

RACISM IN WHERE'S THE MONEY (2017) MOVIE

Jeannifer Sholihati¹ and Arry Purnama²

MA Manbaul Ulum¹, Jakarta, jeannifersholihati@gmail.com
Indiana University², Bloomington, ed.arry.purnama@gmail.com

ABSTRACT

Racism still needs attention because it still happens until now. *Where's the Money* is attractive popular movie about black people so that this research focuses on exploring the kind of racism in *Where's the Money* (2017) movie to get a closer look at some kinds of coming from the action and/or dialogue. The main objective of this research is to determine the forms of racism. The researchers employed Mark Harlsted's theory of racism by literary criticism and an objective approach. This research is also framed in a qualitative descriptive method in collecting the data. The result shows that racial discrimination often occurs in the movie. There are three types of racial discrimination found in the movie: *Pre-reflected Gut Racism*, *Cultural Racism* and *Institutional Racism*. The findings are ten data showing Pre-reflected Gut Racism, eight data exhibiting Cultural Racism, and three data displaying Institutional Racism. The three data that have been collected and listed are those that have been classified based on their form and types, and also analyzed according to the approach and theories. Based on the findings, it can be seen that Whites give opportunity to a Black to join his community only for their own advantages. That is, to make a good image in the society as open-minded individuals concerning the racial issues. Most people say that racism does no longer exist, but the reality makes different view. In the US, Black Lives Matter is one of the movements which becomes a great issue and very crucial, which is also related to racial topic.

Keywords: *Racial Discrimination; Racism; Movie; Pre-reflected Gut Racism; Cultural Racism; Institutional Racism*

INTRODUCTION

This research discusses racism in *Where's the Money* (2017) movie. In this research, the analysis was conducted toward the dialogue and action in the movie to spot the kinds of racism and stereotypes between Whites toward Black people. The researchers chose to explore racism because racial discrimination is one of the persistent topics in the world where some people believe that racism is no longer exist.

John McWhorter, a linguistics professor of the University of California, Berkeley explains that

“the question someone like me has been asked to answer several times a week since November 5 has been, “Are we now in post-racial America? Giving an answer requires that we know what the question really refers to: whether America is past racism. Moreover, the point is largely racism against black people, i.e., Barack Obama, i.e., the people who are America's eternal shame and so on. So in answer to the question, “Is America past racism against Black people” I say the answer is yes” (McWhorter, 2008)

The problems concerning racial and color people persist. According to the statement above, people now days should be no longer thinking about whether or not racism still exist, but whether or not it remains a serious problem. This intrigues researchers; most specifically because racial issues are often represented visually in a movie while at the same time many people do not realize that what they watch displays scenes containing racial issues deliberately presented by the authors. *Where's the Money* is one of the movies exhibiting such issues. This movie requires more exploration because the rate of movie incredibly poor, and also R which mean restricted rate because almost all people assess this movie tells about racial discrimination issue but cover up by hilarious crime comedy. Although several people thinking that this movie a good comedy movie, however some people seems reject this movie based on Whites mockery or insulting Blacks. this film is interesting to be analysed because has many reasons, first, it shows a lot of racist form between black people and white people in the action, and dialogue which are verbal or non verbal. In this century human equality are should be banned and people do not allow to do discrimination to personal person or institutional. This film director and screenplay writer are white people, accidentally the plot, setting, action, dialogue and the main topic are come from white people as known as people based on the historical background that white people were always separated between black people. Second, besides there are an unusual racist form which happen in the movie, while white people usually racist to black people, in the other hand it also shows black people that being discriminate by white people, has a self defence. Third, because the racist form are always be interesting topic as long as there are still many people in the world has the different race and different colour.

Based on the background that already explained above, the researchers formulate one research question: *what kinds of racial discrimination are portrayed in the Where's the Money (2017) movie?* This question will be explored by incorporating Mark Harslthead theory of racial discrimination. The researchers also use objective approach that treats literary work as something stands free from what is often called 'extrinsic' or 'reference'; instead, it describes as the literary product which is a self-sufficient and autonomous object, or else as world in its complexity, coherence, integrity and the interpretation of its component element.

