

ANTI-BLACK RACISM IN KATHRYN STOCKETT'S THE HELP: A CRITICAL DISCOURSE ANALYSIS

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Abstrak: Tujuan penelitian ini yaitu untuk menganalisa konstruksi ideologi rasisme antiBlack di dalam novel *The Help* karya Kathryn Stockett. Teori yang dipakai untuk penelitian ini adalah teori Analisis Wacana Kritis dengan pendekatan Kognisi Sosial oleh Teun Van Dijk yang diambil dari buku Eriyanto (2001). Pendekatan kognisi sosial Van Dijk menganalisis wacana kedalam 3 dimensi, yaitu: dirnensi teks, dimensi kognisi sosial dan dimensi konteks sosial. Hasil analisis penelitian menggambarkan bahwa konstruksi ideologi penulis novel *The Help*, Kathryn Stockett, yang dikonstruksikan melalui dimensi teks, dimensi kognisi sosial dan dimensi konteks sosial adalah anti-rasisme dan abolisionism.

Kata Kunci: Orang Kulit Hitam, Analisis Wacana Kritis, Ideologi, Novel *The Help*.

*Abstract: The purpose of this study is to analyze the ideological construction of anti-Black racism in the novel *The Help* by Kathryn Stockett. The theory used for this research is the Critical Discourse Analysis theory with the Social Cognition approach by Teun Van Dijk taken from Eriyanto (2001). Van Dijk's Social Cognition approach analyzes discourse into 3 dimensions, namely: text dimension, social cognition dimension, and social context dimension. The results of the research analysis illustrate that the ideological constructs of *The Help's* author, Kathryn Stockett, constructed through the text dimension, the dimensions of social cognition and the dimensions of social context are anti-racism and abolitionism.*

Keywords: Blacks, Critical Discourse Analysis, Ideology, Novel *The Help*.

1. INTRODUCTION

Humans are unique creatures because they have different physical characteristics that are inherited since they were born such as gender, skin color, face shape, and others. Humans cannot choose from which family, ethnicity or nation they are born which will build their social backgrounds such as beliefs, ethnicity, culture, and so on. Nevertheless, humans still need other humans because humans are social beings. Soekanto (1990:75) states that in

humans there is basically a desire that is the desire to become one with other humans and the desire to become one with the surrounding environment. But in reality, sometimes humans view other humans as they are limited by differences which ultimately leads to discrimination against certain parties.

Racism is one form of discrimination that often occurs in the community, both between individuals and between groups with other community groups. Those who feel as

superior races often take racial actions against lower-class races in various forms of actions such as distinguishing public services, education, health services, and even acts of violence.

The real example form of the statement above is the racial actions of white people against blacks (Afro-Americans) in the United States that still occur today. One example is the news in an article written by Rahmad Azhar Hutomo on nationalgeographic.grid.id on Wednesday, February 20, 2019, regarding unfair treatment by American police to dismiss and rummage black motorists for no apparent reason.

This kind of problem will never disappear as stated by Sinderman (1991:423) explaining that racism will not disappear, but is replaced by a new form of racism that is hegemonic, implicit veiled as if it is not racist. Therefore, the mindset of racism can develop as an ideology. The mindset of racism does not just develop in the mindset of society, but it is maintained, taught and passed down from generation to generation, one of which is in the form of discourse.

According to Foucault (1972:4849) discourse is a series of utterances that are useful for an orderly and systematic communication that contains ideas, concepts, or effects that are formed in a particular context. Every communication act is part of the

discourse because communication involves the messenger, the recipient of the message, and the message or the unity of meaning that is to be conveyed. The use of language in discourse is not neutral at all because it conveys the conveyer's ideology. This is in line with the statement from Darma (2009:129) that each discourse has an ideology which ultimately discourse will act as a distributor of that ideology and then that ideology will influence various forms of social representation in society.

Critical discourse analysis is one of the disciplines that study the language in written and spoken. Language is analyzed not by merely describing linguistic aspects, but also connecting with context (Eriyanto, 2001:7). According to Fairclough and Wodak in Eryanto (2001:7), critical discourse analysis (CDA) sees discourse – the use of language in speech and writing – as a form of social practice. The practice of discourse can show ideological effects. Through discourse, for example, racist, sexist, or inequalities from social life are seen as common sense.

