION

*This thesis is proudly
dedicated to my beloved
parents, the biggest
supporter in life
My older brother
All of my best friends*

ACKNOWLEDGEMENT

First of all, the researcher would like to thank Allah SWT who is compassionate and merciful for giving all the blessings and strength to the researcher in finishing this thesis entitled “Racism in American Society in 19th Century as Reflected in Kathryn Stockett’s “The Help”: Sociological Approach” on time. Second, the researcher would like to thank all of the people who are involved in helping the researcher finishing his undergraduate program from the beginning to the end. He would like to express his gratitude to them, especially to:

1. Mrs. Dr. Nur Elfi Husda, S.Kom., M.Si as Rector of Putera Batam University.
2. Mrs. Rizki Tri Anugrah Bhakti, SH., M.H. as Dean of Social Science and humanities faculty of Putera Batam University.
3. Mrs. Afriana, S.S., M.Pd. as Head of English Department of Putera Batam University.
4. Mr. Robby Satria, S.S., M.Hum. as the supervisor who has given advices, guidance and a big contribution in arranging this thesis.
5. All Lectures of English Department, for their knowledge, motivation and suggestion during classes or other activities at Putera Batam University.

May Allah SWT give mercy, peace, and love for them. Aamiin ya rabbal ‘alamin.

Batam, 09th August 2019

Erwinsyah Dwi Putra

TABLE OF CONTENTS

	page
COVER PAGE	
TITLE PAGE	ii
STATEMENT PAGE	iii
DECLARATION	iv
APPROVAL PAGE	v
ABSTRAK	vi
ABSTRACT	vii
MOTTO AND DEDICATION	viii
ACKNOWLEDGEMENT	viii
TABLE OF CONTENTS	x
CHAPTER I INTRODUCTION	1
1.1 Background of the Research	1
1.2 Identification of the Problem	5
1.3 Limitation of the Problem	5
1.4 Formulation of the Problem	5
1.5 Objectives of the Research.....	6
1.6 Significances of the Research.....	6
1.7 Definition of Key Terms	7
CHAPTER II REVIEW OF RELATED LITERATURE & THEORETICAL FRAMEWORK	8
2.1 Sociology of Literature	8
2.2 Sociological Approach.....	9
2.3 Alan Swingewood’s Sociology of Literature	10
2.4 Racism	11
2.4.1 Types of Racism.....	12
2.5 Previous Study	15
2.6 Theoretical Framework.....	18
CHAPTER III RESEARCH METHODOLOGY	20
3.1 Research Design	20
3.2 Object of the Research.....	21
3.3 Method of Collecting Data.....	21
3.4 Method of Analyzing Data.....	22
3.5 Method of Presenting Research Result.....	22

CHAPTER IV RESEARCH ANALYSIS AND FINDINGS	24
4.1 Preliminary Analysis.....	24
4.1.1 Plot	24
4.1.2 Characters.....	28
4.1.3 Setting	31
4.1.4 Point of View	33
4.1.5 Theme.....	33
4.2 Racism in American Society in 19 th century in Kathryn Stockett’s “The Help” 35	
4.2.1 The Types of Racism Faced by People of Colour as Portrayed in Kathryn Stockett’s “The Help”	35
4.2.2 People of Colour’s Struggle against Racism in Kathryn Stockett’s “The Help” 45	
4.3 Research Findings	52
CHAPTER V CONCLUSION AND SUGGESTION	57
5.1 Conclusion.....	57
5.2 Suggestion	58
REFERENCES.....	60
APENDICES	
Appendix 1. Supporting Research.....	58
Appendix 2. Curriculum Vitae.....	74
Appendix 3. Research Certificate.....	75

CHAPTER I INTRODUCTION

1.1 Background of the Research

It is widely known that people express themselves through many ways. One of them is through literature which has a lot of forms known as literary work. It can be in a form of written like prose and poetry or in the form of drama or movie. Coming from author's mind, literary work contains ideas and sometimes their own experiences. In short, in every form of the work, literature will remain the same as a form of its author's expression.