LITERATURE REVIEW

According to Oxford Dictionary, the world 'racial' refers to the action or existing (action or discourse) between people of different races or connected with person's race (Hornby, 2006: 1195). Talking about racism and racialism, Kumala (2019) explains that these two terms are similar yet different. It is similar because it came from the same root as race, and it is also different because of the meaning both of term.

Racism is a form of hostility towards black people, which results in their group being attacked for no reason. Meanwhile, what is referred to as racialism is a high awareness of other people's different races. Racism is something that is irrational and often toxic, while racialism is something that is rational, morally neutral and becomes an unavoidable part of society, given the history of slavery, discrimination, or social status, in this case for example, the relationship between white and black people (Kusmala, 2019).

If racial discrimination is the act of discriminating either by individually or based on skin colour, race, or ethnicity. Racism are bound inside the racial discrimination. Here is the simple explanation, racism is something that unreasonable and toxic, because one race feeling superior than other races and the superior one thinking that they deserve to making order toward the inferior races, or even they often attacked inferior races without any reason, just because they feel they deserve to do. While racial discrimination or racialism is rational, the high sense of other races that different in “negative way” from their self and unavoidable because the history of slavery in the past time.

However, racism might be concluded equal to the racial discrimination, because they have similar root.

Racism attends to the physical aspects of people. Racism is an idea or attitude that originally grew in the colonial times when the colonizers wanted to expand their power in the colonies (Liliweri, 2005: 23). Colonialism and colonialization are two different words but almost have the same meaning. Colonialization is something associated with the occupation of a foreign land, with its being brought under cultivation, with the settlement of colonists (Ferro, 1997: 1)

Racism might lead people to do physical actions called a discrimination. Discrimination is the practice of treating individuals or groups in society less than others. (Hornby, 2006: 417). According to Sears (1994), discrimination is the behavior of accepting or rejecting a person based on group membership and contained a distinction, exclusion, restriction or choice based on race, race or origin of nation or tribe that has the purpose or effect of eliminating or destroying recognition, pleasure or exercise on the basis of equality, human rights and freedom in politics, culture, socializing, conducting economic activities and all other areas of life existing in society (Sears, 1994 : 149).

Mark Harlstead further delineates that there are three kinds of racism: *Pre-reflected Gut Racism*, *Cultural Racism* and *Institutional Racism*. Each kind of racism has their own characteristic based on particular aspects in people’s mind and becomes a vital matter in society.

Pre-reflected Gut Racism

This name is used instead of the now redundant term ‘racialism’, implying racial hatred. Its name suggests that it has emotional rather than rational origins and content. It can be observed in both individuals and groups. Its deep psychological roots can be traced to three main factors. *Firstly*, there is tendency to feel fear, anxiety, insecurity, and suspicion on the presence of any persons and groups who are perceived as a stranger, foreigner or unfamiliar. *Secondly*, there are certain motivational dispositions such as rejection, aggression, dominance, and superiority which some psychologists consider fundamental to human personality. *Thirdly*, there are some factors which leaves people open to the too-ready acceptance of myths. This factor is ignorance of racial minorities, stereotypes, and other fear-arousing communications (Harlstead in Bayu, 2011: 22)

Cultural Racism

This term is used with the increasing frequency to draw attention to a shift in the facial point of much racism from physical characteristics such as a social customs, manners and behavior, religious, moral belief and practices, language, aesthetic values, and leisure activities. Whereas post-reflective gut racism seeks to explain

and justify racist attitudes in religious or scientific terms, cultural racism attempts the same thing in cultural terms. It involves prejudice against individuals because of their culture. The culture of minority groups is seen as flawed in some way, and thus as standing in the way of their progress. Unlike post reflective gut racism, however, cultural racism does not involve belief in the existence of any biological incapacity to change. On the contrary, change is exactly what is sought. Minorities are encouraged to turn their back on their own culture and to become absorbed by the majority culture (Bayu, 2011: 22-23)

Institutional Racism

In one sense, this type of racism is closely resembling to type three, for the institutions of a society are a product of, and a part of its culture. But whereas cultural racism focuses attention on the differences of supposed flaws in the culture of minority groups which are said to justify their inferior treatment, institutional racism generally refers to the way that the institutional arrangement and the distribution of resources in our society serve to reinforce the advantages of white majority. The standard analysis of institutional racism involves four steps:

