CHAPTER II

REVIEW OF THE RELATED LITERATURE AND THEORITICAL FRAMEWORK

Writing or discussion must be based on the results of studies or research that have been carried out, so this discussion chapter is the words or descriptions we provide for the material that has been determined. In writing the paper, there is a review of the related literature and theoretical framework. This will contain detailed descriptions of the various materials that have been selected. This section can simply be said as a place for the author to explain various materials that he has previously studied in research.

2.1. Feminist Approach

Feminism is the belief and aim that women should have the same rights, power, and opportunities as men. Feminism has still to change the lives of the majority of women. Feminism can be the face of many women and men, manifested in different thoughts and expressions, with the same goal of building equality for women in all areas of their lives. Feminism is a women's movement which fights for the emancipation or equality of full rights between you women and men without discrimination. There are several reasons that make feminism so important.

According to (Collins, 1991) Feminism is recognition of power imbalances between sexes, with women in subordinate roles for men.

Furthermore, Collins also explained that feminism is the belief that women's condition is a social construction and therefore can be changed. Collins also stated that feminism emphasis on women's autonomy.

Although there are already women who are debating to get a position accepted by society, feminism has not been very developed at that time. At that time what emerged were women who wrote their work to get rights, especially in the field of education. Then, the women became interested in new ideas that emerged after the French revolution. They consider if current gender relations are abolished and appear in the form of various associations that want to replace male dominance and reject the general notion of how to be a woman at that time. (Collins, 2007: 6).

2.1.1 Controlling Images

According to Collins all the condition which can evoke racism in a person life was called controlling images. Those conditions included sexism, poverty, race, and skin color which are natural normal but can create social and injustice. Controlling images is similar type with stereotype, that image showed to incorrect represent in a group and individuals based on racist and sexual notions by Hill Collins (2001). The situation can be presented in social black women skin, some example in past and present displayed in controlling image.

The phenomenon of controlling image can be seen in black women attitude towards racisms behavior done by white people Collins (1991), for the example white people discriminated black people especially black women the differences by facility

what their needs. From the different with household appliances white people did not want same to black people. White people felt beastly if that have to same facility. Not only that, they have to the difference bathroom also in the story explained one of white people asked to black women going to outdoor bathroom. Sometime, one of white woman very cruel liked they did not give facility for them.

Another example of controlling image is the phenomena that black women have not valuable opportunity for developed person. Even if, black women resist the behavior, those resistances are pointless because, in white people opinion black people especially black women are the lowest caste so most white people neglect them.

Collins discussed racism, heterosexuality and black sex. Black women are consciously aware that they have fallen into the margins of society and the bottom of the social hierarchy. Having said that, Patricia Hill Collins portrayed black women in the media in four ways first is "mummy". That described as overweight, dark and African-American, is asexual making her an inappropriate partner for white men, and the same time, she has also become her unborn child like a mother.

Secondly, the patriarchy's sex is directly related to their fertility and represents a sexually aggressive woman. She denies them the role of black patriarch and therefore refuses to be passive. Welfare mother is also directly related to her fertility, but in a different way. She is portrayed as a women with low morality uncontrolled sexual desire, both of which contribute to her current

situation as welfare mother. This group of humiliated women has not only been severely criticized for raising their children, but they have also been widely distorted in the media and used as propaganda to cut funds for social programs.

The black lady took a little bit from each lady to divide it into another category, describing a black woman who worked hard to win the respect of the middle class and was considered asexual. Not only that, but black ladies are considered the most suitable for having children and are therefore least likely to be encourage. Like black men, the reproduction of these images has a negative impact on how black women perceive themselves and others.

Women pay has the same opportunities as men to succeed in society. According to Collins liberal feminists, gender justice can be started from ourselves. First, the rules for the game must be fair. Second, help no party who wants to use other community groups and the system used must be systematic and no one is harmed.