One of the most common literary works especially in modern era is novel. Being one of the most famous written literary works, novel grows vastly to the top over short story and poetry considering it is the youngest form of literary work in history of literature. It has its own charm in winning people's heart within various elements like plot, characters, point of view, setting and theme. These elements are not only novel's charm but also have prominent role in building an interesting story. As interesting story is one of the keys for a novel to gain the attention from readers, means that all of these aspects affect each other. That being said, novel with all of its uniqueness and despite being considered as a new literary work, it still can be everyone's favorite without lessen people's preference in the older literary works.

One of the novels that has an interesting story in it is *The Help*. This important novel was written by Kathryn Stockett back in 2009. Born in Jackson, Mississippi, Kathryn got a lot of influences from her surrounding including her parents hired a

colored maid back when she was just a little kid. Stockett took five years to complete the book, and it was rejected by 60 literary agents before agent Susan Ramer agreed to represent the book. Since then, the novel has been published in 42 languages. The novel is one of the New York Times best seller list. It tells the story of three main characters set in 1962. The two of them are African-American women who worked as maids and get a bad treatment namely Aibileen and Minny and the other one is a white American woman who has sympathy for them, Skeeter.

Just like real life, characters in novels are also going through things that people in real life do in a daily basis. These things include the positive and negative treatments they do towards each other. The racism treatment which received by the characters in “The Help” by Kathryn Stockett is one of the examples of negative deeds done by the society. Here is the quotation taken from the novel which indicates the racism against people of colour:

I want to yell so loud that Baby Girl can hear me that dirty ain't a color, disease ain't the negro side of town. I want to stop that moment from coming – and it come in every white child's life – when they start to think that colored folks are not as good as whites (Stockett, 2009, p.80)

It truly reflected the situation where the story takes place which is in 1960s where racism between whites and people of colour in America still raised very strong. It can be said that, novel as a fictional literary work still can reflect the true condition of society in real life within its fictitious story.

Racism itself is a social issue among society which have has happened for a very long time even until today. It also happens in Indonesia when Indonesian natives

judge Chinese descent. Natives usually judge them as arrogant and self-centered people without even knowing them personally. The term racism which refers to negative action towards inferior people may also be caused by the fact that some races regard their groups as the best group. One factor they often use to specify the superiority is the color skin. People with white skin color believe that they are the best of human evolution ever produced. As the result, they consider their races have that superiority than any other races and enforced if not so much brutal rules that caused people of colour suffered very long. White people felt like they could do anything they want including violence to the inferior group such as shooting them without even having any reason behind the action. This was one of the incidents that brought the courage to people of colour to struggle against their disadvantaged situation.

Racism is one of important discussion in sociology field because it occurs among society as one of humanity phenomenon. That being said, the researcher disputes that sociological approach is suitable to analyze racism in Kathryn Stockett's "The Help". According to Damono (as cited in Kurniawan, 2012), authors reflect the condition, value and social live which influence them in writing their works. Therefore, the authors mediate the relation between literary work and society because they portray the society in the thought of their view and ideology. Using an imaginative mediation, the authors still can represent the social condition through their narration. In other words, one of the ways to see literature as the reflection of the

sociological condition of society in real life is through sociological approach. Hence, the approach used in this study is sociological approach.

Related to sociological towards racism, a research had been conducted before by Robiah Al Adawiyah under the title “Racism Against African American Slave in Solomon Northup’s Twelve Years As A Slave” back in 2015. The study was focused on the form of racism and how the novel portrayed the real phenomenon at that period. Another analysis that is related to film adaptation was also done by Nova Avida in her thesis entitled “Social Segregation in Kathryn Stockett’s “The Help”: The Sociological Approach”. The thesis studied about social segregation in “The Help” using sociological approach.

The researcher is intrigued in analyzing racism in Kathryn Stockett’s “The Help” due to the following reasons. First, the novel is being written by a white author using the perspective of colored people. The language use and how the characters being narrated in the story reflect real life situation very well. Second, the situation between white and colored people really boiled up in the story even though the author using an imaginative narration. It is in fact really important bringing this topic up because racism always happens everywhere to every race. This is why this research needs to be done because people still think that the racism issue between races is not really important up to this time despite of many research had been conducted before. Based on the reasons above, the researcher entitles the analysis as “Racism Towards People of Colour as Reflected in Kathryn Stockett’s “The Help”: Sociological Approach”.

