

PREJUDICE TOWARD INDIAN CHARACTERS IN GORE VERBINSKI'S *THE LONE RANGER* FILM

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ABSTRACT

This research deals with prejudice in *The Lone Ranger* film by Gore Verbinski. Prejudice is an unfounded attitude of dislike or hatred towards a particular person or group of people based on judgmental beliefs without regard to the unique characteristics of a person or group of people based simply on their membership in that group. The researcher analyzed the prejudiced aspects by characterizing the characters experiencing treatment in this film. This research used a qualitative research design. The data were generated from the speech, action, and thoughts of the characters portrayed in the film. The researcher revealed that the stages of prejudice action in this film are committed by white people and experienced by the Indian People. In conclusion, the four stages of prejudice experienced by the characters were anti-locution, discrimination, physical attack, and extermination. Therefore, the researcher concluded that the difference between both races such as their skin tone, or their behavior is what generated prejudice toward Indian characters.

Keywords: Indian people, Prejudice, *The Lone Ranger*

ABSTRAK

Penelitian ini membahas tentang prasangka dalam film *The Lone Ranger* karya Gore Verbinski. Prasangka adalah sikap tidak suka atau kebencian yang tidak berdasar terhadap seseorang atau sekelompok orang tertentu yang didasarkan pada keyakinan yang menghakimi tanpa memperhatikan karakteristik unik dari seseorang atau sekelompok orang yang hanya didasarkan pada keanggotaan mereka dalam kelompok tersebut. Peneliti menganalisis aspek prasangka dengan mengkarakterisasi karakter yang mengalami perlakuan dalam film ini. Penelitian ini menggunakan desain penelitian kualitatif. Data dihasilkan dari ucapan, tindakan, dan pemikiran karakter yang digambarkan dalam film. Peneliti mengungkapkan bahwa tahapan-tahapan tindakan prasangka dalam film ini dilakukan oleh orang kulit putih dan dialami oleh orang India. Kesimpulannya, empat tahapan prasangka yang dialami oleh para tokoh adalah antilokusi, diskriminasi, serangan fisik, dan pemusnahan. Oleh karena itu, peneliti

menyimpulkan bahwa perbedaan antara kedua ras seperti warna kulit, atau perilaku mereka adalah hal yang menimbulkan prasangka terhadap karakter Indian.

Kata kunci: Orang Indian, Prasangka, *The Lone Ranger*

A. INTRODUCTION

Prejudice is the bad assumption about people that have differences in physics because of race, social class, gender, ethnicity, sexual orientation, age, disability, political beliefs, religion, line of work, or other personal characteristics. Prejudice also can be called a sentence that said, "You judge someone before you get to know them" (Todd 4). Therefore, the researcher is interested in analyzing a literary work that contained prejudiced action in the film entitled *The Lone Ranger*.

In this research, the researcher analyzes Gordon Allport's theory of prejudice and focuses on the prejudiced action displayed in the film. The researcher chose this theory because there are a lot of scenes and dialogues that displayed the prejudiced action related to the object of this research. According to Allport, the definition of prejudice is "thinking ill of others without a sufficient warrant" (Allport 6). Allport defines prejudice as "an aversive or hostile attitude toward a person who belongs to a group, simply because he belongs to that group, and is therefore presumed to have the objectionable qualities ascribed to the group" (7). It means that a prejudiced person does not judge the merits or quality of an individual, but rather judges an individual based on their membership.

The Lone Ranger is an American film that was released on 22 June 2013. This film was directed by Gore Verbinski and displayed the action western genre. This film is about a lawyer called John Reid and his partner, Tonto, who is from the Comanche tribe. This film is set in Colby, Texas, America in 1869. There are so many prejudiced phenomena that happened toward Indian tribes at that time and took control in every daily life. In this film, prejudices can be seen through the characters from the minority groups that experienced different traits from the majority group.

Film is predetermined by literary techniques; conversely, a literary practice developed features under the impact of the film. In general, films are enjoyable and spread all over the world by people and become one of the entertainment sources. The researcher chooses to analyze a literary work that contained prejudiced action based on the theory of prejudice (Klarer 53).

The way prejudice works for American-Indians is similar to what it does to African-Americans. North American-Indians are not concerned with using Indian people as labor and therefore did not have to theorize Indians as inferior individuals to control that labor (Berger 3). The American-Indian people are so strongly attached to, and prejudiced in favor of, their color, that they think as meanly of the whites, as we possibly can do of them. "as the American Indians are of a reddish or copper color, so in general, they are strong, well-proportioned in body and limbs, surprisingly active and nimble, and hardy in their way of living" (Adair 68)..

