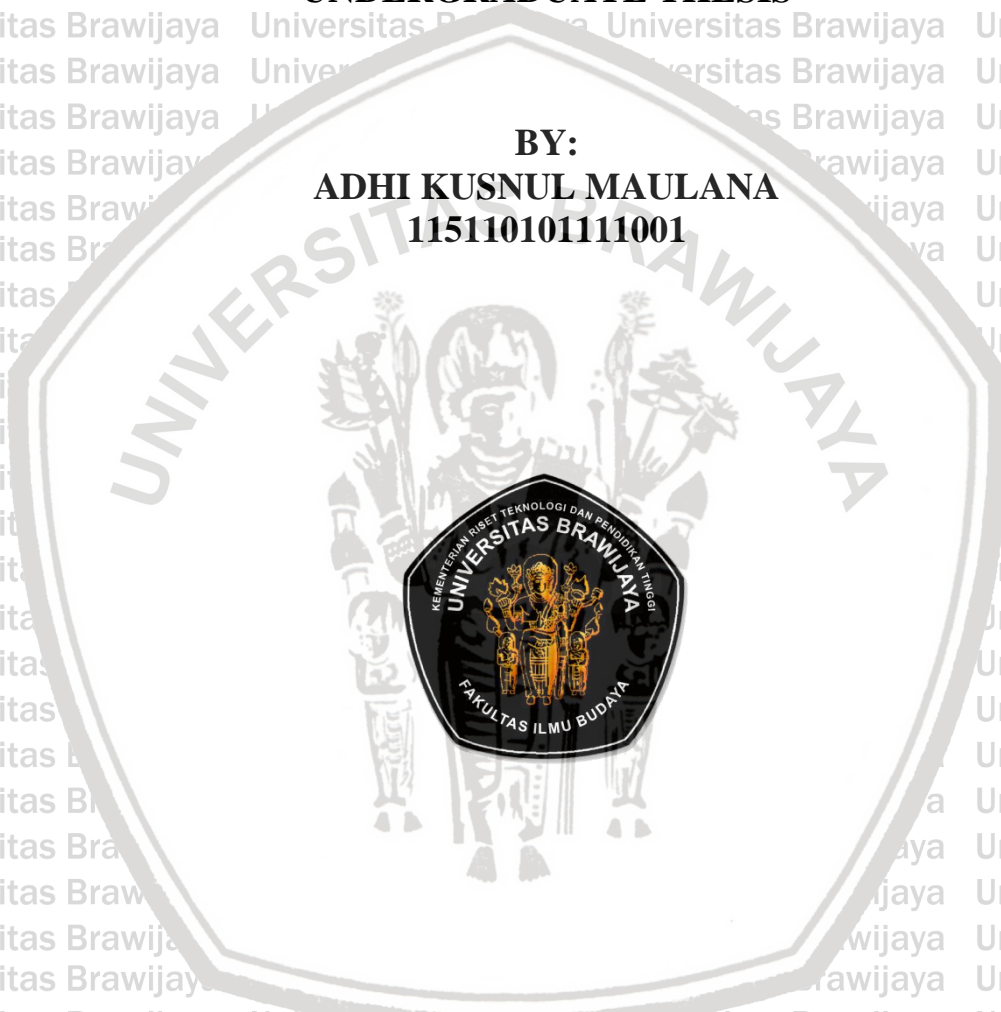


**RACE HEGEMONY IN *THE TUXEDO* MOVIE BY KEVIN  
DONOVAN**

**UNDERGRADUATE THESIS**

**BY:  
ADHI KUSNUL MAULANA  
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**STUDY PROGRAM OF ENGLISH  
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**UNDERGRADUATE THESIS**

**Presented to  
Universitas Brawijaya  
In partial fulfillment of the requirements  
For the degree of *Sarjana Sastra***

**BY:  
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**STUDY PROGRAM OF ENGLISH  
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## DECLARATION OF AUTHORSHIP

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Malang

The Writer



## ABSTRACT

Maulana, Adhi Kusnul, 2016 **Race Hegemony in *The Tuxedo* Movie by Kevin Donovan**. Study Program of English. Department of Languages and Literature, Faculty of Cultural Studies, Universitas Brawijaya. Supervisor: Fariska Pujiyanti.

**Keywords:** Hegemony, white race, coloured race, *The Tuxedo*.

*The Tuxedo* movie has two interesting things to analyze, the first is the main character, an Asian as a coloured race who is portrayed weak by the white race and the second is the tuxedo suit as a tool for white race to control a nation. The main approach to analyze this movie is hegemony by Gramsci to reveal white hegemony towards the coloured. Moreover, Movie Studies as secondary approach used to support the analysis through the scene and the dialogue contained in the movie. The writer finds that white hegemony toward coloured is conducted in two steps. The first step is when white race creates a gap between the white and the coloured to make the assumption that the white race is superior and coloured is inferior. The second step is when white introduces and spreads the the benefits of wearing a tuxedo suit, it can be seen from the scenes in this movie that the main character wears a tuxedo without coercion. Jimmy as the coloured race assumes that white race values is logically acceptable.

## ABSTRAK

Maulana, Adhi Kusnul, 2016 **Hegemoni Ras dalam film *The Tuxedo* karya Kevin Donovan** Program Studi Sastra Inggris. Fakultas Ilmu Budaya. Universitas Brawijaya. Dosen Pembimbing: Fariska Pujiyanti.

Kata Kunci: Hegemoni, ras kulit putih, ras berwarna, *The Tuxedo*.

Film *The Tuxedo* mempunyai dua hal yang menarik, yaitu yang pertama adalah karakter utama berkebangsaan Asia sebagai ras berwarna yang digambarkan lemah oleh ras kulit putih dan yang kedua adalah tuxedo sebagai alat untuk menguasai suatu bangsa. Pendekatan yang digunakan untuk menganalisis film ini adalah Hegemoni oleh Gramsci untuk mengungkap hegemoni ras kulit putih terhadap ras berwarna. Selain itu pendekatan Movie Studies digunakan untuk mendukung analisis lewat tempat kejadian dan dialog yang terdapat di dalam film. Penulis menemukan bahwa hasil dari penelitian ini menunjukkan bahwa hegemoni ras kulit putih terhadap ras berwarna terdiri dari dua tahap. Tahap pertama yaitu ras kulit putih menciptakan jurang pemisah antara ras kulit putih dan ras berwarna sehingga membuat anggapan bahwa ras kulit putih superior dan ras berwarna inferior. Tahap kedua yaitu ras kulit putih mengenalkan dan menyebarkan ideologi tentang manfaat-manfaat memakai tuxedo suit, hal tersebut dapat dilihat dari adegan di dalam film ini bahwa karakter utama orang Asia tanpa pemaksaan ketika dia memakai tuxedo. Jimmy sebagai ras kulit berwarna atau orang Asia menganggap bahwa nilai-nilai ras kulit putih dan asumsi mereka dapat diterima karena ini adalah yang paling alami dan berharga.

