

## SEMIOTIC ANALYSIS OF RACE DISCRIMINATION IN THE FALCON AND THE WINTER SOLDIER

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### ABSTRACT

*Racism is one of the endless global issues, from the past until now the issue of racism has brought a lot of sadness. The Falcon and The Winter Soldier series tells about discrimination from various races, especially discrimination against the black race in America. This research was conducted to find out how various aspects of racism are depicted in The Falcon and The Winter Soldier series. The method used is Roland Barthes' semiotic analysis with two-stage signification, namely denotation-connotation and myth. The results of this study show that there are depictions of various aspects of racism in The Falcon and The Winter Soldier series. There are racial prejudice, racial stereotypes, racial discrimination, and racial violence. Although the racism depicted in The Falcon and The Winter Soldier miniseries is subtle and occurs in various walks of life, it can be fatal.*

**Keywords:** *Racism, Semiotics, Racial*

### INTRODUCTION

Racism is still a habit that is difficult to eradicate from American society; not just a backward issue but already out of control and will increasingly become commonplace. Furthermore, Barack Obama said that racism had not been eliminated in America due to the recent black-on-black shootings killing of nine black church members in Charleston and after several recent instances of police officers killing unarmed black men (Bill Chappel, 2015). Discrimination is carried out against the Black Race and illustrates the risk of victims of injustice causing mental disorders, stress, anxiety, and depression. The risk to child's emotional well-being, and suggest a need within the mental health field to create a framework to deal with the trauma caused by racism (Masko, AL. (2005). Racial socialization efforts can also be augmented by clinicians who recognize the stress, emotional injury, and trauma related to racism and seek to address these offenses in a clinical context (Leslie A. Anderson et al, 2022). White parent in a multiracial family to argue for an intersectional approach to ParentCrit that 'centers the uniqueness of racial oppression' as well as the myriad ways in which Whiteness is socially constructed within social relations (Christin DePouw. 2018). The issue of racism itself has been conveyed in several literary works such as novels, poems, short stories, dramas, movies, and web series.

The meaning of one of the movies/series, such as The Falcon and The Winter Soldier, in a qualitative approach, can be sought with semiotics analysis techniques. Semiotics analysis is a science about broadcasting a sign. Semiotics or Semiology takes out the geek word seme, which that letter has mean a translator of symbols and signs. Everything in this universe is signed and can be verbal and non-verbal signs (Ukessays, 2018).

There have been many studies on Semiotics, but only a few researchers have used The Falcon and The Winter Soldier series as their objects. For example, the first paragraph uses John Fiske's semiotics, examining ethnic stereotypes in the movie "Red Cobex" (Natalia Dewi Puspita, 2016). And the second paragraph uses Roland Barthes semiotics, examining the movie

"Dua Garis Biru" which increases the importance of social criticism. There is Struggle that does by the black people in Antebellum Movie against act of racism (Sakina Shepia Maharani, 2022). While the researcher applied the International Series entitled "The Falcon and The Winter Soldier" and raised the issue of racial discrimination. The research analyzes the racial discrimination in The Falcon and The Winter Solider series because it caught the researcher's attention. The researcher hopes this research can be applied to future research on existing phenomena. Therefore, the researcher conducts this research under semiotic Analysis of Race Discrimination in The Falcon and The Winter Soldier.

**RESEARCH METHODOLOGY**

The researcher applied a qualitative method in this research. The qualitative approach of this research is data matching with the descriptive method of the dominant theory. Qualitative research explores and understands the meaning several individuals or groups ascribe to social or human issues (Cresswell, 2014). The data collection technique applied by the researcher was to observe and document to gain insights and explain racism in the series The Falcon and The Winter Soldier. The researcher collected public documents (such as newspapers, articles, and official reports) and private documents (such as journals, diaries, letters, and emails) during the research process. Data in this documentation can be audio and visual materials such as photographs, art objects, videotapes, or any kind of sound (Creswell, 2013).

Tabel 1 Model Semiotika Roland Barthes

1. Signifier	2. Signified
3. Denotative Sign	
4. Connotative Signifier	5. Connotative Signified
6. Connotative Sign	

(Sumber: AB, Prasetya. 2019. Analisis Semiotika Film dan Komunikasi)

**RESULT AND DISCUSSION**

The researcher classified the data in this chapter based on the types of social aspect about racism. The researcher found several types of Racial Prejudice, Racial Stereotype, Racial Discrimination and Racial Violence. The result showed that there are 27 data in the form of sentences in dialog and some pictures scene The Falcon and The Winter Soldier series. Dialogue was from mini series transcript and pictures scene from visual series.

**a. Racial Prejudice**

(30:54 - 31:04)



Figure 1 Episodes 2 "The Star-Spangled Man"

**Dialog**

The Officer : Can I see your ID?  
Sam : I don't have ID. Why?  
Bucky : Man, seriously?  
The Officer : Okay, sir, just calm down.  
Sam : I am calm. What do you want? We're just talking.  
Bucky : Give him your ID so we can leave.  
Sam : No. We're just talking.  
The Officer : **Is he bothering you?**

**Denotation:** A policeman asked Bucky about whether "Sam" (in this case "He") had bullied Bucky.

**Connotation:** Concern or uncertainty. This connotation focuses on the concern or uncertainty regarding how a police officer assesses Bucky's situation. The question could reflect feelings of uncertainty or curiosity about Bucky's feelings towards Sam.