Discourse, in addition to verbally, can also be realized in the form of a whole essay (books/novels, encyclopedias, magazines, newspapers, etc.), paragraphs, sentences or words that carry a complete mandate. One mass media has an important role in the

dissemination of ideology, namely books/novels. Like other forms of media, books/novels are texts that cannot be separated from the discourse at all.

In the world of novel works, there are many novels that raise the theme of racism, one of which is *The Help* novel, written by Kathryn Stockett in 2009. The novel tells about Afro-American women who underwent racial discrimination as helpers at the homes of white people in Jackson, Mississippi, in the early 1960s.

With many literary works in novel forms that raise the theme of racism, the researcher considers that *The Help* novel has significant important elements that the researcher needs in research on the issue of racism. From the description above, the researcher is interested in analyzing the case of racism that was experienced by Afro- Americans in *The Help* novel in the scope of the study of Critical Discourse Analysis in the form of a thesis entitled: Anti-Black Racism In Kathryn Stockett's *The Help*: A Critical Discourse Analysis.

From the description of the background above, it has been explained that this study aims to analyze how the ideology of antiracism is represented in *The Help novel*. Therefore, the researcher formulates the problem formulations as follows:

1. How is the construction of Kathrin Stockett's ideology in *The Help* novel?

From the statement of the problem above, the purpose of this research is:

To find out the construction of Kathrin Stockett 's ideology in *The Help* novel.

THEORETICAL FOUNDATION

Anti-Black Racism Racism

Racism comes from the word race which has several meanings, namely: First, a population class based on genetic criteria. Second, the class of genotypes. Third, every population that is genetically different from other populations (race) (Soerjono, 1993:360). Anti-Black racism is a term to describe the particular biases and stereotypes, implicit or explicit, which exist within many systems and impact the lives of Black people particularly in regard to racial profiling by law enforcement, academic streaming in the education system and disproportionate levels of unemployment or underemployment (Stephen Lewis in Daigle, 2017).

Racism is a serious problem. For example, in the United State, the difference in skin color between black and white is not only a biological problem but has become a social problem. The Presupposition of white people that the race of black people is a race under them causes the relationship between the two races to be often hostile. These conflicting relationships are also caused by the treatment of discrimination, segregation, and stereotypes of black people so that

various terms appear in various public places such as white only, colored waiting rooms, color men and other terms that refer to differences in behavior against black people.

Critical Discourse Analysis

The term discourse analysis is a general term used in many disciplines and with various meanings. Although there are large gradations of various definitions, the point of contact is discourse analysis related to the study of language/language use (Eriyanto, 2011:4). In linguistic studies, discourse refers to the complete unity of language, which is generally greater than the sentence, both delivered orally and in writing.

In the analysis of critical discourse, discourse is not only understood as a study of language that analyzes aspects of language only but also relates to context. The context here means that the language is used for certain purposes and practices. As stated by Guy Cook (2001:4):

"Discourse is text and context together, interacting in a way which is perceived as meaningful and unified by the participants (who are both part of the context and observers of it). The task of discourse analysis is to describe both this phenomenon in general and particular instances of it, and to say how participants distinguish one type of discourse from another. To do this, it needs to pay close attention not only to human cognitive processes in general

but also to features specific to a given culture."

Furthermore, Guy Cook stated on Eriyanto (2001:9) that text is all forms of language, not only words printed on paper but also all types of communication, speech, music, images, sound effects, images, etc. Context includes all situations and things that are outside the text and affects the use of language, such as participants in the language, the situation in which the text is produced, the intended function and so on. Seeing the explanation above, it can be concluded that Language in discourse is always in context, and there is no communication without participants, intertext, situations, etc. as context. **Teun Van Dijk's Socio-Cognitive Approach**

According to Van Dijk in Eriyanto (2001:220), research on discourse is not enough only based on analysis of text alone, because the text is only the result of a production practice that must also be observed. Here must also be seen how a text is produced, so that it can be obtained knowledge of why such a bias text.

Van Dijk's approach is called the socio-cognitive approach because Van Dijk sees cognitive factors as important elements that include the process of how the discourse is produced. The focus of this model approach looks at how minorities are represented on issues of ethnicity, racism, and refugees.