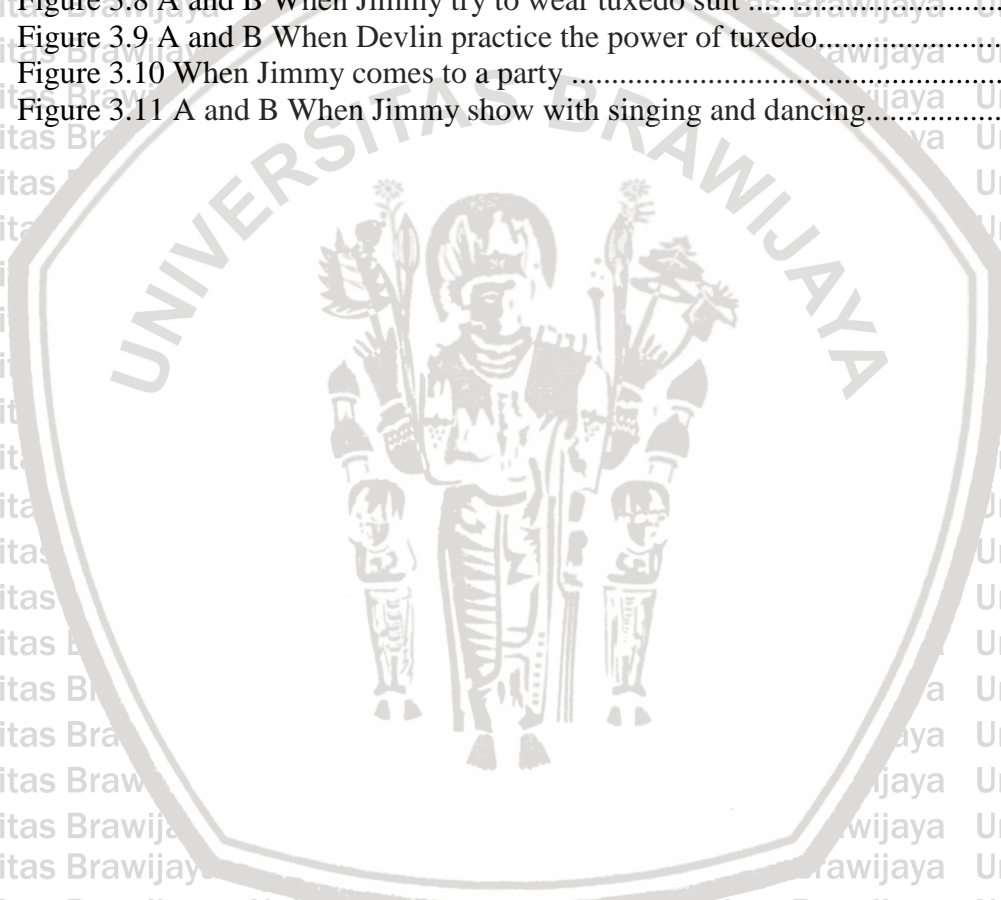


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## CHAPTER I

### INTRODUCTION

In this chapter, the content of introduction will be presented. Those are: background of study, problem of study, and objective of the study.

#### 1.1 Background of the Study

Nowadays, movie is not only an entertainment but also a tool or a medium to support research in the academic field. According to Jahn (2003), movie is a multimedial narrative based on a physical record of sounds and moving pictures.

People will recognize the same structures in film and literary works since it contains the elements of literature, especially the elements of drama. Movie also has various genres and themes based on the script. Gregory (2013) stated that

when we speak about film genres, we are indicating certain types of movies, science-fiction film, action, comedy, romance, musical, and western, these are

some genres of fictional storytelling cinema. However, in this study the writer focuses on the comedy and science fiction film. Comedy film is portraying a

series of funny or comical events, intended to make the audience laugh. In

addition, Stott (2005, p.1) stated that comedies end happily, often concluding with a communal celebration such as a feast or a marriage or it might add that a

comedy is to be funny, and that during the course of its action no one will be killed. In addition, Roberts (2000, p.1) stated that science fiction is illustrated with

the spaceships, or of men and women in futuristic cities or bizarre alien landscapes and some imaginative or fantastic thought, perhaps involving the



future society which uses modern technology and traveling between planets.

Nowadays genre has evolved to be main film sub-genre such as detective and mystery movie or also comedy and science fiction movie. According to Fremont

Unified School District (2015, p. 2) the combine of the different sub-genres or types of films is called main film sub-genres. Therefore, the writer chooses *The*

*Tuxedo* movie which combines those two genres comedy and science fiction film.

*The Tuxedo* is a comedy and science fiction film by Kevin Donovan. This movie tells about a Chinese taxi driver living in America named Jimmy Tong (Jackie Chan) who like an Asian woman that he meet in a gallery exhibition of paintings. However, Jimmy is a shy man so he fail to declare his love. When he wants to go, suddenly a woman ask him to carry her to an office quickly. Finally, Jimmy successfully delivering her to an office on time. After that, Jimmy is offered by the woman to work as a private driver of a billionaire named Clark Devlin (Jason Isaacs).

On the first day of his work, Jimmy look very stiff and nervous because Jimmy do not know what kind of job that Clark Devlin's has. When Jimmy first meet his employer, he admire that tuxedo wear by his employer. At one evening, when Jimmy is sending Clark home, suddenly the car is attacked by a group of terrorists. Then, Clark Devlin get suffer from severe injuries which made him fall into coma. Before that incident, Clark Deylin give a secret paper to allow Jimmy to wear Clark's favorite Tuxedo. Dimaiwat (2015, para.2) say that the tuxedo in

this movie is a gadget capable of granting its wearer special abilities including martial arts, speed, the ability to dance, singing, and various acrobatics. Jimmy

wear the Tuxedo and pretended to be Clark Devlin, and partnered by Delilah

"Del" Blaine (Jennifer Love Hewitt) to be a secret agent to take revenge of his employer. At the beginning of their meeting, Delilah assume that Jimmy is Clark

Devlin but as time go by, it turn out that Jimmy is just a personal driver of Clark Devlin. This make Delilah disappointed but she hide that feeling.

It is revealed that the person who make Clark injured is Dietrich Banning (Ritchie Coster), he is an entrepreneur who owned a mineral water company. He has a plan to distribute water containing toxins throughout the world and make all people bought his mineral water. After that, Jimmy and Delilah attacked Banning's laboratory. However, this plan failed because Delilah steal Jimmy's Tuxedo to be given to Banning and let him wear that tuxedo. It happened because she is disappointed with Jimmy who is lying to her. Sorrily Jimmy headed back to Clark Devlin's home because he failed the mission. However when he want to pack his clothes, suddenly he find another tuxedo prepared by Clark Devlin before. After wearing that tuxedo, he become stronger to defeat Banning and destroyed all his plan.

After defeating and destroying Banning's plan, there is still a mission for Jimmy, it is expressing his feeling to the Asian woman that he loved, but the mission failed because the Asian woman do not love jimmy. Although he failed in getting the Asian woman, in the end of the story, Delilah invited him to a date as a form of apology for stealing his tuxedo.

*The Tuxedo* marked the feature-film debut for director Kevin Donovan, who had previously won international acclaim for his work in television



commercials. There are two reasons why this film is interesting to be analyzed.

The first is the main character Jimmy Tong. At the beginning of the film, Jimmy Tong was described as an Asian who worked as a taxi driver who did not know anything about fashion, martial arts and how to get closer to a woman; he was also described as being ridiculous. But after he was appointed as a driver by an agent named Clark Devlin, Jimmy Tong learns a lot from his employer about how to approach women. Then Clark Devlin had an accident, Jimmy Tong replaced his mission as an agent and he was introduced by Clark Devlin's Tuxedo which made Jimmy Tong more confident to approach a woman. Immediately, he was able to do things that he previously could not do. In his mission, Jimmy Tong disguised as Clark Devlin.

In *The Tuxedo* movie, Jimmy Tong as the main character was a Chinese who works in the United States as a taxi driver, he moved to United States to seek a job and to get a better life. This movie seems show that the tuxedo as the power of white race product can influence his identity as coloured race. Therefore, the writer uses Hegemony by Gramsci to reveal the race hegemony in this movie.