1. The historical creation of an institution which is non-racist in intent because it is designed for a homogeneous society. If it contains any elements of racism, these must not be conscious, because if they were the institution would exemplify type two racism.
2. A change in the context within the institution exists, so that new minority of groups are disadvantaged by the continued existence of the institution. For example, giving preference to the employment of the ‘lads of the dads’ may make it more difficult for new racial minorities to get jobs; and seeing exclusively white faces in school textbook illustrations might give black children a poor self-image.
3. The power of the white majority over the institution. The institution may be perpetuated intentionally for racist reasons (because the whites perceive it to be to their advantage to do so), intentionally for non-racist reasons (because, for example, tradition and normal procedures are adhere to unreflectively).
4. The moral judgment that once the discriminatory consequences of the institutional practices are raised to consciousness, anyone seeking to perpetuated them is guilty of racism. A stronger version of institutional racism involves the claim that merely going about business as usual in such a context makes one an ‘accomplice in racism’ (Harlstead cited in Bayu, 2011: 23-24)

METHOD

The design of this research is literary criticism. Literary criticism is the overall term for studies concerned with defining, classifying, analyzing, interpreting and evaluating works of literature (Abrams in Nurachman 2014:6). Abrams further explains that literary criticism is all related to the literary works as the project. There are some basic approaches that can be used. Abrams illustrates four approaches; they are: pragmatic, objective, expressive and mimetic. The objective approach in principle is to view works of art apart from everything that is outside the work. Art is a work of art itself which is free from all existing external factors. In doing analysis by itself enough with something that is already in the work. In this research

analysis the researcher used objective approach which is to view of art apart from everything that outside the work.

The researchers use literary criticism as a research design developed further by Peck and Coye (1995). They explain that literary criticism is usually regarded as the analysis, interpretation, and evaluation the literary works.

To analyze the data, the researchers watched the movie and transcribed its scenes. These collected data were the primary data. These primary data were supported by secondary data. The researchers aimed to find out the interpretations that are salient in the research object especially concerning racial behaviors actualized by some ways such as verbal, gesture, and action dialogue. In the final step, the researchers evaluated, analyzed, and interpreted all of the primary data by the help of the secondary data.

FINDINGS AND DISCUSSIONS

The data shows that there are three forms of racial discrimination symbolized in the movie. They are pre-reflective gut racism, cultural racism, and institutional racism.

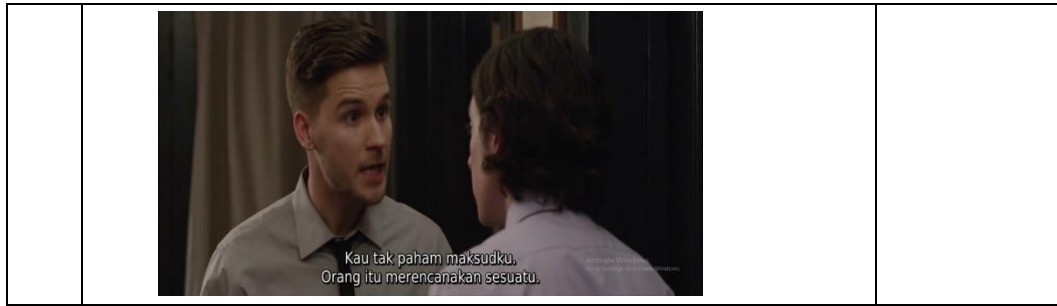
Pre-reflected Gut Racism

Pre-reflected Gut Racism is a condition in which a person puts their emotional feelings ahead of their rationality when they meet people with different identities from themselves. Pre-reflected Gut Racism is “based on the intense hatred of people rooted in psychological problems of the individual rather than on his/her logical reason” (Harstead in Darwis 2014:40)