Social cognition has two meanings. It shows how the process of the text is produced by the author of the text, on the other hand, it describes how the patriarchal values of society spread and are absorbed by the cognition of the author of the text and finally used to produce a text. In this case, the author of the text means the author of the novel *The Help*, Kathryn Stockett. In this approach, there are 3 main dimensions: text, social cognition, and social context.

Both text structure, social cognition and social context are integral parts of the framework of Van Dijk. For this reason, extensive analysis is needed not only in the text but also in the cognition of individual text-makers and society.

Text Dimension

Van Dijk sees a text consisting of three structures/levels and each level has its own elements:

- 1) Macrostructure, is the global/ general meaning of a text that can be observed by looking at the topic of a text. The theme of this discourse is not only the content, but also the particular side of an event,
- 2) The superstructure is the framework of a text, how the structure and elements of the discourse are arranged in full text, and
- 3) Microstructure is the meaning that can be observed by analyzing words, sentences, propositions, clauses, phrases used and so on.

Social Cognition Dimension

Discourse analysis is not only

limited to the structure of the text because the structure of the discourse itself shows or signifies a number of meanings, opinions, and ideologies (Van Dijk on Eriyanto, 2011:260).

Van Dijk believes that research on social cognition is needed to know the mental awareness of the creator of the text in making a text. Therefore, it takes a research on the representation of cognition and strategies from the text maker in producing a text because basically every text is produced through awareness, knowledge, prejudice, or certain knowledge of an event. This is related to the individual psychological process of the text-maker who lives in the community with different views, beliefs, and prejudices about an event. Trust in society is socially shared in individuals by considering memory, personal experience, knowledge and individual opinions on a problem.

From the explanation above, it has been clear that social cognition emphasizes how a text is produced by the author so that it produces such text. This is because individuals do not live in a separate vacuum, but their thoughts and interpretations are much influenced by the values or beliefs they receive as part of the members of a community.

To analyze social cognition, the focal point is to examine the process of forming the text which requires extracting in-depth information about

the text maker such as interviews, finding out the background of the text maker, the biography of the text maker and so on.

Social Context Dimension

The third dimension of Van Dijk's analysis is the analysis of social context. In this dimension, it is necessary to observe how the text is connected further with the social structure and knowledge that develops in the community over a discourse (Eriyanto, 2011:225). Within the framework of the Van Dijk model, research is needed on how discourse is produced in society. Research is conducted by analyzing how a discourse develops in society. The important point of this analysis is to show how the meanings are shared. Social strength is produced through discourse and legitimacy practices.

2. METHODOLOGY

In this research, the research used descriptive qualitative method as the research design that looks for a picture or describes observations directly seeing phenomena and reality. According to Ary (2010:425), the qualitative inquirer deals with data that are in the form of words or pictures rather than numbers and statistics. In addition, Bogdan and Biklen (1982) state that qualitative research is descriptive in which the data is collected in the form of words or pictures rather than numbers. Data in the form of quotes from documents,

field notes and interviews or excerpts from videotapes, audiotapes or electronic communications are used to present the findings of the study.

Library research is used as well in this research in order to collect and analyze data from the library, either in the form of books, scientific magazines published periodically, historical tales and other documents that can be used as a reference source to prepare a scientific report. Library research is research carried out using literature (literature), both in the form of books, notes and reports of research results from previous studies (Hasan, 2002:11). From the statement above, the researcher can reach the data easily without any limited space and time. The researcher used library method to obtain historical data related to the history of Afro-Americans in the 1960s and to observe the background of Kathryn Stockett as the author of *The Help* novel.

In order to obtain the expected data researchers also use population and sample methods. The population is a set of objects that we want to know its properties. This object can be either humans, objects, or events would that be the center of attention research. According to Sugiyono (2010:117), the population is a generalization area consisting of objects or subjects that have certain qualities and characteristics applied by researchers to be studied and then conclusions drawn.

So, the population is not only people but objects and other natural objects. In this case, the population of which is intended in this study is the overall data in the novel *The Help* Stockett Kathrin work-related issues to be analyzed.

Sample is part of the number and characteristics possessed by the population (Sugiyono, 2010:118). In conclusion, sample is a small part of population members taken according to certain procedures so that they can represent the population. This method is made possible by reason of the limitations of cost, time and effort.