The second is the Tuxedo. The tuxedo is a standard suit in American formal attire and a ubiquitous symbol of celebration and special occasion for men of any and all levels of society. It is the quintessential men's attire for formal affairs and an obvious choice for all but the most formal of weddings, galas, balls, formals, and high school proms. Sterling (2015, para.1) says that it is the most enduring garment of the modern age: the classic black and white, the civilian

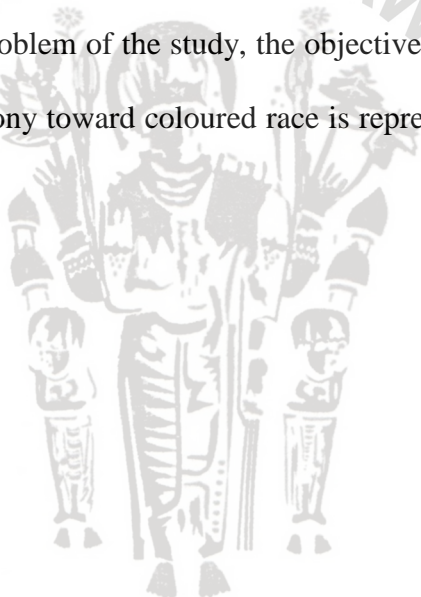
man's version of the full dress uniform from white race. It is the original power suit which a man wears when he wants to look and feel his personal best.

### 1.2 Problem of Study

Based on the background of the study stated above, the writer has one primary problem to be solved in the research, it is how white race hegemony toward coloured race is represented by Tuxedo as seen in *The Tuxedo* Movie.

### 1.3 Objective of Study

Based on the problem of the study, the objective of the study is to analyze how white race hegemony toward coloured race is represented by Tuxedo as seen in *The Tuxedo* Movie.





## CHAPTER II

### REVIEW OF RELATED LITERATURE AND RESEARCH METHOD

In this chapter, the writer presents the review of related literature which is used in conducting the research. The writer chooses Hegemony by Gramsci as the proper theory to support the analysis. Moreover, this chapter also describes the previous study and research method.

#### 2.1 Hegemony

Hegemony, this broader meaning was coined and popularized in the 1930s by Italian Marxist Antonio Gramsci. In addition, according to Gramsci in Gramsci's book entitled *Prison Notebooks* (1999, p. 208) "hegemony is used to translate *"rukovodstvo"*, which could equally well be translated leadership." Fundamentally, Gramsci (1999, p.193) stated, ... the supremacy of a social group leadership manifests itself in two ways, as 'domination' and as 'intellectual and moral leadership'. And according to Saptono (2015, p. 1) Domination is a form of supremacy of one group or several groups over other, that power is sustained by physical force. On the other hand, intellectual and moral leadership is the way that a country ruled obey the rulers, a country that is ruled not only must feel to have values and norms of the authorities, but they also have to give approval for the values and norms of their rulers. Although hegemony spread with the purpose of domination, the development of hegemony must not spread with violence or forcing people. Saptono (2015, p.3) explained that hegemony was something that

could not be imposed to accept. Hegemony should be reached with political, cultural, and intellectual effort. (Gramsci, 1999, p.145) said that the powers can be immortal requires two devices, the first is called “civil society”, that is the ensemble of organisms commonly called “private”, and the second is “political society” or “the State”, these two levels correspond on the one hand to the function of hegemony which the dominant group exercises throughout society.

According to Saptono (2015, p.1) the first device is civil society usually done by the institutions of civil society through public institutions such as NGOs, social and religious organizations, associations and groups that have an interest, and the second device is the State usually done by the state institutions through institutions such as law, the military, police and even prison. Although hegemony spread with the purpose of domination, the domination here is exerted not by force, nor even necessarily by active persuasion, but by a more subtle and inclusive power over the economy, and over state apparatuses such as education and the media, by which the ruling class interest is presented as the common interest and thus comes to be taken for granted (Ashcroft, Griffiths, Tiffin, 2000 p. 107).

Hegemony is also related with the concept of binary opposition, although not explained in details about binary opposition in Gramsci’s book entitled *Prison Notebooks* but according to him (1999, p. 810) “What would North–South or East–West mean without man? They are real relationships and yet they would not exist without man and without the development of civilization”. It means Gramsci admits that hegemony is inseparable from the concept of binary opposition in



which is East and West are always interconnected. And in his book he also admits that white culture is superior. This can be seen more clearly from the fact that these terms have crystallised not from the point of view of a hypothetical melancholic man in general but from the point of view of the European cultured classes who, as a result of their world-wide hegemony, have caused them to be accepted everywhere (Gramsci 1999, p. 810).

## **2.2 The History of Chinese Immigrant in the United States**

America becomes the state for immigrants from the entire world. The main reasons for immigration are economic opportunity, a better job, and religious persecution. One of the immigrants that can be found in America is Chinese. Wong (2005) stated that early Chinese Immigration is in the early 1850s when thousands of Chinese traveled east across the Pacific Ocean to the United States, California for working in gold mining.

Liu (2001) stated that the first wave known as the pioneer family began arriving in 1840 in response to the need for cheap labor for the Gold Rush and to build the transcontinental railroads. With the socio-economic conditions and political decline in China in the nineteenth century, news of the discovery of gold in California was a good reason to invite immigrants to America.

The second wave, According to Liu (2001) was between 1920–1940, it primarily consisted of small business families. The Immigration Act of 1924 allowed Chinese immigrants to work in the United States but without their wives and families. In 1930, the law changed to allow wives of Chinese merchants and Chinese women married to American citizens to enter the United States. To

maintain cultural traditions, many Chinese immigrants settled together, and these places became areas known today as Chinatowns (Spector, 1996 cited in Centers for Disease Control and Prevention 2008, p. 12).

The time between 1943–1964 referred to the “Reunited Family” or also called the third wave. According to Liu (2001) The name refers to the reform in immigration policy that allowed Chinese wives to reunite with their husbands. In addition, Chinese men were allowed to return to their native land to marry.

Nowadays the number of Chinese rises quickly in America. The Immigration Act had a profound influence on the family life of the Chinese in America. Not only was there a dramatic increase in the Chinese immigrant population, but also most of the new Chinese immigrants was coming over as family units, typically a husband, wife, and unmarried children (Wong, 2005).

The modern Chinese American family can be classified into four major types: old immigrant families, professional immigrant families, American born Chinese families, new working-class immigrant families (Glenn & Yap, 1998 cited in Wong, 2005).

### 2.3 Movie Studies

In This term, the researcher uses movie studies because the object of this research is a movie. Nowadays, movie is not only used to entertain people, but also to give the audiences knowledge about social and culture. In watching a movie, people can see the social, historical, cultural, and political context. In addition, Schneider (2015, p. 1) stated, Movie Studies learn about the history, theory and criticism of movie and television. We discuss and write about these



areas critically, make connections between these media, historical themes and cultural change, analyze the impact of movie and television on individuals and society. In many ways to analyze movie by using movie studies, the researcher uses dialogue and *mise-en-scene* to analyze this movie.

### 2.3.1 Dialogue

The important element in analyzing movie is dialogue because from dialogue there will be conversation in the movie that can be analyzed. The modern movie is naturally directed toward understanding the dialogue, for in most movies dialogue gives us a great deal of important information. According to Giannetti (2001, p.232) “language in movie can be more complex than in literature.” This means there may be words that are commonly used or carried by people but sometimes there are some hidden messages in that language. Therefore, the word of a dialogue in the movie is not just a common word, but give a special message for the audiences.