B. REVIEW OF RELATED LITERATURE

1. Film

Film is a story recorded and set of moving pictures as video and shown in cinema, television, theaters, or other broadcast media which is entertainment for the main purpose (Hornby 434). The film will get people information, knowledge, or even entertainment. Also, after they watch they can develop their imagination and take the message conveyed from the film being watched.

Another definition says the film is constructed from footage documenting actual events and usually, the purpose is for entertainment. But the film is often applied to a motion picture that critics and scholars consider to be more serious or challenging than the movies that entertain the masses. Therefore, currently, films present a lot of knowledge such as philosophy, science, and also the reality of life (Barsam 3).

According to Caseti, the film is audio-visual communication media to convey messages or information to a certain person or group. Therefore a film is one of the popular literary works of modern literature. The relationship between literature and film can both mean conveying something to the audience. Many films are based on other literary works of novels, poetry, and prose (46).

2. Character

Character is the main point in a literary work. Characters are the persons in a dramatic or narrative work endowed with moral and dispositional qualities that are expressed in what they say in the dialogue and what they do in the action (Abrams 32).

Another definition says the character is something that is imagined by saying, as Hall explains, "a character is an imagined person in the story, whom we know from the words we read on the page" (Hall 47). In another word, the character means a figure in the story that is known and thought by the readers.

3. Characterization

Characterization is the process of conveying information about characters in a fictional work. The information may be such as personality, appearance, age, gender, social status, sexual orientation, beliefs, motivation, etc. Through characterization, the reader can understand each character and therefore be able to understand the whole story. Characterization is a process the author used to develop the characters in their story for the audience. The description can be concluded that characterization is a method by a writer to create images of characters that seem real to the audience. Characters are the people in narratives, and characterization is the author's production and development of the traits of characters (Griffith 60). In addition, to analyze the

character's development. There are two types of characterization, which are direct characterization and indirect characterization:

- a. Direct characterization has consisted of the way the author shows the readers about the characters, and the narrator tells the readers about the story of the character. Charters (58) states that direct characterization can also involve other external details, such as names or other overt commentaries.
- b. Indirect characterization consists of the author showing the personality characteristics to help us understand the story. Characterization in film and novel is different because the film is visual storytelling in that the characterization of a character in a film is more complicated and detailed than in the novel (Burroway 54). There are five different methods of indirect characterization in literary work that the researcher uses in this research, they are: *speech* is what does the character said and how he/she speaks, *thoughts* is what shown about the character through his/her private thoughts and feelings, the *effect* is what effect does the character have on other people and how do they feel or react to him/her, *action* is what does the character do and how does the character act in different situations, and *looks* is what does the character appearance say about his or her personality (Indirect Characterization: Definition and Examples).

4. Prejudice

Prejudice is emotional toward a group of people. It may be a group only in the mind of the prejudiced person, which categorizes them together. Allport (7) said that a prejudiced person does not judge an individual based on their membership. "An aversive or hostile attitude toward a person who belongs to a group, simply because he belongs to that group, and is therefore presumed to have the object qualities ascribed to the group" (Allport 7).

The researcher chooses the theory of prejudice by Gordon Allport entitled *The Nature of Prejudice*. Allport stated "Thinking ill of others without a sufficient warrant" (Allport 6). Prejudice happens based on functional differences in the social order or real differences in value. Such as skin color and economic forces are the factors in determining the patterns of intergroup relations.

Allport states that a prejudiced person does not judge the quality of an individual, but rather judges an individual based on their group. An aversive or hostile attitude toward a person who belongs to a group, simply because he belongs to that group, and is therefore presumed to have the objectionable qualities ascribed to the group (Allport 7). An erroneous belief that drives prejudiced bearers to do such negative action. Allport says "without some generalized belief concerning a group as a whole, a hostile attitude could not long be sustained" (Allport 13). Meanwhile, the negative attitude expresses negative action which has various forms. The researcher shows different certain degrees of prejudiced actions based on Allport's theory.