1.2 Identification of the Problem

Based on the background above, the researcher identified the problem as follow:

1. The types of racism faced by people of colour as portrayed in Kathryn Stockett's "The Help".
2. People of colour's struggle against racism in Kathryn Stockett's "The Help".
3. Historical moments in Kathryn Stockett's "The Help"..
4. The author's social condition which reflected in "The Help".
5. Whites' point of view towards people of colour as reflected in Kathryn Stockett's "The Help".

1.3 Limitation of the Problem

Due to the limited time in doing the research, the researcher limits this research as follow:

1. The types of racism faced by people of colour as portrayed in Kathryn Stockett's "The Help".
2. People of colour's struggle against racism in Kathryn Stockett's "The Help".

1.4 Formulation of the Problem

Upon facing the limitations of the problem that researcher had specified before, the researcher would like to formulate the problem as follow:

1. What are the types of racism faced by people of colour as portrayed in Kathryn Stockett's "The Help"?

2. How do people of colour struggle against racism in Kathryn Stockett's "The Help"?

1.5 Objectives of the Research

In doing this research, the researcher found some objectives that lead to this research:

1. To identify the forms of racism faced by people of colour as portrayed in Kathryn Stockett's "The Help".
2. To find people of colour's struggle against racism in Kathryn Stockett's "The Help".

1.6 Significances of the Research

There are benefits in this study, namely theoretical benefits and practical benefits. First, theoretically, through this research is expected to contribute to enrich the reader's insight into the analysis, especially the analysis of racism towards people of color and also develops to the readers who are interested in doing the research on the sociological field.

Second, practically, this research is useful for other researchers in conducting research on racism with other literary works or theory. This research, in particular, is expected to assist readers in learning to understand the various forms of racism and also become one of the references that other researcher needs for their own research.

1.7 Definition of Key Terms

Racism : A belief or ideology which implies that all members of each racial groups holds characteristics or abilities specific to that race, especially to differentiate those groups as being either superior or inferior to another racial group. Racism may include any attitude and action that subordinate people based on their race/color/ethnicity. (Zevallos, 2017)

People of colour : The term used primarily in the United States to describe any person who is not white or of European parentage. It encompasses all non-white people, emphasizing common experiences of systemic racism. (Jackson, 2006)

Sociological Approach : The approach that theories are based on society which can be found in a literary work. There are several experts who proposed the theory including Alan Swingewood's sociology of literature with its three different perspectives. (Damono, 1984)

CHAPTER II

REVIEW OF RELATED LITERATURE AND THEORETICAL FRAMEWORK

This second chapter will reveal several things that are used in analyzing the data. The first thing is the theory that is used as the main theory for this research. The three perspectives from sociology of literature proposed by Alan Swingewood are used as the main theory for analyzing the sociological aspect in the story. Beside the theory, previous research and theoretical framework of this research are also being revealed in this chapter.

2.1 Sociology of Literature

Literature is an author's form of expression which reflects society. Either good values or the ills are reflected into a new different story. Authors usually got influenced by society that enables them to reveal the issues within society's life which even can give an impact as well. Literature also presents the idea of life that part of social reality in. It also includes the relationship between individuals in certain community. In addition, literature and society cannot be separated because both have strong relation to each other that created the term sociology of literature. As literature is a reflection of human's social life, the analysis can be combined with other science field like sociology.

Sociology can be interpreted as the systematic knowledge about the life of human groups in relation to other human beings. It is a study of human social institutions through objective and scientific process. The sociology of literature itself

is a specialized area of study which has its focus in the attention upon the relation between a social structure and literary work in which it is created. According to Wolff (as cited in Endraswara, 2013), sociology of literature is a formless discipline, undefined, which consists of empirical studies on the more general theories that only have resemblance in dealing with literature and society. The study is directed to make a better understanding towards literature in its larger social context that the subject can be approachable scientifically. Henceforth, the social aspect in certain literary work can be analyzed with proper approach.

2.2 Sociological Approach

The fact about the relationship between literature and society that is widely acknowledged is that literature exists as a mirror to the real life in social context. It opens the way for the experts to develop numerous theories in analyzing the relationship. Karl Marx's theory of ideology has been directed at literature namely by Pierre Macherey, Terry Eagleton and Frederic Jameson. The three developed the ideology theory to analyze the social context in a literary work. Rene Wellek and Austin Warren on the other hand divided their study of sociological literature into three kinds, sociological author, literary work and reader. Diana Laurenson and Alan Swingewood developed the theory where sociology of literature sees the literary work as three different things in reflecting the society. George Luckacs, a Marxist critic from Hungaria also developed the concept of literary work as a mirror. Therefore, these developments of sociology of literature have been given a lot of contributions in term of analyzing literary work.