### 2.3.2 *Mise-en-scene*

According to Giannetti (2007) *Mise en scène* (pronounced meez on sen, with the second syllable nasalized) was originally a French theatrical term meaning “placing on stage.” The phrase refers to the arrangement of all the visual elements of a theatrical production within a given playing area—the stage. According to Giannetti (2007) This area can be defined by the proscenium arch, which encloses the stage in a kind of picture frame; or the acting area can be more fluid, extending even into the auditorium. No matter what the confines of the stage may be, its *mise en scène* is always in three dimensions. In addition,

According to Abrams (2001, p.93-95) there are several elements that *mise-en-scene* have such as, setting, props, custom, performance, lighting and color. In this research, the researcher takes some *mise-en-scene* elements like costume and performance to analyze the data.

#### 1) Costume

Costume, or clothing and its accesories, is also an important visual element in movie because it can help the actor or the actress into the character.

Nusim (2008, p. 3) states that “costumes are a storytelling tool, communicating subtle details of each character’s personality and history quickly and economically to the audience”. Costume help actors leave their own personalities behind and become new and believable people on screen. Therefore costume conveys information about the characters’ social and economic circumstances, their personalities, and their role in the story before one word of dialogue is spoken. In this research costume defines economy classes.

#### 2) Performance

Like costume useful to help actors and actresses to convince the audience about the characters in the story, the performance of the actors and actresses in doing facial expressions and movements of characters are also useful to support the narrative in the story. Corrigan & White (2004, p.52) said that “Performance describes the actor’s use of language, physical expression, and gesture to bring a character to life and to communicate important dimensions of that character to the audience.” Performance help us see and understand the actions of an actor’s.



Therefore, performance consists of visual elements (appearance, gestures, facial expressions) and sound (voice, effects).

## 2.4 Previous Study

The first previous study that is used by Bryant (2013) entitled *Iron Man: A Case Study in Orientalism and Hegemony*. In his study, he analyzed media propagated orientalism and Western hegemony in relation to the Middle East.

There are countless films that portray Arabs as mono dimensionally evil villains.

Bryant found that Iron Man movie was a statement on American power and dominance. And this research used Hegemony as the foundation of theory.

The second study is conducted by Kathleen Charlotte Murtaugh (2012), San Diego State University entitled *The Hegemony of Hunger: Analyzing the Role of Food in Young Adult Literature*. In her study, she analyzed explores the omnipresence of food in children's literature ranging from the mid-20th century through present; from classics like Maurice Sendak's *Where the Wild Things Are* and Roald Dahl's *Charlie and the Chocolate Factory* to current bestsellers such as Suzanne Collins's *The Hunger Games* trilogy. Ultimately, the goal is to raise both awareness and questions about how early children are indoctrinated into the hegemonic mentality, and how this can be damaging to both the child as an individual and society as a whole.

Compared to the writer's research, both of those theses have similarities and differences. The similarity between the writer's research and previous studies is all of them use theory of hegemony by Gramsci and also another similarity is both of previous study using movie as the object but the writer uses different issue

of analysis. If the first previous study focused on a character as the issue, and the second previous study focused on a food as the issue, but the writer focused on a tuxedo as a representation of white race as the issue of analysis. And the function of both previous study to the researcher is to know how to take the data about hegemony.

## 2.5 Research Method

In conducting the research, four main steps will be taken. The first step is deciding the object of the study, the second is gathering the data, the third step is analyzing and interpreting the data, and the last step is drawing the conclusion.

### 1. Deciding the Object of the Study

*The Tuxedo* by Kevin Donovan is chosen as the material object of the study because there are some interesting to analyze moreover it is directly able to influence Asian people especially Chinese to wear American products, *i.e* tuxedo or a suit worn by the character Jimmy Tong, played by Jackie Chan.

### 2. Collecting the Data

After deciding *The Tuxedo* Movie as the object of the study, the researcher watches the movie and captures the movie's scene and also from the movie's dialogue to collect the evidences related to white race hegemony toward coloured race that represented by Tuxedo as seen in *The Tuxedo* Movie. The writer not only chose some scenes and dialogues in the movie about Hegemony, but also some scenes and dialogues which depict the Binnary Opposition between white race and coloured race.



### **3. Analyzing and interpreting data**

After collecting the data the researcher analyzes the data by using concept of Hegemony by Gramsci and the research is exploring the data by using movie studies to support the analysis.

### **4. Drawing conclusion**

The conclusion is then drawn after the analysis of the research is done.



## CHAPTER III

### FINDING AND DISCUSSION

This chapter provides the analysis of this study including the writer's interpretation, using some theories explained on the chapter II. This chapter will discuss about how white race dominates coloured is represented in tuxedo which can be seen in *The Tuxedo* Movie.

#### 3.1 Binary Opposition Shown in *The Tuxedo* Movie

The binary logic is a development of that tendency of white race thought in general to see the world in terms of binary oppositions that establish a relation of dominance, a simple distinction between center or margin; colonizer or colonized; metropolis or empire; and civilized or primitive (Ashcroft, Griffiths and Tiffin, 2000). In addition, the writer finds the binary opposition between white race toward coloured race in *The Tuxedo* movie. *The Tuxedo* which is directed by Kevin Donovan and stared by Jackie Chan, portrays Chinese American social life. Kevin pays attention to the description of two ethnic groups; the Chinese as the colonized and the American as the colonizer. The movie shows how the white race dominates the the coloured race without using violence but by using a cultural product named tuxedo.

The movie shows the relationship and interaction between two races, the Chinese as the coloured race and the American as the white race. White race has always considered superior to coloured race so binary opposition is triggered by which they describe themselves as a more 'progressive' while



the coloured race as a static, non-progressive, or even backwards (Ashcroft, Griffiths and Tiffin, 2000). The Tuxedo movie is one of the movies made by the white race with the purposes to control and to dominate the coloured race by focusing to the main character of the movie who is Asian. The Asian is depicted as the weak but he becomes strong after he wears a tuxedo which can be identified as white products. The entire Asian characters in this movie are also described as underdeveloped in terms of employment, behavior and way of dressing. On the other hand, the white races in this movie are depicted as very strong and they dominate Asians by exposing Tuxedo suit as a product of culture. The writer use the table to make the binnary opposition between white and coloured more clear.

White race	Coloured race
High Job	Low Job
Good Appearance	Bad Appearance
The Highest Race	Underdeveloped Race

### 3.1.1 The coloured race has a low by job paid

This movie tells that the tuxedo suit is one of white products which is able to change the life of an Asian, a taxi driver to become a secret agent. Binary opposition between West and East in a scene when Jimmy talks to about how to convince a woman (an Asian) to go out with him (see dialogue in below).

*Jimmy : Hello, my name's Jimmy Tong and I was wondering if there's anything I could say that would convince you to have lunch with me*

*Man : Oh, Jimmy, you're so cute let's go back to your apartment and make like ... donkey*

*Jimmy : You got me nervous again.*

*Man : It's just a salesgirl.*

**(Source : The Tuxedo, 2002, minutes 00:03:30-00:03:50)**

The dialogue above explains that the man denounced the work of that Asian woman as a sales person in a gallery of painting. The man considered that Jimmy is just wasting his time if he takes the Asian woman to date because she is just a sales girl. Asian woman in this movie works as a sales person at a gallery owned by white, so white race depicts the Asian woman in this movie to be very inferior. On the other hand white female character in this movie is described as superior because she is a secret agent.

Another evidence that in the movie the coloured race has a low job in the other hand the white has a best job is in figure 3.1.



**Figure 3.1 A**

**Figure 3.1 B**

**Figure 3.1 A and B Jimmy Tong's job**



*Female Passenger* : Well, you lived up to your reputation. The job is yours

*Jimmy* : I have a job. A good one

*Female Passenger*: Oh, yeah? How much do you make this “good job”?

*Jimmy* : \$475 a week, plus tips.