The researcher tries to distinguish certain degrees of prejudice discussed on this occasion, it starts from the least until the worst. This brief that the researcher uses to analyze the object of the research. According to Allport, there are five stages of prejudice such as: anti-locution, avoidance, discrimination, physical attack, and extermination, as explained below:

- a. **Anti-locution:** Anti-locution is the first stage of prejudice that occurs when a person or group talks about the stereotype they have. Anti-locution also talks about the victim with like-minded friends, occasionally with strangers. They may express their antagonism freely (Allport 14). Anti-locution is believed to harm the victim and it can clear the way for more harmful forms of prejudice.
- b. **Avoidance:** Avoidance is the second stage of prejudice and is more intense. Avoidance is a treatment of the individual to avoid members of the disliked group. In this case, the bearer of prejudice does not directly inflict harm upon the group he dislikes. He takes the burden of accommodation and withdrawal entirely upon himself (Allport 14). Based on the statement, avoidance is the avoiding threats of a group or person in a particular society or group
- c. **Discrimination:** Discrimination is the third stage of prejudice. Discrimination is a treatment that discriminates against or even harms a person's group. According to Allport, discrimination occurs when the prejudiced person makes a detrimental distinction of an active sort. He undertakes to exclude all members of the group in the question of certain types of employment, from residential housing, political rights, educational or recreational opportunities, churches, hospitals, or some other social privileges (Allport 15). In addition, prejudiced people try to separate minorities. The action of separate happens when the rights of people are denied by another group (Allport 15).
- d. **Physical Attack:** The physical attack often happens in discrimination occurs, where some person or some group vandalizes a minority group. Allport states under the condition of heightened prejudice may lead to acts of violence or semi-violence (Allport 58). In another word, some of the steps are that there has been a long period of prejudgment and growing discrimination (58).
- e. **Extermination:** The final stage of prejudice is Extermination. Extermination is the culmination of a negative action. Usually, this action not only leads to getting rid of individuals or groups that are not liked, but immediately kills without mercy. The action of extermination is usually carried out if the slave or minority acts as against his master and will usually be executed in public. Allport gives the example of extermination, they are: lynching, pogroms, massacre, and the Hitlerian programs of genocide mark the ultimate degree of prejudice action (Allport 15).

C. METHOD

In this research, the researcher used qualitative research, qualitative research is research to understand the meaning of what is experienced by the individual subject such as social issues or humanity. According to Creswell, the qualitative method is a method that involves important

efforts such as asking questions and procedures, collecting specific data, and analyzing inductively from specific to general data in the form of written or spoken words from the content analysis (4).

The researcher used qualitative research design because this research presents the data in the form of pictures and words, rather than present numerical data. This research focuses on the dialogues and the screenshots of the scenes that contained the prejudiced action from *The Lone Ranger* film.

Data and Data Source

In this research, the researcher took the source of the data from *The Lone Ranger* film in the form of screenshots and dialogues. The researcher used the screenshots and dialogue of the scenes in *The Lone Ranger* film as the data to provide evidence in doing this research to find the scene of prejudice that was shown in the film.

1. Data Collection

In this research, the researcher used data that correlated with the problem of the research. There were steps that the researcher uses to collect the data, which are For the first step, The researcher watched the film several times along with marking the scenes of prejudice that are shown in the film. Second, the researcher observed the action, listened to the conversation, and read the dialogues of the film to clarify the data. Lastly, The researcher took important screenshots of the scenes and the dialogues that represent the prejudice in the film.

2. Data Analysis

The data that was taken from the film was analyzed by applying prejudice theory. There were some steps that the researcher does in conducting this research. There were some steps that the researcher does in conducting this research. For the first step, the researcher identified the data based on prejudice theory, that experienced by the characters in the film. Second, the researcher classified the data which has correlated with the object research the source is taken from *The Lone Ranger* film and also combined the data from any sources. In the last step the researcher analyzed the data based on the prejudice theory to answer the research question.