2.3 Alan Swingewood's Sociology of Literature

Almost every aspect of story in a novel has a strong relation to sociology. This relation creates the scientific aspect within the literary work which enables people to see through its elements using sociological perspectives. Swingewood (as cited in Wahyudi, 2013), stated that there are 3 perspectives in sociology of literature, which are literary work as an era's reflection when it is produced, as the author's mirror life and as a historical moment. The three perspectives see literary work in different angles but related in one common thing, society. These perspectives are:

1. Sociology of Literature views the literary works as social document which has the reflection of the situation when the work was written.
2. Sociology of Literature views the literary work as the mirror of author's social condition.
3. Sociology of Literature views the literary works as historical moment.

The first perspective sees the literary works as written social document which means all of the things that happened and reflected in the written work that are related to society are covered within this perspective. On the other hand, second perspective sees through the author's social condition that influenced the story of their written work. Meanwhile, the third perspective took all of the historical moments which reflected in the written work to be analyzed. These three perspectives can be used in analyzing a literary work that is heavily written with social context in its elements.

The first perspective proposed before can be used in a society-based story in a literary work. Swingewood's theory is not only seeing through the story but also

useful in analyzing literally every piece of social aspect including the characters behavior and their environment which are crucial to literary criticism. As the sociology is the main part of this approach, the racism against people of colour in the story is going to be the focused in this research for it is being the theme of the literary work written by Stockett itself. Alan Swingewood's first perspective is used in this research because the researcher wants to analyze the social condition within the literary work. Departed from that idea, the researcher uses another theory to support Swingewood's theory in analyzing Kathryn Stockett's "The Help".

2.4 Racism

In sociology, there are several conflicts within society that usually being reflected in the literary work. One of them is racial oppression in a community between races. This conflict comes in the form of inequality treatments towards certain races and had been going on for a very long time. This research is based on that issue which leads the study to the actions called racism. The long over-due actions have been done for many times in many generations. To this point, racism that is reflected in the literary work which the researcher wants to analyze is a part of the sociology itself.

The term racism is still controversial among society in social life around the world. It is laying underneath people's words, actions and environment in a daily basis. Racism by the definition in sociology itself has meaning of an action in putting a certain race above the others. According to Zevallos (2017), racism is a belief in the system of racial inequality that some groups are indigenously superior to other

groups. It rests on the actions or attitudes that cause on the emergence of the false ideology that white people are superior to other groups. It also comes in contact with power structures, such as cultural and historical relations for it established through social institutions and colonialism. In short, it can be said these actions arise because of the ideology produced by the attitudes in term of equality between races which causes many conflicts in the society.

The actions of racial inequality in certain community of society are not only done deliberately by people towards those who get unfair treatment. It sometimes can be hidden in the words people unintentionally spread which for those who did the actions might not realized that others may take them differently. Zevallos (2017) stated that people can be insensible of how they both relish from, and reproduce, racism, and so their words and doings might have unintended outcome, even if they do not mean to purposely discriminate. The truth is, racism does not entail a mindful intent and already being planted to the society in every nation. This indicates that even the smallest act can caused such a big issue within the society.

2.4.1 Types of Racism

Racism which rests on people's words and actions are usually in the form of rejection. It commonly caused by the lack of awareness that differences can be responded positively. The rejection is often the result of the majority group's consideration that they are better than other groups which means that one community wants to be respected above the others. This belief reproduces the ideology that makes minorities think they just have to follow that belief because of their lack of

confidence. The types of rejection within the race relation may be classified in three forms; prejudice, discrimination and segregation.

2.4.1.1 Prejudice

Departed from the fact that literature reflects the real social condition in the past, the researcher is provoked to analyze deeper about the truth condition of society in America at the period of 1960s. Swingewood (as cited in Wahyudi, 2013) stated that the task of sociologist of literature is to relate the imaginary character's experience by the writer and situations to the historical condition from which they derive. The statement supports the reason to analyze the social problems that are portrayed even deeper. One of the social problems in 1960s is prejudice between races.