To take the expected sample data, sampling techniques are needed which according to researchers are suitable to be applied in this study. The sampling technique in this research is purposive sampling, that the sampling technique adapted to the purpose of research, Sugiyono (2010:124) states that purposive sampling is a technique of determining samples with certain considerations so that this technique is more suitable for qualitative research, or studies that do not make generalizations.

Therefore, in this study, only samples that are closely related to the purpose of the study were used. The sampling technique in this research is carried out selectively by choosing sentences or dialogues in the novel *The Help* which can represent the answers to the formulated problem question.

3. RESULT AND DISCUSSION 3.1

Text Dimension

The text dimension is divided into 3 levels: macrostructure, superstructure and microstructure level. However, the researcher doesn't apply the superstructure level since this level is in contradiction with the research method that researcher used. In the text dimension, what examined is the structure of the text that utilizes and takes a linguistic analysis of vocabulary, sentences, propositions, and paragraphs to explain and interpret a text. The text dimension analysis is as follow: a. Macrostructure (Thematic)

According to Eriyanto (2001: 229), this element shows the general description of a text or core idea. In the analysis, the topic of a text can be concluded, such as after reading a book, a story, or watching a film to the end. In this analysis relating to ideology, the ideology that occurs in *The Help* novel is Anti-Racism and Abolitionism ideology.

NAC International Perspectives: Women and Global Solidarity (in Navarro, 2019) stated that Antiracism is the active process of identifying and eliminating racism by changing systems, organizational structures, policies and practices and attitudes, so that power is redistributed and shared equitably. Whereas abolitionism is a manifestation of the general human urge to do away with and to struggle against those phenomena or

institutions of a social, political or religious nature that at a given time are considered to be unjust, wrong or unfair (Bianchi:1991,9).

b. Microstructure

Microstructure is the meaning that wants to be emphasized in the text. For example, by giving details on one side or making one side explicit and reducing the other side, the choice of sentences and the style used by a text (Eriyanto, 2011: 227-228). The analysis of microstructure is as follow:

1) Semantics: Setting

The setting chosen determines the direction in which the audience will be brought (Eriyanto, 2011: 235). The setting element can be seen in the following quote:

"She shake her head, just a little. Aibileen, that talk in there ... Hilly's talk. I mean ... " I pick up a coffee cup. start drying it real good with my cloth. "Do you ever wish you could ... change things ?" she asks. And I can't help myself I look at her head-on. Cause that's one the stupidest questions I ever heard." (Stockett. 2009: 10)

The setting element in data above refers to Skeeter's question to Aibileen whether she wants to change something about racial discrimination that befell her and her people. This setting is the first step that Aibileen decides to try to change the situation through the book that is later written by Skeeter.

2) Semantics: Detail

Detail elements relate to information control that will be displayed in excess and detail when contemplating (Eriyanto, 2011:238). Detail element in this part of analysis is as follow:

*"I have an idea. Something I want to write about. But I need your help."
I let all my breath out. I like Miss Skeeter, but come on. Sure, a phone call would a been nice. She never would a just shown up on some white lady's step without calling. But no, she done plopped herself down like she got ever right to barge in on me at home.
"I want to interview you. About what it's like to work as a maid."
A red ball roll a few feet in my yard.
The little Jones boy run across the street to get it. When he see Miss Skeeter, he stop dead. Then he run and snatch it up. He turn and dash off like he scared she gone get him.
"Like the Miss Myrna column?" I say, flat as a pan. "Bout cleaning?"
"Not like Miss Myrna. I'm talking about a book," she say and her eyes is big. She excited. "Stories about what it's like to work for a white family. What it's like to work for, say . . . Elizabeth." (Stockett, 2009: 102)*

The data above shows control information about Skeeter's idea to help the Black people through a book containing interviews with Black maids about how it feels to work for white employers.

3) Semantics: Meaning

The element of meaning looks at whether the text is delivered explicitly or implicitly. Meaning element in this part of the analysis can be seen in the following quote:

"There's a good chance it may never be published," I tell each individually, "and even if it is, there will be very little Money from it." I look down the first time I say this, ashamed, I don't know why. Being white, I feel it's my duty to help them. "Aibileen been clear on that," several say. "That ain't why I'm doing this." (Stockett, 2009: 254)

The data above is a statement from Skeeter that as a White woman, she feels obliged to help the Blacks who experience racism from her people. Likewise the response from one of the Black maids who Skeeter interviewed that she did this not for money, but to change things for the better. This statement also refers directly to the Ideology of Anti-Racism and Abolitionism.

