

THE MARXIST THEORY AFRO-AMERICAN AND WHITE AMERICAN SOCIAL ISSUES IN THE HELP MOVIE

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Abstract

The Help reflects the cultural values of African American people in America. Thirdly, it describes the social background of America in 1960. Racism in the United States has been a major issue since the colonial era and the slave era. In this study, researchers used a content analysis method. In this study, researchers collected and analyzed data on fictional elements including characterizations, themes, plot and background and racial discrimination depicted in the film The Help. So this published book is a turning point with the release of their thoughts and feelings to the public face. The helpers It is hoped that the publication of this book will encourage them to live more lives well. Equivalent without the need for discrimination again. Skeeter's education, a graduate of the University of Mississippi, made his mind more open on social issues such as differentiating public facilities for blacks and whites. The authors analyze this film using the Marxist theory approach. After analyzing this film using Marxist theory the film The Help also shows the struggle of people of color and white women. They fought white people who were too racial with different skins, actually the feeling of being black.

Key words: marxisme, racism, social issues, movie

INTRODUCTION

Racism is a social problem that is still debated in social life [1], [2]. The problem is caused by not recognizing or not accepting changes in physical appearances [3], such as skin color, hair color, body shape, and other biological elements [4], [5]. In some groups, differences in these elements can cause differences in community mentality [6], [7]. As part of human beings who are inferior, unpleasant and even inhuman, racism is the belief that some races are superior or inferior to other races [8], [9], that a person's social and moral nature is predetermined by their innate biological characteristics [10], [11]. Racial separatism is a belief, often based on racism, that different races must remain separated and separated from each other [12]. Racism, particularly against blacks and immigrant groups, is clear in the attitude towards slaves and slavery [13], [14]. The film shows the public that blacks receive racism from whites because blacks are slaves and are mistreated by whites [15], [16]. This is a problem for blacks at that time, blacks never had a high-level position in society [17].

The plight is the situation of life that unpleasant or difficult [18], especially an unfavorable or unlucky one to get oneself in a regretful plight [19], [20]. The plight here is about the plight of being black especially in America. Moreover, the plight of being black is so distressing for the reason that they have to complete the command of their white master [21], [22]. The blacks are always implicit as the inferior in society [23]. In along history, blacks are minority people who are underestimated by whites and they become poor people with a lack of knowledge and dexterity [24], [25], [26]. The white people made black people as their slaves [27], [28]. As the minorities in society, sometimes the blacks were treated unjustly by the whites [29]. Many states conceded laws saying that black people and white people could not use the same facilities, such as schools, restaurants, parks, and public bathrooms [30], [31]. Such separating people based on their race, color, sex, religion, or age is called segregation [32], [33]. This condition makes the social distinction between the blacks and the whites [34]. In general, blacks have been subtracted by the whites [35].

The Help is a 2011 American drama film adaptation of Kathryn Stockett's novel of the same name. The Help movie talks about the relationship between blacks and whites in the 1960s, specifically in the city of Jackson, the capital of the state of Mississippi [36], [37]. At that time there was a big problem regarding racism, which resulted in racial discrimination committed by employers (whites) against their assistants (blacks) [38], [39]. The discrimination that manifests itself not only manifests itself in the form of individual discrimination [40], [41], but also of institutional discrimination, such as health services, separation of places between blacks and whites and other public services [42], [43]. No white person can be treated in the room or in the room where blacks are placed [44]. Books should not be exchanged between white and colored schools [45]. This film was adapted for the screen and directed by Tate Taylor [46], [47]. To tell a story how about African-American servants in the city of Jackson-Mississippi is seen by their employer, also about how they are empowered by a white woman young, Skeeter Phelan who played by Emma Stone, for write best-sellers about angles the view of the housemaids a ladder against white families where they work [48]. Pictured Skeeter wrote the book during the rights enforcement movement civil rights, especially against people blacks in the 1960s

The Help movie (2011) is one of the films with the theme of racial and class discrimination. This film is interesting to study because a lot the insensitivity of society to the existing racial and class system that gives rise to acts of harassment, violence, humiliation, and discriminatory actions as a result of having race and different class [49], [50]. The discriminatory system today is still felt in America, despite the American President now this is a black person [51], [52], but in fact the condition of millions of black citizens in America hasn't experienced much change [53]. Discrimination is an inhuman behavior and immoral that has ever happened in the midst of the international community [54]. Behavior no humane has taken two forms in America [55]. First, slavery and second is discrimination.

