

## SCALES OF PREJUDICE TOWARD THE CHARACTERS AS PORTRAYED IN *ZOOTOPIA* FILM

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### ABSTRACT

This research analyzed about the stages of prejudice in *Zootopia* film. The purpose of this research is to identify the prejudice stages represented by the characters in the film. This research used Gordon Allport is theory of the stages of prejudice which are divided into 5 stages, namely; (1) Antilocutin, (2) Avoidance, (3) Discrimination, (4) Physical attack, and (5) Extermination. The method of this research is content analysis with a qualitative approach. The data used in this research are dialogues, utterances, actions, and situations description that related to the research question. Based on the analysis, the researcher found that all of the prejudice stages portrayed trough film by almost all of the characters, but the most of prejudice stages that portrayed and found is discrimination. Hence, it can be concluded that discrimination as one stage of prejudice is prove to be done by majority group.

**Keywords** : Discrimination, Prejudice

### ABSTRAK

*Penelitian ini menganalisis tentang tahapan prasangka dalam film zootopia. tujuan dari penelitian ini adalah mengidentifikasi prejudcie yang digambarkan melalui karakter-karakter dalam film. Peneltian ini menggunakan toeri oleh Gordon Allport tentang tahapan prejudice yang dibagi menjadi 5 tahapan yaitu; (1) Antilokusi, (2) Penghindaran, (3) Diskriminasi, (4) Serangan Fisik, (5) Pemusnahan. Metode yang digunakan dalam penelitian ini adalah content analysis dengan pendekatan kualitatif. Data yang digunakan dalam penelitian ini adalah, dialog, ujaran, tindakan, dan deskripsi akan situasi yang berkaitn dengan rumusan masalah. Berdasarkan hasil analisis, penelti menemukan bahwa seluruh tahap prasangka telah diterapkan pada film oleh hampir semua karakter namun tahapan prasangka yag paling banyak terjadi dan ditemukan adaah diskiriminasi.*

**Kata Kunci** : Diskriminasi, Prasangka

## A. INTRODUCTION

Film is one the form of communication media that we often meet this time, is considered to have the most psychological influence for the audience. Film is also considered as a powerful communication medium for the audience because of the characteristic of audiovisual which make the images and sounds alive and attractive. At this time films is not only used as a source of communication and entertainment but also as one of the means or media for delivering messages. Nowadays films can be found in many genres, films are divided into two types namely: fiction and non-fiction films, which consist of many genres presented (Vera, 95). Talking about the genres in the film, cartoon films become one of them which enjoyed not only by children but also by adults. At this time, many cartoon films are packaged interesting way with a lot of moral value in them so it can be said that cartoon films are not only for children but also adults.

One of the moral values that can be found in the film is prejudice. Prejudice can be defined as a negative (or positive) attitude against other people based on beliefs about their social category membership. Prejudice is an affective attitude and it can be directed towards any social group or human category (Ak-rami and Ekhammar, 521). When person does prejudice to other, if the prejudice becomes more intense and serious, it can lead into an action which the person can harm other person. The acts in the form of rejection and there are antilocutin, avoidance, discrimination, physical attack, and extermination.

In this research the writer discusses about the prejudice that portrayed towards the characters in *Zootopia* film that produce by Walt Disney in 2016. Though *Zootopia* is a cartoon film and the fact that all the characters are represented by animals, this film is still worth to be analyzed further. *Zootopia* itself was the name of city in the film that set with the modern mammal metropolis. Comprised of habitat neighborhoods like ritzy Sahara Square and frigid Tundratown, it is a melting pot where animals from every environment live together, a place where no matter who they are, from the biggest elephant to the smallest shrew, they can be anything. But behind the peaceful survival, there is a lot of inequality traits portrayed toward the characters. In fact, discrimination as a form of prejudice can be seen through the minority groups that get different traits from the majority group. It is not only happening on groups to another group but it is also portrayed from one individual to another individual which is the weak one and has no power.

The researcher chooses this film to be analyzed because the researcher saw that there are a lot of scenes and dialogue that show prejudice treated by the characters that have a powers. The purpose of this study is to identify discrimination as one form of the scales of prejudice experienced by the characters as portrayed in the *Zootopia* film based on Allport Prejudice theory.

## B. RELATED LITERATURE

### 1. Cartoon Film

The word animate comes from the Latin verb animare, meaning to make alive or to fill with breath. In animation we can complete restructures the reality (Wright 1). Animated itself is often only associated as a film to entertain children but, currently cartoon films or animate not only refer to the storyline as solely as entertainment for children. It can be said that cartoon film is one of part literature because it contains with some intrinsic elements such as plot, setting, theme, conflict, and character and characterization.