(Source: *The Tuxedo*, 2002, minutes 00:10:01-00:10:11)

Based on figure 3.1 A and B, it is clearly shown from both picture that in this movie Jimmy has a low job that is a driver. In figure 3.1 A Jimmy is a taxi driver and in figure 3.1 B Jimmy is a private driver so the writer assumes that Jimmy's job is not changed to convince that the coloured race is still inferior. And also from both picture in this movie the white is more superior to coloured, so the passenger of the taxi and the car is a white that it symbolizes that the coloured should serve the white race. Another evidence that Jimmy in this movie comes from the lower middle class can be seen from his statement “\$475 a week, plus tips.” (Donovan, 2002, min, 10:08). This dialogue explains that Jimmy get paid as a taxi driver just \$ 475 a week, when compared with a salary offer from the white race woman who offered \$ 2.000 a week to work as a private driver, \$ 475 a week is very small. This becomes the reason why Jimmy is not concerned with his appearance. Since he has low salary, it becomes clearer why he is not really concerned with the way he looks like. Asian is also described as static because Jimmy thinks he already has a job so why looking for another job if being a taxi driver is enough. It is proven by Jimmy's statement “I have a job, a good one” (Donovan, 2002, min, 10:03). On the other hand white portray themselves in the film as the more progressive. They think that being a taxi driver does not enough money and they underestimate that being a taxi driver is a low job. It is proven by white race woman's statement "Oh, yeah? How much do you make this good

job?" (Donovan, 2002, min, 10:05) It means that the white insult about how much revenue a taxi driver can make because Jimmy's job is considered as not a good job for them.

### 3.1.2 The coloured race has a bad appearance

The evidence that white insults the Asian woman as the coloured race about the she has a bad appearance in this movie is at the end of the film, when Jimmy is helped by Del Blaine to approach the Asian woman in the second chance (see figure 3.1).



Figure 3.2 A

Figure 3.2 B

Figure 3.2 A and B When Del Blaine humiliates toward Asian women

Figure 3.2 shows, Del Blaine is watching an Asian woman from a screen, but both pictures above show the expression of Del Blaine, shocked and surprised, when she sees that Asian woman on the screen for the first time. Her expression indicates that she is insulting the Asian woman, it is also strengthened by her statement (Donovan, 2002, min, 1:26:26) "That's the girl?" This quote can be a sign that Del Blaine questions the criteria if Tong's ideal woman, and that she thinks is just so so. Moreover, in figure 3.2 B Del Blaine shows disparage expression. Del Blaine likes sending a signal to the Asian women that she is



prettier and more appropriate to be with Jimmy Tong, it is strengthened by her statement (Donovan, 2002, min, 1:26:29) "she's not that pretty" to assure that an Asian woman is not pretty at all. In this scene, it indicates that Del Blaine as the white race shows that she is more beautiful than the Asian woman.

Another evidence if the coloured race has a bad appearance is when Jimmy trying to approach an Asian woman in the gallery of painting, (see in figure 3.3).



**Figure 3.3 A** **Figure 3.3 B**  
**Figure 3.3 A and B Jimmy's appearance**

According to figure 3.3 A and B, it is clearly shown that in this movie Jimmy looks very unappealing since he is only wearing a T-shirt, he has messy haircut and elongated beard which make his appearance seem not cared for properly. With his appearance the writer assumes that Jimmy is portrayed as a person who is from the middle and lower economy that is never concerned with his appearance. According to Nusim (2008) costume conveys information about the characters' social and economic circumstances and their personalities. The evidence that Jimmy is from the middle and lower economy is the T-shirt that he wears is from food restaurant, hooters is a fast food restaurant from America so the fast food restaurant usually visited by people from the middle and lower

economy because they have cheap food. And also hooters restaurant usually provides souvenir for anyone who come, so the writer assumes the T-shirt that Jimmy wears is a free T-shirt to convince that Jimmy has a bad appearance and from lower middle class.

### 3.1.3 The coloured race is underdeveloped race

The evidence that the white race insult the coloured race in the movie is when Jimmy is trying to get the Asian woman by pretending as a fan of painting.

However suddenly he can not express the words that he has memorized before.

This incident makes her left him alone. When she leaves Jimmy, there is a man claiming to be the owner of the painting gallery approaches him and he gives an advice to Jimmy, (see figure 3.4).



Figure 3.4 A

Figure 3.4 B

Figure 3.4 A and Figure 3.4 B When Jimmy Meet Gallery Owner



*Gallery Owner: Just between us guys you don't come around here for the art, do you?*

*Jimmy : Who would?*

*Gallery Owner: Heh. Yeah. Uh let me, as owner of this gallery give you a little bit of friendly advice. Don't waste any time. you go over there and you ask Jennifer out.*

*Jimmy : You think so?*

*Gallery Owner: Yes. That way, she can say no and we can get on with our lives.*

*Jimmy : Thank you for your advice.*

**(Source : *The Tuxedo*, 2002, minutes 00:05:15-00:05:45)**

The scene above happens when someone who wears black shirt neatly came to introduce himself to Jimmy as the gallery owner. Suddenly he offered advice to Jimmy, because he thinks Jimmy did not have confidence to approach the Asian woman. Jimmy thinks that the gallery owner as the white is more expert than him so Jimmy received advice from the owner of the gallery. However, figure 3.4 A and 3.4 B are very different, in figure 3.4 A the owner of the gallery seems friendly when offering advice to Jimmy. However, in figure 3.4 B the gallery owner seems to underestimate Jimmy after he gives suggestion to Jimmy. Here, the writer assumes that the gallery owner does not really give an advice to Jimmy as seen in figure 3.4 A. Jimmy's face does not looks satisfied with the advice from the owner of the gallery because he knows that from the beginning the owner of the gallery just wants to mock and makes him feels inferior. It is strengthened by his statement (Donovan, 2002, min, 05:15) "just between us guys you don't come around here for the art, do you?" This dialogue explains that the gallery owner think the coloured race is underdeveloped race so Jimmy will not enjoy or buy any works of art in the gallery because of his simple appearance especially he is wearing only a T-shirt. Then the gallery owner says that he wants to give a bit of

advice. The dialogue, “Yes. That way, she can say no and we can get on with our lives” (Donovan, 2002, min. 05:37). It is not an advice but an insult because the gallery owner knows that Asian woman certainly reject Jimmy. Then the owner of the gallery asks Jimmy to forget her because according to the owner of the gallery, Jimmy is impossible to get Asian woman that he loves in that gallery. In this scene the white as the highest race describes that the coloured deserves as a joke for them because the coloured race is underdeveloped race.

In this movie before Jimmy get the tuxedo, he is described as an inferior by the white. In addition, to convince that Asian is inferior they put an Afro American as a Jimmy’s partner (see figure 3.5).



**Figure 3.5 When Jimmy talks with his partner**

According to figure 3.5, he is talking seriously with Afro American about how to express his feelings to the Asian woman whom Jimmy loves. It can be seen from the appearance of that Afro American which is very untidy, wearing hat upside down, putting a pencil in his ear, and wearing T-shirts unbuttoned. It is indicating that he is from the lower middle class which is the same with Jimmy Tong who works as a Taxi driver. The writer assumes that to convince that Asian in this movie look inferior, white added Afro American character to become Jimmy



partner when he is not wearing a tuxedo at the beginning of the movie. This scene is to convince that the positions of Asian and black people are equal that is from underdeveloped race because the white assumes the black people also inferior.

According to Hooks (1992, p.11) white are better, smarter, more likely to be intellectuals, and even that they were kinder than black folks. white race as the highest race sees black people as inferior when compared to whites.

This scene also shows that the white race describes the colour race as an underdeveloped race. When Jimmy is trying to wear tuxedo, he does not know what he touches, and it causes chaos in his employer's house. (see figure 3.6).