4) Semantics: Presupposition

The element of presupposition comes with the premise of a trusted statement so that it does not need to be questioned even though the truth is not yet proven (Eriyanto, 2011:256). Presupposition element in this part analysis can be seen in the following quote:

"Lines between black and white ain't there neither. Some folks just made those up, long time ago. And that go

for the white trash and the so-ciety ladies too." (Stockett, 2009: 312)

In the quote above, it's explained about the assumption that the difference between Blacks and Whites was only made up by a handful of people in the past. However, the statement above is just an assumption that still can not be proven.

5) Syntax: Sentence Form

The structure of sentences can be made active or passive, but generally, the principle that is considered important is always placed at the beginning of the sentence (Eriyanto, 2011:251). The use of an active sentence regarding anti-racist is found in the sentence as follows:

"You know what this means, don't you? She wants to change these laws..." (Stockett,2009:289)

The active sentence in the data above shows the pronoun "She" as the subject that refers to Skeeter, as a white lady, who wants to change the regulations that have been validated by the government regarding what the Blacks can not do and what the Blacks can do.

6) Syntax: Coherence Coherence is the relationship in

words or sentences in the text. Coherence is an element that describes how events are linked or viewed as separate (Eriyanto, 2010:242-243). Coherence element can be seen in the quote as follow:

"It's that irony, that we love them and

they love us, yet... " I swallowed, my voice trembling. "We don't even allow them to use the toilet in the house." (Stockett, 2009:105-106)

The data above shows how two different facts or events are linked by the conjunction "yet" . The first event is "It's that irony, that we love them and they love us" and the second event is "We don't even allow them to use the toilet in the house." which are connected with the conjunction "yet" so that these two different events become two coherent events.

7) Syntaxis: Pronoun

Pronoun is a tool used to indicate where one's position in the discourse (Eriyanto, 2011: 252). Pronoun element can be seen in the quote as follow:

"We are just two people. Not that much separates us. Not nearly as much as I' d thought." (Stockett, 2009: 418)

In the data above, the pronoun "We" refers to the Whites and the Blacks as human beings who do not have much difference, equal, and have the same rights.

8) Stylistic: Lexicon

Basically, this element indicates how someone makes a choice of words on the various possibilities available (Eriyanto, 2011: 255). Lexicon element can be seen in the quote as follow:

"Lines *between black and white ain' t there neither ."* (Stockett. 2009: 312)

Based on the data above, the highlighted word is "line". The

definition of "line" in this context, according to Merriam-Webster Digital Dictionary is "*distinction*". The appropriate definition of the word "*distinction*" for this context itself according to the Merriam-Webster Digital Dictionary is "*the act of perceiving someone or something as being not the same and often treating as separate or different: the distinguishing of a difference*".

9) Rhetoric: Graphic

Graphic element is part of examining what is emphasized or highlighted (which means that it is important) by someone who can be observed from the text. (Eriyanto. 2011: 257). Graphic element can be seen in the quote as follow:

"Every few days, I speak to Aibileen on the phone, but it's not the same as sitting with her. Please, I think when she updates me on what's going on around town, please let some good come out of this." (Stockett,2009:416)
"I wonder if I could've made her days a little bit easier, if I'd tried. If I'd treated her a little nicer. Wasn't that the point of the book? For women to realize, We are just two people. Not that much separates us. Not nearly as much as I'd thought." (Stockett,2009:418)

In the data above, the statement emphasized is "*please let some good come out of this.*" written in italic format which refers to Skeeter's expectation that the book she wrote could produce good change.

And the second statement emphasized is *"We are just two people. Not that much separates us. Not nearly as much as I'd thought."* which means we, no matter Black or White, are equal human beings.