These emotional feelings usually arise from three factors; First, feelings of fear, suspicion, and tenderness over the presence of other people who are different from him. Second, there is a feeling of rejection and superiority. Third, neglect or indifference to racial minorities. The name is being used instead of the now redundant term ‘racialism’, implying racial hatred. Its name suggest that it has emotional rather than rational origins and content. It can be observed in both individuals and groups. Its deep psychological roots can be traced to three main factors. First, there is tendency to feel fear, anxiety, insecurity and suspicion on the presence of any persons and groups who are perceived as strange, foreigner or unfamiliar. Secondly, there are certain motivational disposition such as rejection, aggression, dominance and superiority which some psychologists consider fundamental to human personality. The third factor is ignorance of racial minorities, which leaves people open to the too- ready acceptance of myths. Stereotypes and other fear-arousing communications (Harlstead in Bayu, 2011: 22)

Table 1. Data 1 of Pre-reflected Gut Racism

No	Data 1	Code
1.	BROCK: You know me. How could I hate black people ? -I ride the bus. CLARKE: -Oh, my god. Don't talk near him. BROCK: You're missing the point, man. That guy up to something.	00.20.24 - 00.20.25



From the table 1, the expression "That guy up to something" is categorized as pre-reflected gut racism because the sentence indicates that emotional feelings are put forward compared to rational thinking, such as suspicion, alertness and fear of strangers who come. As Harlstead said "First, there is tendency to feel fear, anxiety, insecurity and suspicion on the presence of any persons and groups who are perceived as strange, foreigner or unfamiliar. Secondly, there are certain motivational disposition such as rejection, aggression, dominance and superiority which some psychologists consider fundamental to human personality. The third factor is ignorance of racial minorities, which leaves people open to the too- ready acceptance of myths. Stereotypes and other fear-arousing communications" (Harlstead in Bayu, 2011: 22)

In this scene, Brock, as one of the seniors in the fraternity community, said "That guy up to something" because it was based on a feeling of alert and suspicion when a student named Chet Buttersworth came from a black race, and said that Chet Buttersworth is the same black man who came undercover as the previous fire inspector and took Eddie's hoverboard. Sometimes there are things that racist but keeps condoning like making fun of people's physical appearance example like eyes, lips or hair, saying that all black look the same, clowning broken English or related the success by the race also count as the racist.

Even though the fact stated by Brock is indeed true, that Chet Buttersworth is the same person who disguised himself as a fire inspection inspector, but rationally they should be able to accept Del who is none other than Chet Buttersworth as a potential participant who wants to register as a new member at in the Fraternity Kappa Alpha Chi. Without having to suspect him of being posing as a previous fire inspector. Brock also told that Del or Chet Buttersworth's arrival into their fraternal community was due to negative ulterior motives. Based on this explanation, the sentence "That guy up to something" is included in the pre-reflected gut racism category. The first factor is the feeling of fear, alertness, and suspicion of strangers.

Racial come from race of human thought. The words race also comes from the French and Italian "razza" which is defined as : First, the distinction of human existence on the basis of : (1) Physical appearance, such as hair, eyes, skin color, body shape, (2) type or class of descendants, (3) the pattern of heredity, (4) all congenital behaviors that are unique so that they are distinguished from the indigenous population. Second, states about identity based on (1) temperament, (2) the quality of particular temperament of the population group, (3) to state the presence of each population group based on geography, (4) states signs of activity of a population group based on customs, ideas and ways of thinking, (5) a group of people who have inheritance, family, clan, (6) biological meaning indicating the


existence of subspecies or varieties, births or occurrences of a particular species (Liliweri, 2005 : 19).

In many case, racial profiling mostly found as well in many countries, especially in America. The researcher has a point of view that the prejudice will also raise racial profiling. Racial profiling is suspecting or targeting people based on character or behavior of racial ethnic group. For example, it often happens by the security or white police which choose the target or people by their character of ethnic group. In America police will pull over the driver which has different character from himself just to suspect or target that the driver is doing some criminal or drunk which mean they are watched intensely than other. This is also count as unofficial racial violence. Because they suspected other people base on ethnicity and characteristic. In the last of the result racial profiling often end by shooting. As Zakiyah said “Racial violence manifests itself in many ways. In its mildest form, it can be pushing, spitting, name-calling, teasing, or practical jokes. In more serious cases it involved physical assault, arson, stabbing, rape, murder, attempted murder, massacre and genocide. (Zakiyah, 2018: 45)