**Figure 3.6 A**

**Figure 3.6 B**

**Figure 3.6 When Jimmy trying the technology of tuxedo**

According to figure 3.6 Jimmy is trying the technology of the tuxedo by controlling a device like a wristwatch that provides a variety of battle modes. In the figure 3.6 A Jimmy has found what he is looking for a demonstration mode about how to use the Tuxedo technology, but in this movie Jimmy is described as a foolish man. He accidentally switches the button from demonstration mode to demolition mode as in figure 3.6 B. Because of his sloppiness, the whole house crumbles and falls apart. Figure 3.6 above explains that in this scene white depicts

Asian as an underdeveloped race, because they do not know anything about technology. And in this movie Jimmy is described as a man who does not know the development of technology because of his background as a taxi driver and also he is from lower middle class people. Another evidence if Jimmy is described as a foolish man in the dialogue below.

*Jimmy : Who did this to you?*

*Devlin : Water stri ...*

*Jimmy : Walter Strider, he's the one?*

*Devlin : Wat ... er ... stri ...*

*Jimmy : Walter ... Walter Strider*

**(Source : *The Tuxedo*, 2002, minutes 00:21:37-00:21:45)**

The dialogue above is when Jimmy asks Devlin related to accident that nearly killed him. The dialogue above also depicts the stereotype that Asians are stupid.

Devlin actually wants to confirm if the person who wanted to kill him is associated with water strider, which is kind of an animal like a mosquito commonly found in standing water. Although Devlin's statement is repeated,

Jimmy still thinks that what caused his employer who is almost dead is because a man named Walter Strider. The writer assumes that in this movie the white wants to make the Asian look inferior by making Jimmy becomes stupid since he can not differentiate between name of person and name of animal.

Other evidence in this movie if the white considers that Asian is an underdeveloped race is when Jimmy becomes an agent and pretends to be Clark Devlin to lead a mission with a female agent named Del Blaine. In one dialogue it is proven that the Asian gets insulted because of the accent owned by Jimmy Tong (see in the dialogue).



*Jimmy :Hello*

*Del Blaine:Are we on?*

*Jimmy :Are we on what?*

*Del Blaine:I take my work seriously, Mr. Devlin, so please stop using that ridiculous accent.*

*Jimmy :What accent?*

**(Source : *The Tuxedo*, 2002, minutes 00:29:19-00:29:29)**

The dialogue above happens when Jimmy gets the first phone call as an agent from his new partner named Del Blaine, but in this movie Jimmy pretends to be Clark Devlin in order to find out who has made his employer almost dead. In one of the statements of the dialogue “I take my work seriously, Mr. Devlin, so please stop using that ridiculous accent.” (Donovan, 2002, min, 29:25). The writer assumes that this scene proves that the Asian is insulted, because the white assume that the Chinese accent is a ridiculous and ignorant. Del Blaine assumes that Clark Devlin is a smart agent, then he may not use that stupid Chinese accent.

She makes it very clear and serious because in the beginning of the conversation Del Blaine says “I take my work seriously” (Donovan, 2002, min, 29:25), the writer assumes that in this scene Asian gets unfair treatment because in this movie the white describes the coloured as an inferior from lower middle class so that is why, it is impossible for Asian to be a secret agent without wearing tuxedo. In addition, the white race assumes that the Asian is underdeveloped so Del Blaine considers that white is supposed to be the secret agent. Other evidence if Del Blaine insult Asian is when he meets Jimmy for the first time (see figure 3.7).



**Figure 3.7 When Del Blaine first met Jimmy**

At the beginning of this scene, Del Blaine decides to meet her new partner, Clark Devlin who is a great secret agent. Actually she has never met Clark Devlin before and she thinks that he will look like a perfect man with handsome face, proportional height and good charisma. However, according to figure 3.7 Del Blaine looks down with shrink eyebrows that indicates if there is something wrong with the appearance of Devlin. The expression indicates that Del Blaine is surprised and disappointed. Del Blaine considers that Devlin can not be an Asian, so she asks “Clark Devlin?” (Donovan, 2002, min, 31:30), to reassure that someone she met is really Clark Devlin. The writer assumes that Kevin Donovan as a director intentionally made Jimmy (Asian) to be Devlin (West) as a doppelganger and lets Jimmy wear Devlin’s tuxedo in order to state simplicity that Jimmy is actually being controlled by the white.

### **3.2 White race Hegemony Toward Coloured race In *The Tuxedo* Movie**

According to Lears (2000, p.568) “The concept of hegemony is used by Gramsci to address the relation between culture and power under capitalism... the concept of hegemony has little meaning unless paired with the notion of



domination.” The term is useful for describing the success of imperial power over a colonized people who may far outnumber any occupying military force, but whose desire for self-determination has been suppressed by a hegemonic notion of the greater good, often couched in terms of social order, stability and advancement, all of which are defined by the colonizing power. Hegemony is important because the capacity to influence the thought of the colonized is by far the most sustained and potent operation of imperial power in colonized regions.

Indeed, an ‘empire’ is distinct from a collection of subject states forcibly controlled by a central power by virtue of the effectiveness of its cultural hegemony. According to Gramsci (1999, p. 810) The white race cultured classes who, as a result of their world-wide hegemony, have caused them to be accepted everywhere. So Gramsci admits that white race culture can be accepted everywhere.

*The Tuxedo* movie is one of the movies made in the United States. The movie is quite acceptable in society since it was premiered in over 37 countries around the world including Asian countries like South Korea, Vietnam, Kuwait, the Philippines, Japan and China (Imdb.com, 2002). This movie is very interesting especially in the Asian continent as the cast of *The Tuxedo* movie is a famous Asian actor, Jackie Chan. This movie tells about the tuxedo suit as one of white products which is able to change the life of an Asian taxi driver to become a secret agent. Usually, in action movie the main character looks superior, but in this movie Kevin Donovan wants to show a strong Asian main character in wearing

white products. Then in this movie white deliberately makes Asian weaker as it is seen that the product of white culture is able to make the Asian look superior.

The evidence if tuxedo worn by Jimmy is one of white products is when Jimmy gets an order from Devlin to wear tuxedo (see figure 3.8).



**Figure 3.8 A**

**Figure 3.8 B**

**Figure 3.8 A and 3.8 B When Jimmy try to wear tuxedo suit**

According to figure 3.8 A, Jimmy is very neat and handsome with haircut arranged neatly, his face is shinier, and now he has no beard. In this scene he is more confident with his appearance, signified with a smile which means that Jimmy feels the change when he wears a tuxedo. According to Indiana University Bloomington (2009) “a classic tuxedo makes a man look bigger and taller, with a larger chest and wider shoulders, along with longer arms and legs, it also draws attention to his face”, it is proven that a white race product is capable of carrying very significant changes to the appearance of Jimmy. In this scene Jimmy looks like the upper middle class since he wears suits neatly and clean white shirt equipped with a bow tie. In West, it is usually called as tuxedo suit. In this movie the white confirms that the suit worn by Jimmy is a genuine product made in America or White race as seen in figure 3.8 B, it is said that the tuxedo is



“property US Government”. So the writer assumes that Jimmy’s transformation is because of the white has product that can change him into a better person as also in figure 3.8 B in which the owner of tuxedo is white race. So the role of the United States or white is very influential in changing the current Jimmy that will affect how Asian select clothes for party.

Other evidences if white influences Jimmy to wear tuxedo is when Jimmy is frustrated because it is difficult to find women who wants to date with him and Jimmy asks for some advice to Clark Devlin, because according to (Ashcroft, Griffiths and Tiffin, 2000, p. 107) Eurocentric or white race values, assumptions, beliefs and attitudes are accepted as a matter of course as the most natural or valuable. The evidence that support the statement is in the dialogue below.