In race relation, prejudice is judgment as well as negative opinion against inferior group. It usually caused by the miscomprehension between some races. According to Zevallos (2017) prejudice is individual attitude based on inflexible and irrational generalization about a group of people. They can be positive or negative depends on the intention. Racial prejudices include expressions of hostility towards particular racial groups. In addition, prejudice is an unfair judgment towards minorities which is given by majorities without any knowledge of each other that mostly done with cultural difference reasons.

2.4.1.2 Discrimination

Beside prejudice, discrimination against certain races is also one of the racism actions that happened in the American society in 1960s. Racial discrimination usually

occurs when an individual got unequal treatment because of their actual or identified race. Zevallos (2017) stated that it is the result of acting on prejudices which leading to inequitable treatment of marginalized groups reinforced by social processes that already disadvantage racial minorities. Discrimination also involves excluding or restricting members of specific groups from opportunities that are available to other group. It can be seen in activities that hand out benefits and rewards unequally based on advantages or membership in the prominent ethnic groups. In summary, discrimination is a negative treatment that is also based on the prejudice with the superior and inferior as the doer and the victim respectively.

2.4.1.3 Segregation

Despite of having the two major social problems portrayed in her book, Stockett took a deeper direction towards racial inequality that includes not only individual but also the organizations from government. According to Zevallos (2017), segregation itself is social separation and the spatial of the superior and inferior groups which is institutionally expressed by social in the form of physical separation. It signifies a meeting of social and physical space and is to be distinguished from other forms of social which also arranged social distance in the terms of spatial. The segregation concept also authorize the separation in the term of public facilities in daily basis which follows its motto “Separate but equal”. Furthermore, segregation is the spatial separation that is conducted by superior group who put themself in the special and secure condition, while the inferior group being down below them with low advantages.

2.5 Previous Study

The researcher uses some works which has the related topic with the topic that is going to be discussed as comparison and references. Most of the previous researches that had been found are conducted with the same research design but with different theories. One of those has the same theory but not entirely the same research as this current one. The others have similar within the source but different direction in its analysis.

The first is a research from Robiah Al Adawiyah in her research entitled “Racism against African American Slave in Solomon Northup’s Twelve Years A Slave” back in 2015. The study was focused on the forms of racism and how the book reflected the real phenomenon at that period. The source of this research is “Twelve Years A Slave” by Solomon Northup. She uses sociological approach by Alan Swingewood which contains the first and second perspectives that fit the novel while also using Giddens’ theory for its racism form. The results of this study are Adawiyah found the racism against African American slave namely in the form of discrimination, prejudice, segregation and violence. The research also found that the data in the novel reflect the real condition of racism against the slaves in nineteenth century.

Second research is by Agata Szulkowska in her international journal entitled “The Problem of Racism in Kathryn Stockett’s Novel The Help”. The source of the research is The Help by Kathryn Stockett. The aim of this research is to analyze the relationships between white and black characters inhabiting Jackson, Mississippi as

depicted in the story. She uses 3 divided racism types by Shirley Jean Better and Gertrude Ezorsky to find and classify the racism as reflected in the book. The results are there are different types of racism such as overt, institutional and structural which occurs in community as reflected in the novel. She also found that the interracial relationships in USA led the white supremacy to arise.

The third research is the journal research by Frida Eriksson entitled “The Representation of Three Characters in *The Help*”. This research is the study of postcolonialism perspective. The aim is to investigate to what extent the representation of the three characters, Miss Skeeter, Aibileen and Minny, reproduce the white people as superior in trying to help the passive and objectified colored people. Errikson used the theory of postcolonialism proposed by Singh and Schmidt. The finding of this study is that there are patronizing highlights of colored people found in the novel and it seems to be in most of the theme.

The fourth previous research is by Hafid Muhadi in his thesis entitled “Social Criticism of Bob Dylan’s Song Lyrics: A Sociological Study of Literature” in 2014. The thesis was aimed to show visible image of Bob Dylan’s song lyrics which are analyzed by using a sociology of literature by Alan Swingewood. Muhadi took the data from Bob Dylan’s song lyrics and biography of the author. The method that he uses to analyze the data is descriptive analysis. As the result, Hafid Muhadi (2014) found that in his lyrics, Bob Dylan reflects the social society of the America since the sixties in which the American society experienced a big change socially and culturally.