Theory of humiliated women has not only been severely criticized for raising their children, but they have also been widely distorted in the media and used propaganda to cut funds for social programs according to Lindner (2003). The black women took a little bit form each lady to divide it into another category, describing a black woman who worked hard to win the respect of the middle class and was considered the most suitable for having children and are therefore least likely to be encouraged. Like black men, the reproduction of these images has a negative impact on how black women perceive themselves and others.

2.1.2 Self-Definition

Consider a party system shaped by power, rule, hierarchy and competition. But this cannot be reformed, and even the thinking must be changed. Radical feminists use gender, gender and reproduction as places to develop their feminist ideas (Collins, 2009: 2).

They determine women will not reach that position. Same with men returning the male domination system and being replaced is not changed. As issued by Firestone in Feminist Thought, no matter how much a lot of educational, legal and political equality that reaches women and doesn't care how many women move public industry, Firestone approved. Because nothing fundamental will change for women during repairs natural still in training and artificial on exception.

Differences of opinion between radical-libertarian feminists and radical-cultural feminists also target topics related to sex and sexuality; like pornography and lesbianism. For radical-libertarian feminists, consumption of pornography is a right for every woman. This group draws a clear line between sexy fantasies and sexy activities in the real world (which is full of unequal power relations).

2.2. Previous Study.

There are some researchers who also conduct a research related to gender stereotype towards black women. The first research was conducted by Nugrohowardhani (2014). The title of the research is *Women's Resistance in Cotton Industry: Study on Environmental Degradation in East Sumba*. In this

research, the researcher wanted to analyze the resistance act done by women in East Sumba. Women in East Sumba, especially female farmers in Tanamanang Village did resistance act to protest against National Cotton Acceleration Program in West Sumba. Based on the research that had conducted by the researcher, the researcher found three different forms of resistance in the action. First is symbolic resistance. Second is open resistance. The last is assertion resistance.

The second research was conducted by Bere & Arianto (2019) the title of this journal is Woman *Violence and Resistance in "Sweat" Short Story by Zora Nealehurston: Feminist Approach*. The aim of this research was to find out the violence toward women and women's resistance toward the construction of patriarchal. Based on the analysis, the researcher found that the woman in the short story got abusive treatment from her husband. The researcher was used Beauviour theory and feminism approach to research the problem. This research used descriptive qualitative method to look out the data in the short story. Based on the analysis, the researcher found out that feminism that happened in the story related with woman resistance towards abusive experience in life for having their freedom and rights as a human.

The third research was conducted by Gemberling (2014) The title of his journal is *The Historical Evolution of Feminism as Reflected in The Content of American Women's Magazine* (Kyra Gemberling). That paper provides many magazine magazines in America discuss about feminists to express opinions not only in magazines, American media also often discuss this. Therefore, it is easier for feminists to express their opinions through various media. Voicing that is

certainly not easy, especially since it was published in an American magazine that of course everyone reads.

The fourth research was conducted by Nienaber & Moraka (2017) The title of this journal is *Feminism in management research: A Route to Justly Optimise Talent*. This paper talking about the author explains some perspectives from feminists. A feminist describe a lot not only racist or gender equality but in this article also explains some who are including feminists. The first is a gender perspective; all have the right to be equal in education and position. The second is social feminists; women have the right to socialize their environment. Women don't have to take care of children, cook and take care of the house, but women also have the right to do their social life.