The setting of The Help movie is in Jackson, Mississippi, and the stars Emma Stone as Skeeter, Viola Davis as Aibileen, Octavia Spencer as Minny, Bryce Dallas Howard as Hilly Holbrook, Jessica Chastain as Celia Foote, Sissy Spacek as Mrs. Walters, mother's Hilly Holbrook, and Allison Janney as Charlotte, mother's Skeeter. This film produced by Dream Works Studios and distributed by Touchstone Pictures [56], [57]. There are four points that make this movie interesting to be analyzed [58]. Firstly, The Help describes racial discrimination of African American families and white families. Secondly, The Help reflects the cultural values of African American people in America. Thirdly, it describes the social background of America in 1960. Racism in the United States has been a major issue since the colonial era and the slave era [59].

Literary works contain a variety of essential values of social life in general. Literary works also represent the author's life and his or her society [60]. Everyone in this world is applying economic principles to fulfill their needs or even to make themselves wealthier in society, there are differences in social classes even up to now [61]. Basically, social classes can be categorized into three classes [62], [63]. They are high class, middle class, and lower class. The class classification is based on the economy, power, and education status of each person. Wealth and power are the sources of the social gap between two different classes of society [64]. People who gain wealth and power usually tend to oppress lower class society. The lower class people who dislike being oppressed usually resist the oppression of the higher class. The resistance from the lower class can lead to a massive revolution.

Marxist social theory In Marxist social theory, Marx believes that the class is the conceptual tool needed to understand women's oppression [65]. According to [66] economic theory, there are businessmen and workers who differ mainly in income [67]. Employers have a higher income than workers, create poor workers and less property, while employers can live in luxury. When these two groups of people, the rich and who do not yet know each other as a class, Marx argues that the class struggle takes place and eventually reverses the system that produces these classes [68]. According to [69] social theory, under a capitalist society, there are two types of societies: the bourgeoisie and the proletariat which are interconnected because of exchange relations [70]. Because of these class divisions, Tong presumes (p. 145-146) in his book titled *Feminist Thought* that people (workers) will be exiled in four ways. Those are:

- ✓ First, people or workers move people away from work products: they cannot decide which products to produce.
- ✓ Second, workers are alienated from themselves when work is not pleasant enough to do so, workers can overcome a serious psychological crisis. They do not like work.
- ✓ Third, workers are alienated from others because the capitalist economic structure encourages workers to see others as competitors for better jobs and promotions.
- ✓ Fourth, workers will move away from nature, working conditions and the status of workers, making them see nature as an obstacle to their lives.

According to Karl Marx in his theory of the class, he affirmed that the class is a group of people who perform the same function of the organization of production. Classes in society are distinguished by the position of the economic structure that controls the domain of production (Dwipayana, 28). Dwipayana also revealed that Karl Marx's conception of the class was based on the economic aspect as a fundamental factor in the problem of human life.

In general, the social class is divided into three classes, upper class, middle class, and lower class. That also happened in England. British society is also often considered divided into three main class groups, namely the upper class, the middle class, and the lower class

or working class. There are several characteristics of class division according to Kerbo (13-14):

- a) Upper class, upper-class people are known as people who have a high, strong shareholding with greater authority.
- b) Middle class This class is used to indicate people who feel less comfortable than the upper class and who are clearly less strong, but still respected. They include store owners, domestic and industrial employees.
- c) Lower class This class is used to indicate people who rarely have living conditions and have never been considered by other classes, no matter how long they work to improve their situation.

In this film, blacks are shown as people who are not potential for white Americans, but who are also separated from each other not by skin color but by the difference in economic status. This film generally shows the relationship between black and white women, but we look closely, we also do other relationships such as black and white, black and white and black and also pioneered this relationship separately.