## **2. Discrimination**

Discrimination is defined as one person, or a group of persons, being treated differently and less favorably than another on the grounds of racial or ethnic origin, religion, gender, or belief in terms of political, economic, social, culture, or any other field of public life (Willmore 2).

Discrimination often begins with prejudice. With prejudice, we make a distinction between ourselves and others. This distinction occurs because we are social beings who naturally want to gather with people who bear similarities to us. Prejudice is often based on incomprehension, ignorance in groups outside its group, or fear of difference. Prejudice is further exacerbated by bad stamps (stigma/stereotypes). The prejudiced person makes the 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 from some other social privileges. (Allport 15)

## **3. Allport's Prejudice Scales Theory**

Allport confronts his theory as Allport's Scale of Prejudice, and the scale is ranked based on the harm which is produced after the action is done. The 5 stages of Prejudice are;

### **a. Antilocution**

Antilocution is the first stage of prejudice that occurs when a person or group talk about the stereotype they have. With like-minded friends, occasionally with the stranger, they may express their antagonism freely (14). There are also indicators behind antilocution itself such as; spreading hoaxes, making jokes about some people or group, lowering the self-esteem of a person or group

### **b. Avoidance**

Avoidance is a treatment of a person or group by another person or another group that thinks they were the majority one. In this stage, there are only small chances that physical harm happens in addition, Allport also stated "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" (14).

### **c. Discrimination**

Discrimination is denying opportunities and rights to some people or some group, this is often happening to the minority group. Discrimination treatment 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 from some other social privileges (Allport 15).

#### **d. Physical Attacks**

Often happens after discrimination occurs, it also has been known as a hate crime, where some person or some group vandalism the minority group. Those who often become suspects in this stage are the majority group, they do not hesitate to harm the victims. Under the condition of heightened prejudice may lead to acts of violence or semi violence (Allport 58)

#### **e. Extermination**

This is the last stage of prejudice is the dangerous stage of prejudice it can be said termination or annihilation. In this last stage, it occurs with eliminating all groups who became the victims. Not only happen to groups but this also can happen to individuals. The extermination suspects can cause murderer by driven the individual or person who got prejudice and discrimination to suicide. Extermination is the last step in the acting out prejudice scale. There are several steps before extermination finally happens. For example, there is an important condition that supports the extermination that is a low level of law enforcement in the society (Allport 15).

### **C. RESEARCH METHOD**

#### **1. Research Design**

The research design of this research is formed as a study of film. To analyze this film, the researcher used qualitative approach. Qualitative research is research that intends to understand phenomena about what is experienced by the research subject such as behavior, perception, motivation, action, etc., holistically, and in a deep descriptive way the form of words and language, in a special context which is natural and with taking advantage of various natural methods. The research method of the study is content analysis method for analyzing the content messages and process messages or a tool to observe and analyze contents of the open communication behavior of the selected communicator this research is suitable to be conducted by using content analysis as the communications of the characters in the forms of dialogues, conversations, and narrations in *Zootopia* film are looked at thoroughly.

#### **2. Research Instrument**

The key instrument of this research is the researcher herself, because the researcher is the one who control the analysis of the data in the research. It means that the researcher is the one that directly going to do the observation, collection, analysis, identification, and classification of the data in this research.

#### **3. Data and Data source**

The data of this research are some conversations, dialogues, narrations, and some scenes with explanation of the action characters in the *Zootopia* film. The data are the only information that has absolute relations discrimination traits as form of prejudice toward the characters in the film.

#### **4. Data Collection**

The method of data collection for this thesis is the observation method. The observation that is used in collecting the data is watching the *Zootopia film*, listening to the conversation of the film, reading the script of the film, taking important notes, comprehend all the scenes in the film. The second, reading the script to avoid misunderstanding in listening to the dialogue in the film is done to match the data. Comprehend all the scenes in the film are important to understand the significant moments of the story.

## 5. Data Analysis

After collecting the data, the data are analyzed with qualitative data analysis, the technique of data analysis with the steps that Miles and Huberman, “data reduction, data display, and conclusion: drawing/verification” (429). In this research, the analysis is done by first, selecting, simplifying, abstracting, and transforming raw data that have been collected according its relation to research question. Then followed by display and analyzing the data that portrayed the discrimination as form of prejudice. And last is drawing the conclusion after the data had been analyzed.

