

# CHAPTER I

## INTRODUCTION

This chapter one consists of an introduction which consists of the background of the study, the limitation of the study, the problem formulation, the objective of the study, the significance of the study, and the organization of the study.

### **A. Background of the Study**

Nowadays, societies are categorized as western and eastern. According to Said, the West sees Eastern societies as static and undeveloped (Said 85). Furthermore, it is called orientalism explaining how Western societies view Asians and Eastern as regressive citizens. Orientalism with its scientific style looks for points of weakness in the East to be used as a reference for differences between the East and the West, then take what is useful from the East to develop the Western world. Scientifically it refers to the regulation and humiliation of the East as primitive, not civilized, and must follow a civilized West so as not to be considered strange. They assume that oriental society did not develop because it is considered strange. This leads to a European and American point of view in describing Asians and Middle Easterners as strange, regressive, mysterious and mystical.

According to Said's analysis, Orientalism dates from the period of European colonization of the Arab World. Orientalism provides a rationalization for European colonization (86). Orientalism can be discussed as a legal institution for approval with the East, by making agreements about it, teaching it, making it a place of settlement, and administering it. In short, orientalism is a western-style to dominate, reorganize, and rule the east.

Said also explains about the general understanding of the eastern including the Middle East has improved better in Europe compared to the United States. In the US, the hardening of attitude, the tightening of the grip of demeaning generalization and triumphalist cliché, the dominance of crude power allied with simplistic contempt for dissenters and others have found a fitting correlative in the looting, pillaging, and destruction of Iraq's libraries and museums (871). Orientalism with that East with all it is contents, if not patent to the West, then it needs a corrective study by the West. The East is seen as being in a container in the form of classroom, criminal court, prisons, and illustrated manuals. It that Orientalism is knowledge of the Eastern world which place everything about Eastern. It means that everything related to orientalism will point to the eastern world.

From the statement, it can be seen that eastern people are very bad. They have to be passive and are under the greatness of the westerners. Western people think that the eastern people are not better than their people in any field. Furthermore, if the east follows the west they will be the good nation and they do not look too bad. In short, orientalism stereotype bring the negative impact for

eastern, such as, it limits eastern's capacity to develop their personal abilities, restrict them to from expressing their culture in the worldview for fear of being looked down on.

The issues of orientalism can be found in literary works such as movies, novels, and so on. One of the movies that portrayed orientalism stereotypes is Aladdin. The movie explores the orientalism stereotype in the east.

*Aladdin* movie is a great example of orientalism stereotypes issue because the movie shows stereotypes of orientalism about Arabian as the east world. Aladdin tells a story at the first with Agrabah city as a mystery. Jasmine is a princess who wants to escape from the oppressive degrading culture of women. Agrabah citizens are described as cruel sword holders and women as sexy belly dancers and Jafar who sly and greedy.

However, Aladdin and Princess Jasmine here are precisely contrast representations of easterners it is shown that Aladdin is a culturally intelligent, romantic, agile also person who has a different vision from the inhabitants of Agrabah people who are described as conservative and merciless. The portrayal of the characters in this movie also shows that Agrabah people and Jafar look bad and have foreign accents while Aladdin and Jasmine look good and smart westerners.

In the movie entitled Aladdin, it is provided some orientalism stereotypes of the Arab world. That is why the researcher is interested in analyzing this movie with the title; **ORIENTALISM STEREOTYPES AS REFLECTED IN THE DISNEY'S MOVIE ALADDIN**

## **B. Limitation of the Study**

Based on the background of the study above, this study's limitation is concerning orientalism stereotype as reflected in Disney movie's *Aladdin*. This study wants to limit the problem here only on the analysis of orientalism depicted in the movie and how the main character shows the opposite representation of the stereotype.

## **C. Problem Formulation**

There are two problems in this study, as follows;

1. How is the orientalism stereotype reflected in the *Aladdin* movie?
2. How does the main character show the opposite representation of orientalism stereotype in *Aladdin* movie?

### **3. Objective of the Study**

The objectives of this study are;

1. To describe orientalism stereotype reflected in the *Aladdin* movie.
2. To describe the main character shows the opposite representation of orientalism stereotype in the *Aladdin* movie.

### **3. Significance of the Study**

The study will give a deep explanation of the orientalism stereotype. This study is expected to give the students, especially those who study literature, more knowledge of understanding and appreciating literary works, mainly those which are about the stereotypes. By reading this research, hopefully, the students can think about stereotypes, especially orientalism stereotypes. It is expected that the

readers will understand stereotypes and be encouraged to do deeper literary research on orientalism stereotypes.

#### **D. Organization of the Study**

To make this study easier to read, this final project is represented in three chapters. The first chapter is the introduction. This chapter consists of the background of the study, limitation of the study, problem formulation, objective of the study, the significance of the study, and organization of the study. The second chapter is a review of related literature. It consists of theories related to the study and synopsis. The third chapter presents the research method. It consists of types of research, data collecting method, and analyzing the data. Chapter 4 presents the finding and discussion. The last, chapter 5 includes the conclusion and suggestion.