Marx was influenced by Hegel, who presented a dialectical relationship between humans and nature and humans and humans. According to this perspective, humans being challenge nature to survive, therefore, they need cooperation and a surplus for it. Marx also maintains Hegel's dialectical relationship with a slight change; He explained the whole story with the relationship between humans and humans. And Marx simplifies the whole story with an explanation of the "class conflict"; the class separates itself as a bourgeoisie which is the means of self-production that governs the surplus and the proletariat that has no means of production works with the means of bourgeois production. However, the ruling class not only has "material resources", but also has the opportunity to control "intellectual resources."

From this perspective, if we watch a movie, we see a separation between white women. Actually, they are seen in the same situation, they have a leader whose name is Hilly Holybrook controls everything as material and intellectual because her husband's economic status is superior to others.

METHOD

In this study, researchers used a content analysis method. The approach used in this research is a qualitative approach that aims to make a description, a systematic, factual and accurate description or painting of facts, nature, and relationships between phenomena that are qualitatively investigated. The data collection techniques that are in accordance with this research are document analysis. In this study, researchers collected and analyzed data on fictional elements including characterizations, themes, plot and background and racial discrimination depicted in the film *The Help* by Tate Taylor in terms of the study of Marxism theory examining more in the efforts of resistance that carried out by black women using the theory of womanism. Researchers used the film *The Help* by Tate Taylor as an object of research. According to Bhasin and Khan, feminism is an awareness of the systematic injustice of women in various sectors of life, as well as conscious efforts by women and men to change the situation. Therefore it is necessary to understand critically how the representation of power works and racism in the film even though the film aims positively by showing the side humanity. There could be a striking power inequality between one group with another, there is a weak party and there is a stronger party and dominates many things until finally a concept is created general about the difference in power or power. Research related to the representation of racism in research through film already conducted by previous researchers. Previous researchers explained and illustrate more closely related representations of racism and class in the film. Social phenomena such as racism do often emerge and raised in the mass media especially through film.

RESULTS AND DISCUSSION

Acts of discrimination between black servants and white employers in *The Help* movie against Jim Crow Laws. Jim Crow's Law is one of those terms used to indicate a minority of blacks. Jim Crow's Law is a form of system racial caste in South America. This system made black or African Americans feel separated and discriminated against. The law was blatantly separating facilities for blacks and whites. Public facilities are divided based on skin color. These signs of separation are displayed in the writing "White Only" or "Colored" on public facilities such as churches, theaters, bathrooms, and exits in a building. There are so many scenes that can approve the racial issues that appeared in this movie.



In this situation, a friend of Aebileen's employer, that is Hilly withholds the urge to urinate and does not want to use the toilet in the house just for the reason that Aebileen uses the guest toilet. She also assumed that Aebileen also used his employer's bathroom, thus strengthening Hilly's unwillingness to urinate in the house. She also suggested that the employer from Aebileen make a separate toilet outside the house for the maid. Because he considers that the maid could transmit the disease to his family later, especially his children.

After disputed elections in 1876 which resulted in the end of Reconstruction, white people in the South regained political control in the region, after intimidation and violence in the elections. Revocation of African-American suffrage took place systematically in Southern countries from 1890 to 1908 and only ended until the passing of national civil rights laws in the mid-1960s. For more than 60 years, for example, black people in the South could not elect anyone to represent their interests in the US Congress or local government.

During this period, the white-dominated Democratic Party gained political control in the Southern states. The Republican Party, also known as the "Lincoln party", where most blacks joined as members, shrank to nothing after the emphasis on black voter registration. At the beginning of the 20th century, almost all elected officials in the South came from the Democratic Party. At the same time as the withdrawal of African-American suffrage, white Democrats enforced racial segregation by law. Violence against blacks increased. The racial discrimination system endorsed by the state was put into effect, and the oppression that occurred in the post-Southern Reconstruction era would later be known as the "Jim Crow" system. The system was virtually immovable until the early 1950s. Thus, the beginning of the 20th century was a period that is often referred to as "the lowest point

of race relations in America". While violations of civil rights and problems continue to be severe in the South, social tensions also affect African-Americans in other areas.

Based on the government regulation at the time, it was suggested that it should be done by the citizens of the Misisipan. And here is seen the act of radicalism against black people. At that time this very radical thing became something that was very legalized for its citizens.