Cultural Racism

The second form of racial discrimination based on Mark Harlstead's theory is cultural racism. Cultural racism is a form of racial discrimination in which racist acts are based on physical character, cultural culture, attitudes and behavior habits, religion, ideological systems of belief as well as language. This term is used with increasing frequency to draw attention to a shift in the facial point of much racism from physical characteristics such as a social customs, manners and behavior, religious, moral belief and practices, language, aesthetic values and leisure activities. Whereas post-reflective gut racism seeks to explain and justify racist attitudes in religious or scientific terms, cultural racism attempts the same thing in cultural terms. It involves prejudice against individuals because of their culture. The culture of minority groups is seen as flawed in some way, and thus as standing in the way of their progress. Unlike post reflective gut racism, however, cultural racism does not involve belief in the existence of any biological incapacity to change. On the contrary, change is exactly what is sought. Minorities are encouraged to turn their back on their own culture and to become absorbed by the majority culture (Bayu, 2011: 22-23).

Table 2. Data 2 of Cultural Racism

No	Data 2	Code
1.	When you hear the words "south central," what do you think, gangs, drugs, guns?	00.01.02 - 00.01.06
		

In table 2, racist acts arise because of the stereotypes that arise in the largest neighborhood where black people live in America. In Los Angeles this is indeed famous for the area where black people live from various regions. Somewhere in LA, there's a neighborhood called South Central. In this film the setting of the place narrated by the main character, namely Del Goodlow or Chet Buttersworth, one of which is the South Central area in Los Angeles which is said to be known as one of the black areas and filled with street children, members of the drug gangs, armed criminals. and many other negative things. The scene at the beginning of this film shows that Del and his two friends live in a residential area that can be said to be unfavorable.

It can be seen clearly from the word "gangs, drugs, guns" which is said by Del. The stereotypes that usually cross everyone's mind about the neighborhood of black people are full of negativity. Even though it is not certain that all black people who live in the neighborhood are gang members, drug users or criminals. Del assumes that everyone will think that living in South Central which is so dominated by gang members, drugs and criminals is what they often say. Here there are racist actions or prejudices that exist in the minds of black people about what white people think is one of the actions that have been embedded in their minds and they are very used to being considered that way by other people, especially those who are different from their race, for example white people. There are a lot of prejudices that are often encountered regarding cultural racism, namely racist actions that arise based on a person's physical character and also a person's behavior and habits. When there are two people who meet on the street, the LA neighborhood in America, one is white and the other is black, based on what this film shows, usually white people will feel nervous, scared and alert because they think they are skinned people. black is scary and has a higher potential to commit crimes.

Often black people who are on the streets or in public places are treated unfairly and disrespectfully from various races different from them. For example, when they only put their hands in their pockets, but many people immediately avoid it because they think that the person has a gun. This often occurs, especially in neighborhoods that are close to settlements of black people, because this neighborhood is considered very vulnerable to attacks by gangs and other criminal members.

Institutional Racism

This institutional racism is the last form of racial discrimination based on the theory of Mark Harlstead. The essence of this institutional racism is how this system or institution arranges everything based on profit for white people only. They took advantage of the minority's existence only to benefit the white people in it. In one sense, this type is closely like to type three, for the institutions of a society are a product of, and a part of its culture. But whereas cultural racism focuses attention on the differences of supposed flaws in the culture of minority groups which are said to justify their inferior treatment, institutional racism generally refers to the way that the institutional arrangement and the distribution of resources in our society serve to reinforce the advantages of white majority. (Harlstead cited in Bayu, 2011: 23-24)

There are 4 types of history, how to determine institutional racism. The first is because it is caused by various rules made and also created by different people. They would make these rules unconsciously which would benefit the white

man. The second is a change in context / regulation which is basically related to the existence of the institution, which will harm minorities, for example nepotistic or hereditary leaders. Of course, as a minority they will not get a chance at all. The third is very similar to the second form, namely an institution dominated by white people of all positions, they recognize it, and feel entitled to it. The fourth is moral judgment or they find fault with black people because white people have a black view that they cannot and cannot. There are 3 institutional data found in the film *Where's the Money* (2017).