The last research is by Masoomeh Mahmoodi under the title “Social Criticism on Works of Contemporary Women Story Writers” in 2017. The research aims to study the works of women story writers considering the Goldmann’s theory of genetic structuralism. The objectives are to find the more attentive subjects and themes to women writers in modern times. The results are Mahmoodi found that love and loneliness are the most common themes used due to the confrontation between men and women. The research also reveals that social class within those contemporary novels has changed because most writers already embrace their own situation.

From all of the previous research above, the researcher finds some of the similarities and differences. The study by Adawiyah has differences which are the use of racism theory by Giddens and a different source of data which is “Twelve Years A Slave” by Solomon Northup while the current research uses Zevallos’ racism theory and “The Help” by Kathryn Stockett as the data source, but both research analyzed the same object, racism. The second research analyzed the relationship between white and black characters using the theory by Better and Ezorsky, meanwhile the current research analyzed the sociological aspect in “The Help” using sociological theory by Alan Swingewood even though both using the same data source. The third research went to analyze the postcolonial perspective out of “The Help” written by Kathryn Stockett using the same data source as this current research but different topic, theories and objectives. The fourth research meanwhile got the data to analyzed from Bob Dylan’s song lyrics which is a total different take to the current research, but

both using the same sociological theory by Alan Swingewood. The last research uses works of contemporary written by women writers and takes different theories and objectives despite of both analyzed the sociological aspect out of the literary work.

From the description on the similarities and differences above, the researcher found that none of them using the same novel as the current research with the same entire theory and objectives. The objective to find the novel reflect the real phenomenon towards “The Help” never been done before especially using the theory by Swingewood. It means that, this research of racism towards people of color in “The Help” is different and new regarding to the use of different theory and the source of the data.

2.6 Theoretical Framework

The study of this research begins with the sociology in literature that is in a novel which in this case it is “The Help” by Kathryn Stockett. The sociological phenomenon that is found in the novel is racism. The theory of sociological approach used in this research to analyze the racism actions is proposed by Alan Swingewood. There are 3 types of racism proposed by Zuleyka Zevallos, they are prejudice, discrimination and segregation.