*Jimmy :I'll never be a Clark Devlin*

*Devlin : Don't tell anyone this, Jimmy, but there's a lot less to Clark Devlin than meets the eye. I've got a couple of good lines and a couple of very expensive suits. Apart from that, we're exactly the same.*

*Jimmy :How about a couple hundred milion?*

*Devlin :Trust me ... 90% of it is clothes.*

(Source : *The Tuxedo*, 2002, minutes 00:15:34-00:15:48)

The dialogue above shows when Jimmy is still the driver of Clark Devlin and he talks about the Asian woman that he likes to Clark Devlin. Because Jimmy is a shy guy, he cannot approach and have her, then he asks some advice to Clark Devlin on how to seduce a woman. After that Devlin reveals that Jimmy is just lacked of confidence and suddenly Jimmy says “I'll never be a Clark Devlin” (Donovan, 2002, min, 15:33), it means Asian may not be able to be superior because this film portrays Asian as inferior and Jimmy knew that he is just a

personal driver who previously worked as a taxi driver so it's normal if Jimmy wants to have strong confidence as Clark Devlin. However, based on the dialogue above, Devlin reveals his secret to Jimmy as a man that is "a couple of good lines and a couple of very expensive suits" (Donovan, 2002, min, 15:41). That explains what makes them confident and superior is by wearing a very expensive suit. The writer assumes that white intends to show its cultural products although they are very expensive. A tuxedo can change a person become more confident in all activities and including to approach women. Then Devlin adds that "Apart from that, we're exactly the same." (Donovan, 2002, min, 15:44). This monologue is a strategy of the white race to convince Jimmy to wear the product of white culture so he does not realize that he has been dominated by white race because according to (Ashcroft, Griffiths and Tiffin, 2000, p. 106) Domination is thus exerted not by force, nor even necessarily by active persuasion, but by a more subtle and inclusive power over the economy. Another proof if domination here is not by force is when Devlin says "Trust me ... 90% of it is clothes" (Donovan, 2002, min, 15:47), this monologue is to convince Jimmy that 90% of success in approaching women, Devlin is influenced by the clothes that he wears and the clothing frequently used by Devlin is tuxedo (see figure 3.9).



**Figure 3.9 A****Figure 3.9 B****Figure 3.9 When Devlin practice the power of Tuxedo**

The scene above is when Devlin is dancing with a woman and while Jimmy is watching Devlin from the outside of the fence, as seen in figure 3.9 A Devlin wears a tuxedo. In this scene Devlin wants to practice how the power of tuxedo will change Jimmy. If seen in figure 3.9 A, Devlin is demonstrating the power of tuxedo so that he can dance perfectly. His dancing is able to make the people around him be surprised including Jimmy. After that, because Devlin's dance is great, Jimmy wants to be Devlin as shown in figure 3.9 B. Jimmy mimics Devlin, because Jimmy is not wearing a tuxedo and he's just a regular driver's uniform so it's normal if Jimmy has difficulty when he mimics the movement of Devlin's dance. The writer assumes that in this scene Devlin wants to show to Jimmy about the greatness of tuxedo, so it will make Jimmy interested in wearing the tuxedo. And in this scene white also wants to emphasize that their culture is superior that cannot be duplicated by ordinary suit.

### 3.3 The effect of Tuxedo in Jimmy Tong

Jimmy Tong is an Asian who plays as the main character in this movie.

However this movie is a little bit different from other movies whose main character usually is portrayed as a strong and superior person. Meanwhile, in *The Tuxedo* movie, the main character is portrayed as a weak and inferior person. But the fate of Jimmy Tong changes when he wears his employer tuxedo, Clark Devlin. He get many positive effects when he wears Tuxedo. But behind the positive effects gained from tuxedo he is occupied or hegemonized by the white through its product, tuxedo. According to Ashcroft, Griffiths, Tiffin (2000 p. 106) "hegemony is the power of the ruling class to convince other classes that their interests are the interests of all". With the instant effects that happen in Clark Devlin, make Jimmy convince that he is also interested to wearing tuxedo. The proof if tuxedo gives instant effect to Jimmy is when he goes to a posh party to investigate crimes of Dietrich Banning (see figure 3.10 and 3.11).

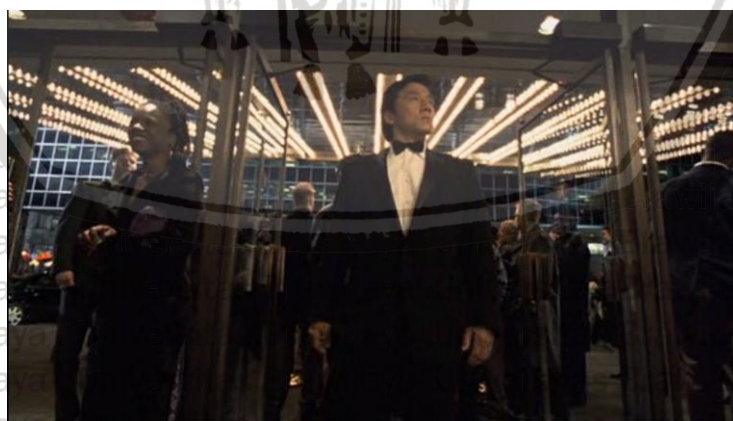
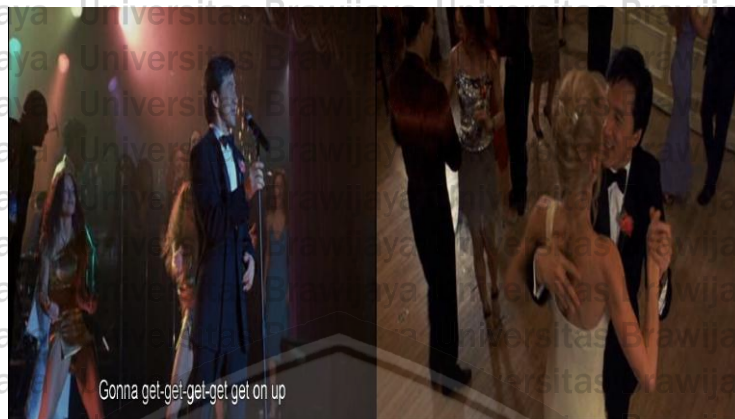