Table 3. Data 3 of Institutional Racism

No	Data 3	Code
1.	<p>CHET S ee, these days, they need at least one token. -One. ALICIA: -You think you're gonna be the only minority trying to get in?</p>	00.16.34 - 00.16.40
		

Table 3 above is an example of institutional racism in the film *Where's the Money* (2017) which is depicted and still happens a lot in the real world. When Chet wants to disguise himself as a student who enrolls in the fraternal community, he aims to be able to enter and simultaneously take the money from the robbery in the basement by Chet's father. Chet said with great confidence that he would disguise himself as a student. That's when Alicia doubts Chet's plan, knowing that there might be a lot of applicants who come from minorities like Chet.

Chet said and hinted that in this day and age, every community needs at least one person who belongs to a minority race just to make a good impression on society. So that their community can get a fair title and not racist against fellow races. This is a huge advantage for those white people community. It can be seen from the previous datum that in their community there has never been any other race except the white race. Giving black people the opportunity to join their fraternal community has become a very well-known trend in today's world. This is one of the acts of institutional racism that very often occurs in society.

In society, racism often used as the power to economic stability or government power by elite group, which they can take many advantages only for their own selves. But Racism itself is understood as the act of marginalizing groups from other groups with certain identification or otherwise limiting freedom for a group in social space with the possibility of subjectivity individuals or marginalized groups will be harmed (Nussbaum 2000: 205-206 in Kenny, 2004: 40)

Generally, in institutions it is appropriate to take fair action for anyone who wants to enter and join the community regardless of race, color and other things. In addition, accepting new members who come from a minority should not be based

on the advantages or disadvantages of an institution, especially for the benefit of other races.

“A change in the context within the institution exists, so that new minority of groups are disadvantaged by the continued existence of the institution. For example, giving preference to the employment of the ‘lads of the dads’ may make it more difficult for new racial minorities to get jobs; and seeing exclusively white faces in school textbook illustrations might give black children a poor self-image” (Harlstead cited in Bayu, 2011: 23-24).

This datum is included in the second institutional racism in that black people do not get the same opportunity as white people to enter the community because the community is specifically for white people. Moreover, they decided to sort out which minority people they could allow to join just for the sake of just branding for their fraternal community. This is one of the benefits for the Kappa Alpha Chi community, where all of its members come from the white people. Meanwhile, minority groups, such as those from African American, Asian, and Mexican races, do not get the same opportunities and are also equal to those of the white race. Things like this will continue to happen in every institution in every country. This is very unfortunate because it will hamper so many fields, a small example of what has happened in the scope of schools or universities.

For a society the connotative meaning is considered a positive value but probably for some of the other societies the connotative meaning is considered a negative value or perhaps neutral. As Widarso (1989, p. 69) said that sometimes a word generally has a positive connotation, at least neutral, but some are considered negative by certain groups. The expression *make fabric face masks* is actually a neutral connotation. However, in certain situations, the use of expression *make fabric face masks* is associated with solution to reducing the potential for job termination and also associated with taking advantage of the face mask business opportunity when many customers need face masks during the pandemic. Therefore, the expression *make fabric face masks* in the sentence above *masks* has a positive connotative meaning. This is because the expression *make fabric face masks* refers to a pleasant connotation.

CONCLUSIONS

Where's the Money (2017) is a movie that indirectly raises racial issues that are very detailed and clear in every scene. The real fact is that Whites give opportunity to a Black to join his community only for their own advantages. That is, to make a good image in the society as open-minded individuals concerning the racial issues. Most people say that racism does no longer exist, but the reality gives us different view. In the US, Black Lives Matter is one of the movements which becomes a great issue and very crucial, which is also related to racial topic. There are three forms of racial discrimination shown in this movie, which are Pre-reflected Gut Racism, Cultural Racism, and Institutional Racism. The researchers found that there are ten data showing Pre-reflected Gut Racism, eight data exhibiting Cultural Racism, and three data displaying Institutional Racism. The three data that have been collected and listed are those that have been classified based on their form and types, and also analyzed according to the approach and theories.

This research shows that in order to be provide capability in exploring forms of racial issue and comparing as well as seeing from exceptional point of views, people (or readers) need to look further, so that they can prove that racial

issues do not only occur in the movie, books, or any other literary genres. Rather, there are a lot of traces of racial clues in our daily life, even in jokes or professional settings which might be committed on purpose. People should have sharper sense of humanity in that different skin colors do not necessarily indicate that people are different.

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