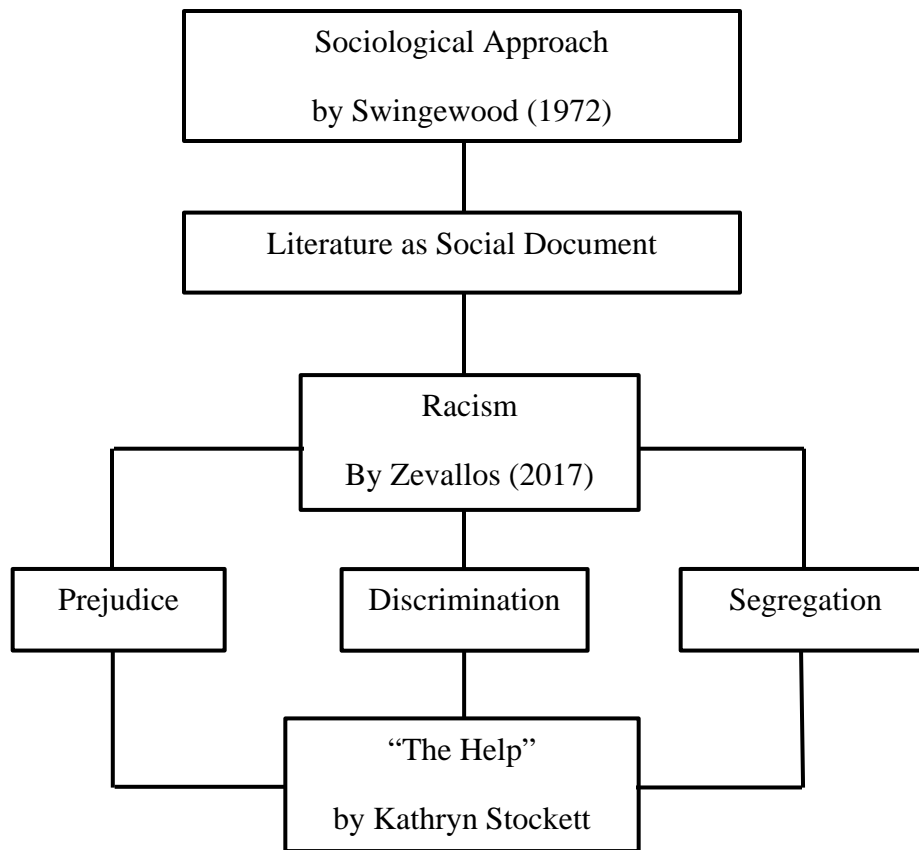


Figure 2.1 Theoretical Framework

CHAPTER III

RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem that may be understood as a science of studying how research is done scientifically and study the various steps that are generally adopted by a researcher in analyzing his research problem along with the logic behind them (Daniel and Sam, 2013). It illustrates the method that is utilized in designing the research, method in the collecting the data to be investigated, method of analyzing the data, and the way of presenting the result analysis.

3.1 Research Design

Research design is a plan, structure and strategy of investigation so conceived as to obtain answers to research questions or problems and also a procedural plan that is adopted by the researcher to answer questions validly, objectively, accurately and economically (Kumar, 2011). Basically, there are two kinds of method that can be used in research; qualitative method and quantitative method. In this research, researcher used qualitative research which is applied to analyze the racism faced by people of colour as reflected in the novel “The Help” by Kathryn Stockett. It is qualitative because it goes deeper to the phenomena that have been found in order to get more concept and perception. The research is different with quantitative because there is no numerical data to measure the object.

The first thing in designing this research is by identifying the problem or phenomena in the novel by reading the novel which in this research is “The Help” by

Kathryn Stockett. The researcher found the racism issue that is presented in the story by several characters. The issue then classified the approach that most applicable. The approach used for this research is sociological approach proposed by Alan Swingewood. The data that are collected and used to be analyzed in this research is the racism actions of several white characters in Stockett's "The Help".

3.2 Object of the Research

Object of the research is essentially important in the research in order to get the result scientifically. It is the major problem that will be analyzed and observed in the research. In this research, the object of this research is the racism done by white people in the novel "The Help" by Kathryn Stockett. This racism from the story is something that happened in the past within American society when Jim Crow law was still enforced. Then, the data are all the lines and actions of white characters which indicate the racism against people of colour in Stockett's "The Help".

3.3 Method of Collecting Data

In process of collecting data, the research used note-taking technique which proposed by Sugiyono (2013). During the process of research, the researcher may collect the data from written sources in its certain context. These written sources are selected based on the problem it portrayed and the purpose of the research. The literary context can be added by explanations from literary works, critics, literary readers, events and situations. The primary data source for this research is taken from the novel "The Help" by Kathryn Stockett. The secondary data or the supporting data source to support this research is taken from a journal.

In this research, the researcher collected the data based on that library research method. First, the novel was read for several times. Second, the researcher marked the lines that indicate racism against people of colour. The last, the researcher also marked the lines which indicate the struggle done by people of colour against their condition.

3.4 Method of Analyzing Data

This is the crucial method because in this is the analysis part which the researcher does after the data, information and some theories that related to the study are collected. The researcher used descriptive analysis which is proposed by Ratna (2015) for analyzing the data. First is the reading technique which is the researcher reads the novel. After that, the researcher uses taking notes technique to find out the racism in the novel “The Help” by Kathryn Stockett. In this study, descriptive method is used to analyze the qualitative data through the following procedures below:

1. Classify the types of racism and the struggle done by people of colour from the data that have been collected.
2. Interpret the racism and the struggle faced by people of colour within the characters and applying the sociology of literature by Alan Swingewood.
3. The last procedure is drawing the conclusion based on the data that have been analyzed.

3.5 Method of Presenting Research Result

Having analyzed, the next step in this research is presenting the result analysis. In qualitative research, the form of narrative text is the most common form used to

present the result of the analysis. Creswell (2014) stated that the form of presenting result in qualitative method will be narrative text than as a scientific report. To make the readers understand the research easily, the result is presented by using words and sentences. A thick and neat narrative description is used as the tool for presenting the data in a complete picture to give insight and more view to the readers so that the readers can see the analysis the same way as the researcher which is going to make the research easier to digest and become more useful. Thus, the form of descriptive narrative text proposed by Creswell (2014) is used as the method of presenting the result analysis.