10) Rhetoric: Metaphor

In discourse, the delivery of the main message is not only through the text, but also the figure of speech, other expressions, and metaphors in the form of words of public trust, daily expressions, proverbs, ancient words, and expressions are taken from holy verses (Eriyanto, 2011: 259). The metaphor is intended as an ornament of a news or novel script. However, the use of certain metaphors can be the main clue to understanding the meaning of a text. Metaphor element can be seen in the quote as follow:

"Lines between black and white ain't there neither." (Stockett, 2009: 312) In the available data, the metaphor used is *"Lines between black and white ain't there neither"*. The definition of *"line"* in this context, according to Merriam-Webster Digital Dictionary, is *"distinction"*. The appropriate definition of the word *"distinction"* for this context itself according to the Merriam-Webster Digital Dictionary is *"the act of perceiving someone or something as being not the same and often treating as separate or different: the distinguishing of a difference"*. Based on the above, the statement, in addition,

explains that there is no difference between Blacks and Whites. That thought is only an ideology created and taught for generations.

3.2 Social Cognition Dimension

According to Van Dijk in Eriyanto (2011: 259), discourse analysis not only limits attention to the structure of the text but also how a text is produced. In the analysis of social cognition, the researcher used secondary sources from internet websites to obtain interview data with Kathryn Stockett about *The Help* novel she wrote. The researcher obtained interview data from Creative Loafing, Time and National Public Radio website that interviewed Kathryn about the novel. The findings of the data implicitly indicate disapproval of racism against black people even though Stockett herself is a white person. The data are as follow:

"What's ironic, of course, is that The Help isn't that oral history volume at all, but an imagining of it by a white author. Just below the narrative's surface is a complicated set of emotions - an adoration and nostalgia for the days of table linens and deviled eggs and perfectly ironed pleats existing simultaneously with a deep shame about the systematic racism and violent oppression used to keep that silver polished." (Williams, 2011)

Based on the data above, Stockett implicitly expressed her disapproval of

the racist act that became history in social life in the United States by saying that it was a deep shame about the systematic racism and violent oppression used to keep that silver polished. Stockett's statement of disapproval was also expressed by Stockett in an interview quoted from Time website as follows:

"As a child, you think of these people as an extension of your mother.

For the adults employing them, the relationship is different. You hire someone to clean your house and do your laundry. But in many cases, these women worked for the same white family for generation after generation. That, to me, is the difference between an employee and someone you feel close to. They're an important cog in the wheel of your family. Some readers tell me, "We always treated our maid like she was a member of the family." You know, that's interesting, but I wonder what your maid's perspective was on that. You look at all these rules in place in the '60s - the separate bathroom, the separate plate and cup. That's not how you treat a member of the family. And that conundrum is what got me started on the real plot of the story." (Suddath, 2009).

In the data above, Stockett also implicitly expressed her disapproval of the acts of racism that befell the Black maids by saying that that's not the way how to treat Black maids as family members. Stockett's disapproval of

racism was further strengthened by the data quoted from National Public Radio as follows:

"We all adored her. She didn't have children of her own. When Demetrie got sick, we knew it was our responsibility to take care of her and pay her medical bills. And we embraced that," she says. "But the tricky part is, like so many families in the South, we also expected her to use a separate bathroom, to use separate utensils. What a dichotomy. What conflicting ideas that we love and embrace these women, and entrust them to raise our children and to feed us and to bathe us, but we keep something as silly as a bathroom separate." (National Public Radio: 2009)

In the data above, Stockett points out that the Black Housekeepers are credited with raising White children but the treatment they received was highly dichotomous. Therefore, according to Stockett, racism was a silly thing.

Based on the data above, Stockett implicitly expressed her disapproval of the racist act that became history in social life in the United States by saying that it was a deep shame about the systematic racism and violent oppression used to keep that silver polished. As a White woman who had felt how she had been raised by a Black maid, Stockett felt that the Black maid raised her as a member of the family.

Stockett also implicitly expressed her disapproval of the acts of racism that befell the Black maid by saying that all acts of racism were silly and that's not the way how to treat Black maids as family members.

3.3 Social Context Dimension

In this dimension, it is necessary to observe how the text is connected further with the social structure and knowledge that develops in the community over a discourse (Eriyanto, 2011: 225). In order to analyze the social context of the author's ideology, the researcher used the United States situation regarding racism in 2009 where the novel "*The Help*" was published. However, due to its own previous Stockett trouble finding a publisher willing to publish the novel because it addresses the sensitive issue in the United States, the researcher also used the track record of Penguin Random House as a social context regarding the reason why Penguin Random House was willing to publish the novel by Kathryn Stockett. a. Racism in 2009 as Social Context Quoted from the article Racism Review website, researchers found a summary of racism incidents during 2009. However, researchers only took a few incidents in the article. The findings of the data show that racism was still taking place in the United States even though segregation regulations had been removed and the rules regarding

civil rights had been enforced. The quotation details are as follows:

"January was bracketed by two, compelling and starkly different racial events. Early in the month, Oscar Grant, III a young African American father, was shot while handcuffed by a BART cop on a train platform. This event was tragic on individual level for Mr. Grant's family, and resonated as a symbol of the ongoing problem of police brutality."