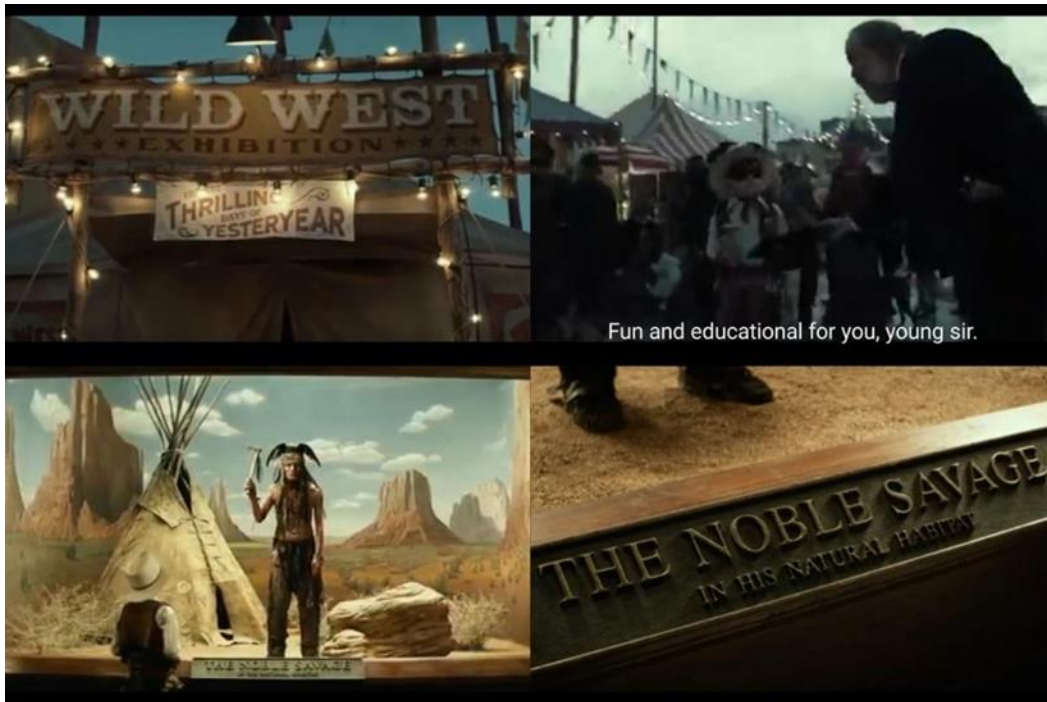
D. RESULT AND DISCUSSION

This chapter presents the findings and discussion of the data that have been collected to answer the research question of this research.

1. Result

a. Anti-locution

Anti-locution is the first adverse treatment as a result of the prejudice that the researcher analyzed. Anti-locution is the treatment of most people who have prejudices and talk about other people especially the minority group, with the way of creating negative myths, hate speech, or stereotypes about people (Allport 14).



Crier: Step right up. Step right up, ladies and gentlemen, and come with us to yesteryear. **Witness the wild West** as it really was. The greatest show on earth. Fun and educational for you, young sir. (Talking with the visitor).

From the data above, White people said “**Witness the Wild West** as it really was.” which means that white people thought that Indian people can be used as objects of entertainment and for education. **Noble Savage** in the film means Tonto’s character was an uncivilized man at the time. It can be seen from the **white people’s assumption from their historical experiences with Indians in the past when there was conflict between them.**

b. Discrimination

Discrimination is the third negative treatment from prejudice, the researcher interpreted that the person who makes the discrimination treatment will give the person or group a different treatment or detrimental distinction, such as excluding minority members of the group from

certain types of employment, from residential housing, churches, hospitals, or from other social privileges (Allport 15).



RED: I'm afraid we're gonna have to bring our little visit to a close. Some of my clientele, don't take kindly to an Indian on the premises.

From the data above, the sentences “we’re gonna have to bring our little visit to a close.” and then, “Some of my clientele, don’t take kindly to an Indian on the premises.” showed that the RED character excluded Tonto’s character from her bar; because Tonto is Indian. This scene is categorized as discrimination because the American woman character named “Red” excluded Tonto’s character from residential housing in their city, like a bar that they visit in the film.

c. Physical Attack

Physical attack is the fourth negative treatment from prejudice that is known as a hate crime that leads to acts of violence or semi-violence. Based on the theory, this negative treatment is also the cause of physical harm, rape, assault, and criminal damage (Allport 15).



**Criminals 2: You shoot anything that comes out. (Yelps)
(THEY BURNING BUILDING)**

From the data above, this scene is categorized as the physical attack because white people are striking Indian characters with bullets and burning the building. It is seen from white people's actions that are experienced by Indian characters in this scene **when white people burn the house.**

d. Extermination

Extermination is the last and ultimate negative treatment from prejudice in this research. This prejudice generated negative treatments such as pogroms, lynching, massacres, and group or ethnic cleaning (Allport 15).



Soldier: Hold! Steady! For God! And For country! Fire at will! (White soldiers massacre Indian tribe).