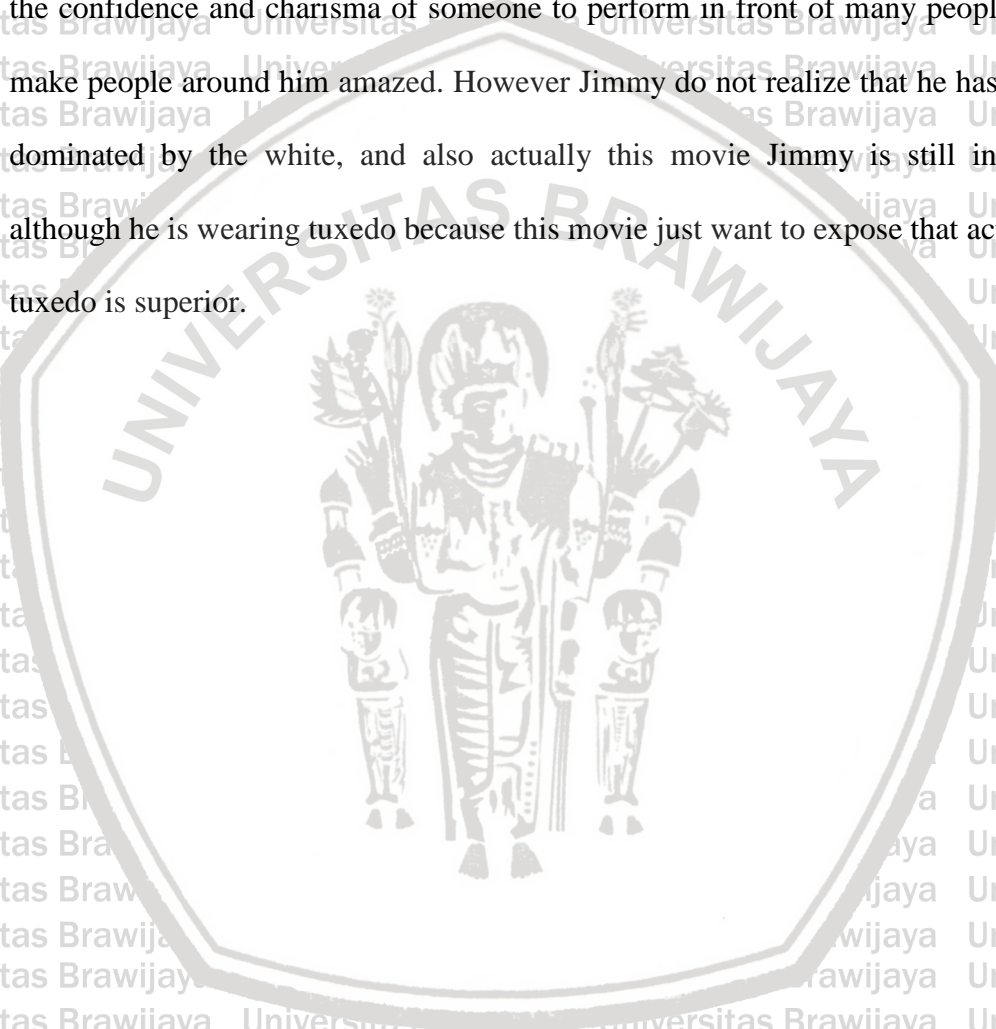
Figure 3.10 When Jimmy comes to a party



**Figure 3.11 A****Figure 3.11 B****Figure 3.11 When Jimmy show with singing and dancing**

According to figure 3.10, Jimmy looks elegant by wearing tuxedo suit completed with bow tie. He looks very handsome with a haircut that is neatly arranged. The changes are not only about his appearance but also his personality as well. Now he is not a shy guy like in figure 3.3, and it is proven in figure 3.10 Jimmy comes into the party wearing a Tuxedo with a straight and confident pose, with a sharp gaze. It seems that Jimmy wants to prove to everyone that he has transformed into a more confident man because of the tuxedo he is wearing. According to Nusim (2008) costumes can become motifs, enhancing characterization and tracing changes in attitude. And other evidences are in the figures 3.11. Both pictures above are two habits that never shows up when he is a taxi driver but seen in figure 3.11 A, Jimmy confidently shows up in front of many people to sing, since he has to replace the original singer who is fainted. Despite the fact that Jimmy cannot sing, with the help of tuxedo he can sing well and make the entire audience admired him. Afterwards, it is shown that a woman invites Jimmy to dance like in figure 3.11 B. Previously there is no woman who invites Jimmy to date or to

dance, but now the effect of the tuxedo is able to make a woman attracted to Jimmy, according to Indiana University Bloomington (2009) 64% of women think a man looks better in a tuxedo. The writer assumes that the white wants to show the influence of tuxedo to change Jimmy's fate. So the tuxedo is able to change the confidence and charisma of someone to perform in front of many people and make people around him amazed. However Jimmy do not realize that he has been dominated by the white, and also actually this movie Jimmy is still inferior although he is wearing tuxedo because this movie just want to expose that actually tuxedo is superior.





## CHAPTER IV

### CONCLUSION AND SUGGESTION

This chapter presents the conclusion and suggestion of this study that covers the summary of findings and discussions and suggestion for the future writer.

#### 4.1 Conclusion

Based on the finding and discussion, the writer concludes that white race hegemony toward coloured race is represented by Tuxedo as seen in *The Tuxedo* Movie. The writer analyzed *The Tuxedo* by using Hegemony and movie studies, the writer finds that white hegemony toward coloured is conducted in two steps.

The first step is when white creates a gap between white race and coloured race or it is usually called as Binnary Opposition. The binnary opposition can be seen from the depiction of the main character, who is an Asian and also driver with low salary and that he is not able to approach a woman and to defend himself. The Asian character in this movie also receives discrimination treatment by some whites to show that the Asian as the coloured race is inferior.

The second step is when the white shows all the coloured weakness. It is seems when his employer as the white race introduces and assure that tuxedo is the best suit in the world to the Asian character. The Asian character in this movie is a driver of the white, he assumes that his employer is his leader so he can be accepted his employer's influence to wear the tuxedo.

Tuxedo in this movie as a representation of white hegemony offers all the advantages, so it can be accepted by Asian character in this movie, the coloured race believes that white's values can be accepted naturally. But this is the way the white controls and dominates the coloured. The way tuxedo changes the coloured confidence and job position seems to level up the coloured's position. However, it actually does not go like that, tuxedo is still belongs to white. The coloured is still in the lower position, while the white is still the upper position.

#### 4.2 Suggestion

The writer suggests the next researcher to use Oriental Depotism approach. It is very suitable to be used for analyzing the movie since it has correlation with the idea of the relationship between coloured and white. By using it, the next researcher will recognize how white views the coloured values which are portrayed in the movie.



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## Appendix. Berita Acara Bimbingan Skripsi



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4. Topik Skripsi : Hegemony
5. Judul Skripsi : Race Hegemony in *The Tuxedo* movie  
By Kevin Donovan
6. Tanggal Mengajukan : 25 Agustus 2015
7. Tanggal Selesai Revisi : 5 Agustus 2016
8. Nama Pembimbing : Fariska Pujiyanti, M. Hum
9. Keterangan Konsultasi : \*)

No	Tanggal	Materi	Pembimbing	Paraf
1.	25 Agustus 2015	Pengajuan Judul	Pembimbing I	
2.	02 Oktober 2015	Konsultasi Bab I	Pembimbing I	
3.	15 Oktober 2015	Revisi Bab I	Pembimbing I	
4.	28 Oktober 2015	Konsultasi Bab I	Pembimbing I	
5.	4 November 2015	Revisi Bab I	Pembimbing I	



No	Tanggal	Materi	Pembimbing	Paraf
6.	11 November 2015	Konsultasi Bab I dan II	Pembimbing I	
7.	15 November 2015	Revisi Bab I dan II	Pembimbing I	
8.	23 November 2015	Konsultasi Bab I dan II	Pembimbing I	
9.	2 Desember 2015	Revisi Bab I dan II	Pembimbing I	
10.	10 Desember 2015	Seminar proposal	Pembimbing I	
11.	30 Maret 2016	Revisi Seminar Proposal	Pembimbing I	
12.	9 Mei 2016	Konsultasi Bab III dan IV	Pembimbing I	
13.	26 Mei 2016	Revisi Bab III dan IV	Pembimbing I	
14.	15 Juni 2016	Konsultasi Bab III dan IV	Pembimbing I	
15.	30 Juni 2016	Revisi Bab III dan IV	Pembimbing I	
16.	22 Juli 2016	Seminar Hasil	Pembimbing I	
17.	29 Juli 2016	Ujian Skripsi	Pembimbing I	
18.	1 Agustus 2016	Revisi Ujian Skripsi	Pembimbing I	

10. Telah dievaluasi dan diuji dengan nilai:

B+

Mengetahui,  
Ketua Jurusan Bahasa dan Sastra

Malang, 8 Agustus 2016  
Dosen Pembimbing I

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