**Myth :** Uniformity of Perception. By arguing that people's perceptions and feelings are the same all the time, the dialogue highlights this myth by assuming that Bucky's feelings towards Sam is an entity that can be measured and seen with certainty.

**b. Racial Stereotype**

(02:46 - 03:05)

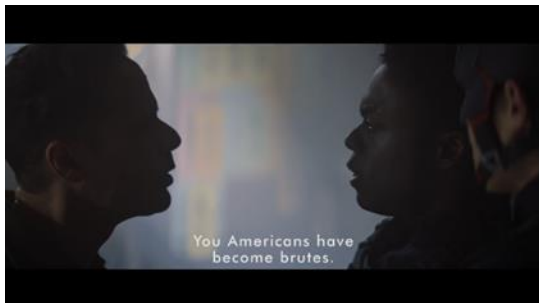


Figure 2 Episodes 3 "Power Broker"

**Dialog**

Jhon : You're harboring a dangerous criminal named Karli Morgenthau. Do you know her?  
Café owner : (Speak German) You can't come in here and destroy my business.  
Jhon : Lemar, need a translator. Ask him, if he know Karli Morgenthau and The Flag Smashers.  
Lemar : (Speak German) "you heard the names? Where are they?"  
Café Owner : (Speak German) "I have no idea what you're talking about. **You Americans have become brutes.**"  
Lemar : He says he doesn't know.

- Denotation** : The owner, who is of German descent, said that John and his police group had undergone a change in behavior to become violent
- Connotation** : The sentence reflects a negative view of the behavior of John and his police force, which is perceived as violent. This connotation can refer to a generalization or stereotypical view of all Americans, assuming that they tend to be violent.
- Myth** : National Homogeneity. The idea that the entire population of a country has uniform characteristics, behaviors, or views. This dialogue creating diversity in "You American" behavior challenges the idea that all Americans share the same traits.

### c. Racial Discrimination

(26:40 - 27:18)

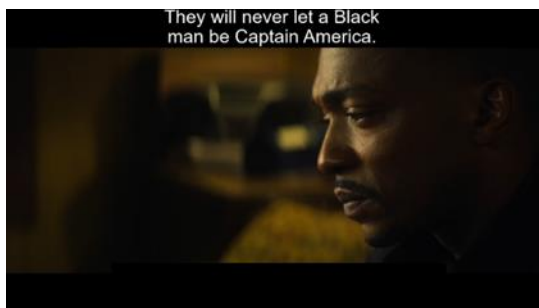


Figure 3 Episodes 5 "Truth"

#### Dialog

- Sam : Mr. Bradley. We got ta do something we got ta tell somebody.
- Isaiah : No. Leave me dead. My name is buried.
- Sam : But the world's different now. I know people.
- Isaiah : Man, that's why you're here? You think things are different? You think I wouldn't be dead in a day if you brought me out? You wane believe jail was my fault because you got that white man's shield. They were worried my story might get out. So, they erased me. My history. But they've been doing that for 500 years. Pledge allegiance to that, my brother. **They will never let a Black man be Captain America.** And even it they did, no self-respecting Black man would ever wane be.

**Denotation** : A black man would not be allowed to be Captain America.

**Connotation** : The sentence illustrates racial injustice, where certain systems or structures can limit the opportunities of black individuals to achieve certain positions such as becoming Captain America.

**Myth** : Leadership is not influenced by ethnicity. This myth states that a person's ethnicity does not affect their leadership abilities or qualities. However, the dialog refers to the fact that a black man faced obstacles to achieve Captain America status, which shows that ethnicity can affect how one is judged in terms of leadership.

**d. Racial Violence**  
(24:34 - 25:28)

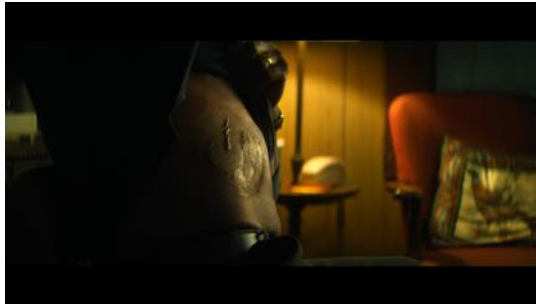


Figure 4 Episodes 5 "The Truth"

**Dialog**

Isaiah : I heard the brass talking' about blowing the POW camp to hell to hide the evidence. But those were my men. My brothers. Not evidence. So I bust out of the facility one night and I brought them boys back. Not that I it made a damn bit of difference. It wasn't long before it was only me left. And what did I get for saving their lives? For the next 30 years, they experimented on me, trying to figure out why the serum worked.

**Denotation** : An image showing the physical injuries on Isaiah's body caused by racial violence.

**Connotation** : This image refers to efforts to raise awareness about racial issues and promote social change. This image can be used as a tool to encourage people to act and speak out on issues of racial violence.

**Myth** : The black race is often subjected to violence and unfair treatment by white citizens in America.

**CONCLUSION**

The conclusion that researchers get after conducting this research is that denotation and connotation meanings are always present in every data analyzed. The two levels of semiotic analysis process such as denotation-connotation and myth that are dominant in *The Falcon* and *The Winter Soldier* are on the aspects of racial prejudice, racial stereotyping, racial discrimination, and racial violence. The miniseries shows how discrimination occurs in various scenes. Being seen as incapable, inferior, and injustice done to racial minorities, especially due to differences in skin color. In addition, the discrimination committed in this series provides a lesson that every human being has the right to live and has the right to freedom and equality without discriminating skin color, race, or nationality.

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