In this scene shows again about how hilly behaved very racistly towards her maid. whenMinny really wanted to pee but tried to hold it, Hilly's mother told her to use the toilet in the house. But Hilly told her to take an umbrella and urinate outside. While outside the house is not ordinary rain but heavy rain accompanied by strong winds. Finally, Minny still went to use the toilet in the house. While trying to use the toilet, Minny is called by Hilly who wants to stop her from using the toilet, but Milly pretends to have used the toilet. Hilly was furious and disliked and immediately fired and drove Milly out of the house in the moment. Milly immediately left the house. We also see that another Marx concept is "the commodification of labor." In the film, white women do not see black servants as "human"; For example, Skeeter wants a subsidy to talk to Aibileen about his teacher, Elizabeth and Elizabeth talk to Aibileen and say "yes, but please don't get in their way." Another example mentioned above refers to toilets; White women believe that black people have different diseases, so we have to build bathrooms outside the home. I am very sorry, but you can see that live dogs with white families and black minions did not share the same status with the animals.



In this scene Aibileen tells about how chronologically from the death of his son he said if her child died from falling while carrying goods to the factory and was hit by a truck, which resulted in the child's lungs being destroyed. His son was taken away by his white foreman who only put his body behind the truck. then the foreman took him to the hospital for black people, but he just put it near the hospital, the hospital could not do anything because the wound was too severe. Aibileen finally brought his child back home, laid his child on the couch and watched his child die before his eyes without being able to do anything. Aibileen felt that her child was killed by white people. Aibileen felt that her son's death was due to a white foreman who felt he didn't care about his child. if only his child was taken to the hospital for white people his child could be saved, because there surely have more complete medical equipment. In every celebration of the day of his child's death she always feels sad.

According to Jim Crow law, racial segregation must be carried out in hospitals, prisons and burial sites. In practice, this regulation also extends to hotels, theater, libraries, even elevators and churches. The most obvious place where racial segregation occurs is the school. The adoption of this policy had the greatest impact on black citizens, and was a major obstacle to the advancement of their civilization. The implementation of the policy of racial segregation was colored by waves of violence. There has been a sharp increase in the number of black people sentenced to death without going through litigation.



In this scene Aibileen Skeeter, Minny and other black helpers unite in making a book called *The Help*. This book contains the feelings and opinions of black helpers about the system as long as this applies. Discrimination has occurred quite a lot in everyday life this black maid. So, the emergence of this book is expected to be able to voice aspirations black servants in fighting discrimination. The book is used as a symbol of black "freedom" to voice what is he his uneasiness. Humans, forever can not bury what he feels. One time they need a container to channel feelings and thoughts that are silenced. Black people in 1963, many whose voices were not heard. They only become a second class citizen.

So that this published book is a turning point with the release of their thoughts and feelings to the public face. With the help of Skeeter, the helpers. It is hoped that the publication of this book will encourage them to live more lives well. Equivalent without the need for discrimination again. Skeeter's education, a graduate of the University of Mississippi, made his mind more open on social issues such as differentiating public facilities for blacks and whites. America The union which at that time adopted a "separate but equal" system, made Skeeter inspired to make a book that contains the perspective of black minority citizens who work as a maid. He saw a lot of silence that occurred for residents dark skin. Their speech rights are deprived, and sometimes even murder without trial is rife.

CONCLUSION

Fate is an unpleasant or difficult life situation, especially one that is unfortunate or unfortunate: to get oneself in a miserable state. The fate here is about the fate of being black especially in America. Besides, the situation of being black was very sad because they had to complete their white master's orders. Black people are always implied as lower in society. Throughout history, black people were minorities who were underestimated by

white people and they became poor people with a lack of knowledge and dexterity. White people make black people their slaves. As a minority in society, sometimes black people are treated unfairly by white people. Many countries recognize laws that say blacks and white people cannot use the same facilities, such as schools, restaurants, parks, and public bathrooms. People who are separated based on their race, color, sex, religion, or age are called segregations. This condition makes a social difference between blacks and whites. In general, black people have been reduced by white people.

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