"Another black man - Omar Edwards - an off-duty cop, was killed by fellow white police officers in New York City. Edwards left behind a wife and two young children. Joe noted the need for police brutality to be part of the national agenda on race." (Daniels, 2009)

Based on the above data, acts of racism in 2009 still occurred even to the point of murder. The researcher also obtained data on racism acts through the use of mass media as follows:

"Yesterday, I joined a small crowd of fellow New Yorkers fed up and outraged by the racism of the New York Post's editorial cartoon. (The image is one that I took, you can see the full set of photos at Flickr.) As usual with any protest about racism here in New York, there were lots of black and brown folks there, and not so many white folks. Not surprising, but disappointing nevertheless. One of the most notably missing white faces in this crowd was Mayor Mike Bloomberg, who has not issued a

statement about the cartoon. Governor Patterson, speaking yesterday at an event unrelated to the cartoon at the New York Academy of Medicine, did respond to questions about the racist cartoon, saying that it is incumbent upon Post editors to explain "what the cartoon was intended to portray." Paterson added, images equating blacks with primates "do feed a kind of negative and stereotypical way that some people think," and thus stretching the definition of "understatement." (Daniels, 2009)

The data above shows another form of racism that occurred in the United States in 2009 through the use of mass media to equate primates with Black people in cartoon form.

In conclusion, racism has not completely disappeared even in an era where laws such as Jim Crow Laws were abolished which restricted the rights of Black people. b. Publisher as Social Context

Quoted from the Penguin Random House website as The Help novel Publisher, the researcher obtained statements of one of Penguin Random House that they like to take risks in publishing books and believe that books could change people's lives. The detail data are as follow:

"I am a gambler and publishing is all about taking risks. I am fascinated by the business of publishing - submitting ideas and creativity to the discipline of

commercial scrutiny. And I enjoy doing work with a real purpose - books really do help to change people's lives. I have also been extremely fortunate to have got to know an extraordinary range of authors who have taken me into many different worlds: a good publisher can and should be an impresario across the whole of culture." (Weldon. n.d) The statement above is a statement from the CEO of Penguin Random House who likes to take risks in publishing books. He believes that books can change people's lives. Also, the researcher obtained data from Penguin Random House website about publisher story and social responsibility as an international home publisher as follow:

" Our dedicated team of publishing professionals is committed to helping authors realize their very best work and to finding innovative new ways of bringing stories and ideas to audiences worldwide. By leveraging our global reach, embracing new technologies, and collaborating with authors at every stage of the publishing process - from editorial and design, to sales and marketing, to production and distribution - we aim to provide them with the greatest platform possible. At the same time, we fiercely protect our authors' intellectual property and champion freedom of expression, ensuring that their voices carry beyond the page and into the folds of communities and societies around the globe."

"We believe in the power of reading to

connect and transform us in ways small and large, both transcending and uniting generations and cultures, enlarging our understanding of others and of ourselves, building empathy and expanding our imaginations." (Penguin Random House. n.d)

Penguin Random House is also committed to helping writers from the editing stage to book marketing. In addition, the random House penguin also frees writers to express themselves through their writings.

Based on the data above. Penguin Random House itself recognizes that through the power of reading can be connected to all people throughout the world and from reading can change the lives of people. Penguin Random House is committed to embracing and helping talented writers who have not

been exposed to their talents in writing due to various things.

4. CONCLUSIONS

This research was a critical discourse analysis study that aimed at revealing the ideology of the author. This research used the Van Dijk CDA approach in order to answer the research questions. The findings expose anti-racism and abolitionism ideologies. This is proven by some of the characteristics of anti-racism and abolitionism ideology based on data findings which appear in the novel when the three main characters tried to make things better by writing a book containing interviews with Black maids about what it's like to work as a Black maid to the White employer.

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