## D. FINDINGS AND DISCUSSION

The researcher will shows the five stages of prejudice with the evidence in each stage that the researcher found in *Zootopia film*

### 1. Antilocution

Gideon Grey: **“Bunny cop. That is the most stupidest thing I ever heard.”**  
(Min. 2:39 – 2:44)

Gideon, is one of character in the film that represented as a fox said bad opinions and mock another character called Hopps who wants to be a police officer. Based on Gideon perspective being a cop for species like Hopps the rabbit is a stupid nad would never happen. By Gideon words also show phrase that insult Hopps. The words by Gideon **the most stupid thing** is include in the antilocution aspect which is one of the stages of prejudice with indication of demeaning other individuals or group it affects a person’s confidence.

### 2. Avoidance





*Fig 1. Mchorn response high five from Hopps by moving her sits slowly (2016, film, minute 14:45-14:51)*

“Hopps enters the bullpen, by far the smallest animal in the room: rhinos, buffalo, hippos, elephants, etc. Hopps holds her paw out to a tough rhino, Mchorn. Hopps : Hey. Officer Hopps. You ready to make the world a better place?” **McHorn gives Hopps a reluctant fist bump, nearly knocking her off the chair.** (Minute 14:45 – 14:51)

On that scene shows Hopps was trying to be nice and greeting her coworker which is represented as a rhino called Mchorn, but then Mchorn responds to Hopps’s greet unfriendly by slowly moving Hopps’s sit and make a distance from his self. Directly, the actions of MChorn show that he rejected of Hopps’s existence in the room. The action of Mchorn is one of bad prejudice because he is ignoring and avoiding Hopps. What Mchorn was done can be included as avoidance, the indicators of avoidance that suitable with Mchorn’s action is ignoring some people or groups.

### 3. Discrimination

Mchorn: **Hey! Metermaid! Wait for the real cops!** (Minute 29:18 – 29:19)

From the data shows that Mchorn was underestimated Hopps as the officers like him, he underestimated Hopps by her body, race and by her position. Mchorn directly does discrimination against her by saying “**wait for the real cops**” it shows that even Hopps wearing the same uniform as he wears it would not make them in same position or even close, even though they through the same selection to become officers. The data that shown discrimination indicated by assuming somebody has less knowledge because of their age, gender or race, or other characteristics and that these people can be excluded in some way.

### 4. Physical Attack



*Fig 3. Gideon the fox pushes Hopps hardly (2016, film, minute 04:53)*

The scene shows data of physical attack that doing by Gideon the fox, he directly making physical attack towards Hopps he does that because he is having a bigger body that Hopps also he knew that Hopps would not beat him back. The physical attack shows in the scene with one of the indicators, it is physical attacks lead to violence.

### 5. Extermination

Hopps : So that’s it, prey fears predator, and you stay in power?  
Bellwether : Yeah, pretty much.

Hopps : It won't work.

Bellwether : **Fear always works. And I'll dart every predator in Zootopia to keep it that way.** (Minute 1:31:26 – 1:31:40)

The data shows the extermination that portray in the film, it shows by what Bellwether said when she conveyed her intention to be the most powerful in Zootopia and rule over everything by shooting and changing the others characters which portrayed as predators to be wild. By Bellwether's words, she is going to make all of the predators go wild, so half of the predators will be destroyed as an indicator of extermination itself, which is extermination on a large scale in a group. And after that, she will be the only one who leads Zootopia. In other words, that she will be the most powerful sheep in town.

## E. CONCLUSION

Based on the analysis, the researcher found out that there is a lot of discrimination treat as one of prejudice that happened due the characters in this film. Not just discrimination, another step of prejudice also happened in this film. There are five stages or scale of prejudice, and discrimination became the part of prejudice that shows a lot in this film. The prejudice occurred since the beginning of the film and happened throughout the film, it was happen a lot towards the small race animals. The first scale is Antilocution, second scale is avoidance, third scale is discrimination, fourth scale is physical attack, and the last scale is extermination. Interestingly, it is not only the small figure characters that experience the discrimination, but also the big ones as they are considered as the minority group in the film. Thus, it is related to what Allport has already stated that discrimination occurs because there is a prejudice which leads to the actions of alienation and avoidance, or for the worse case is extermination.

Prejudice was not only happen in this film, but prejudice itself life with us in real life. Especially discrimination, discrimination itself already on our life as human being we often discriminated the other person without even realizes it. Underestimate other persons, mock them by ridiculous name or do something that made them offended by what we do, what we say. We also need to realize that everyone must have the same right and acceptance as well in the terms education, politic, social, etc.

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