From the data above, it started with a confrontation between white people and Indian tribes. This scene is done with indirect characterization through action. This scene is categorized as extermination. It can be seen when **white people killed all of the Indian tribes with modern weapons.**

2. Discussion

Prejudice is hostility toward an individual or group resulting in negative treatments. Someone that commits negative treatment from prejudice does not judge the merits or quality of an individual, but rather judges an individual based on their membership (Allport 7). The prejudice frequently happened in daily life between the races which is displayed in Colby, Texas in *The Lone Ranger* film. Therefore, this film proved that prejudice is most committed by white people towards the Indian tribe.

From the film, the Indian tribe experienced several kinds of prejudice from the white people, and most of them were committed in their village. The *Lone Ranger* film contains prejudiced phenomena that are suitable to the theory used in this research. The researcher has nine pieces of data to answer the research question, they are the kinds of prejudice that were found in the film.

This section has discussed how prejudice happened toward the characters in the object of the research. Based on the findings, the researcher found four forms of prejudice, they are anti-locution, discrimination, physical attack, and extermination; which occurred toward the Indians in *The Lone Ranger* film. While avoidance, the second kind of prejudice is not found in the object of the research. The data is not found because this film directly showed the worst prejudice phenomena.

Anti-locution in the findings contains resentment expressions toward Indian characters. A person who did anti-locution will lead the opinion to others and then affect people to have the same negative thoughts about something (Allport 14). Based on the findings, anti-locution appeared in several forms. The first in a stereotyping Indian tribe, this form happened when white people made the greatest show carnival about the Wild West. This carnival put an Indian on the stage, and they showed him as the Noble Savage. The “Noble Savage” statement on the stage agrees that Indian tribes are the savages, or bad people. White people assumed that Indians are the cause of the conflict, back in Colby, Texas; that is portrayed in the film. This assumption influenced the other people who came to the carnival to assume the same thoughts, then driving their minds to think that Indian tribes were the bad people at that time, which causes the war in the film. The second form of anti-locution appeared in creating negative myths about people, which are Indian tribes that displayed when the white people pretending to be Indian tribe, then causing troubles and crimes in the city. Furthermore, the citizens (majority white people) accused Indian tribes as guilty and assumed that they are the cause of troubles and crimes in the city.

Discrimination in this film portrayed the different treatment or detrimental distinction to the Indian characters in *The Lone Ranger* film. The person who commits this prejudice will deny or disadvantages minority opportunities and access to the services (Allport 15). Discrimination appeared in excluding Indian characters from the residential housing, which are the bar that they are visited in that scene. The white woman character named “RED” committed discrimination, that is excluded Tonto’s character from her bar because Tonto is an Indian. She even wanted to close her bar early because her customers the majority of white people do not like it when there are an Indians in their area.

Physical attack is an action under conditions of heightened emotion, this prejudice is also known as a hate crime that leads to acts of violence or semi-violence (Allport 15). Physical attack appeared in assaulted Indian character, criminal damage, and also vandalism. This form was committed by white people criminals when they strike Indian people with bullets, then continue to burn the building; which was where the Indian and his friend were hiding.

Extermination in this research mostly happened to the Indian tribe, this form was committed by the white people during the conflict between two races in Colby, Texas based on the film. Extermination is the ultimate form of negative treatment that results from intense prejudice (Allport 15). Extermination displaying the massacre incident, happened when white people slaughtered an Indian tribe that wanted to persecute justice for their tribe and their village. There were so many Indians killed in this incident, white people killed all of the Indians that came to that place; including their ethnic leader. They were already using moderns weapon to massacre Indian tribes at that time.

E. CONCLUSION

After analyzing the negative action which is conducted by white people toward Indian characters, the researcher concludes a statement. Based on the theory that the researcher uses, prejudice contains negative actions, they are anti-locution, avoidance, discrimination, physical attack, and extermination. However, four kinds of negative actions from the prejudice that are committed by white people towards Indian people and black people in *The Lone Ranger* have appeared in the film. Those are anti-locution, discrimination, physical attack, and extermination.

In this object of the research, the negative action from prejudice are described through the three ways of indirect characterization. The first is indirect characterization through speech. The second is the indirect characterization through action. And the third is the indirect characterization through thoughts.

Based on the results of the data analysis above, the researcher concludes that the negative action from prejudice happens because of diversification from individuals or groups between majority and minority in some places or cities. In this case, the majority are white people and the minority are Indian people, white people have considered their race to be better than Indian people. This different opinion is the cause of the disagreement. Therefore, this research concludes that the difference between both races, and the types of their behavior is what generated prejudice in *The Lone Ranger*.

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