The fifth research was conducted by Lótter (2000) The title of this journal is *The South African Constitution requires men to be feminist* (H P. P. Lotter). This is about proposing the basic values of justice embodied in South Africa's constitutional democracy require that men be feminists. These values are the best guarantee for safeguarding the interests and important values of men and women. African women found it difficult to get a defense at that time. Their identity as a black woman continues to struggle to prove they are also part of them. Men who accept these values can support the main concerns of feminism.
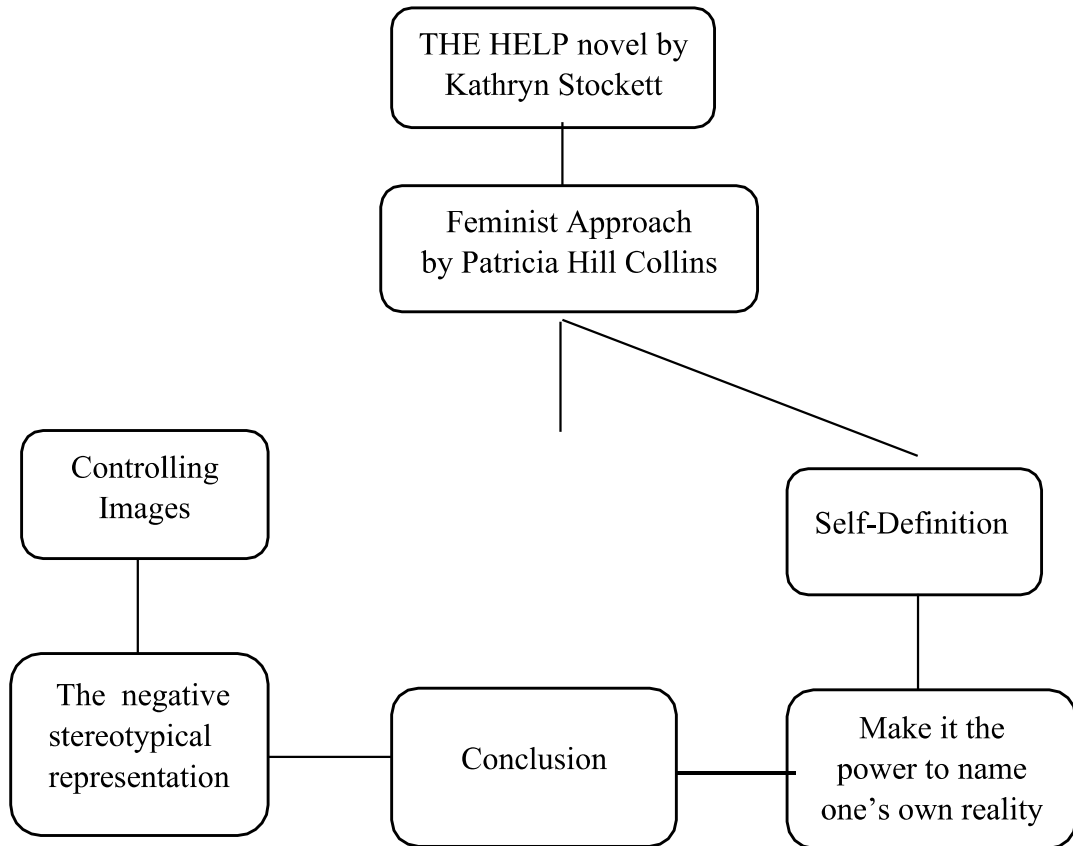
The fifth previous studies mentioned above had discussed different problems and issues. Some of the researchers above also analyze their problems by using Patricia Hill Collins feminism theory. Thing that made this research different with other previous studies was the main data used in the research. The

fifth journal was using the same approach but different novel. The researcher was used The Help novel by Katrhyn Stockett. Although there was a research that used the same novel in their study, this research was using different method to analyze the data. This research is literature researches that analyze the characters in the novel by using Patricia Hill Collins theory about controlling images and self-definition.

2.3. Theoritical Framework

This research used one of Kathryn Stockett famous novel entitled "The Help" as the main source of the research data. From the novel, the researcher found some phenomena related to Feminism. The theory of Feminist that the researcher will use in the research is Patricia Hill Collins theory about controlling images and self-definition. The characters in the novel can classify as a controlling images because they race in that moment can be improved their skills, it must be help always. The characters did self-definition how to characters speak up their race to dignity black woman at the moment. Based on the reasons stated before, the researcher wanted to examine the controlling images and self-definition happened in the novel by using Patricia Hill Collins theory.

THE HELP novel by
Kathryn Stockett

Feminist Approach
by Patricia Hill Collins

Controlling
Images

Self-Definition

The negative
stereotypical
representation

Conclusion

Make it the
power to name
one's own reality

Figure 2.3 Theoretical Framework