DEMOLISHING STEREOTYPES IN PAUL BEATTY'S NOVEL
THE SELLOUT (2015)

THESIS

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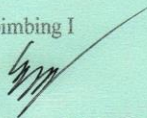
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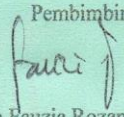
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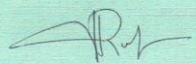
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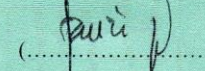NIP. 19680301 199403 1 003

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ABSTRAK

Yosfika, Ridho. 2018. "Demolishing Stereotypes in Paul Beatty's Novel *The Sellout* (2015). Thesis. Universitas Negeri Padang.

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Skripsi ini merupakan analisa novel *The Sellout* karya Paul Beatty. Masalah yang diangkat adalah sejauh mana novel ini merefleksikan isu perjuangan karakter utama, seorang laki-laki Afrika-Amerika, untuk meruntuhkan stereotip negatif. Tujuan penganalisaan ini adalah mengungkapkan sejauh mana novel ini menggambarkan topik perjuangan Afrika-Amerika dalam meruntuhkan stereotip negatif dan sejauh mana karakter, alur (konflik) dan latar memberikan kontribusi untuk mengungkapkan hal tersebut. Analisa ini dikaitkan dengan konsep (theory) *Orientalism* oleh Edward W. Said. Hasil analisa menunjukkan bahwa karakter utama dapat meruntuhkan stereotip negatif dengan cara berjuang untuk menjadi mandiri, dan memiliki perilaku yang baik. Untuk hidup mandiri, ia berusaha untuk memiliki tanah dan tempat tinggal sendiri, memiliki pekerjaan, dan memiliki pengetahuan. Untuk memiliki perilaku yang baik, ia berusaha untuk menaati hukum, menjalin persaudaraan, serta membangun kepercayaan diri dan keberanian.

Kata Kunci: penghancuran, stereotip, mandiri.

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CHAPTER I

INTRODUCTION

1.1 Background of the Study

Ethnic is a social group that shares a common and distinctive culture, religion, and language. There are many ethnics in this world. A particular ethnic usually have their own characteristics that differ them from other ethnics. For the fulfillment of life, humans will interact with other humans, a particular community with other communities and of course one ethnic group with other ethnic groups. This interaction will bring out views and descriptions of one ethnic characteristics based on other ethnic assessment. This assessment is usually only based on the ethnic experiences which assess other ethnics. For example, African-American is considered stupid by white American. This is not necessarily true; this judgment is just based on white American experiences during interaction with African-American. This experience-based assessment is then called stereotype.

Stereotype is the act of giving certain characters or traits to a person or group based on a subjective category. The term stereotype may be true and may be wrong. In other words, stereotype can be both negative and positive. Allan G. Johnson (1983) states that stereotype is a person's belief to generalize certain traits that tend to be negative about others because that is influenced by certain knowledges and experiences. This belief creates judgments that tend to be negative or even demeaning to other groups. There is a tendency to certain label or stamp to a group.

The formation of these stereotypes is sometimes wrongly used by some ethnic to undermine other ethnic identities. In fact, they are often used to rule and master other ethnic groups. This is particularly and strongly seen in the era of colonization, when white Europeans ruled other ethnics and nations in the continent of Africa, Asia, Australia and America. The white Europeans constructed the stereotypes that undermined the identity of the ethnics they considered inferior. David Huddart (2006) states that:

> "Stereotypes function to enable colonial authority (and other forms of authority), providing the justification that the colonizer rules the colonized due to innate superiority. .... On the one hand, authority recognizes its basis in stereotypes, producing prejudiced and discriminatory structures of governance that work on the basis of forms of stereotyping knowledge; additionally, colonial rule is informed by supposedly civilizing ideals."

The text shows how the colonizer constructs the negative stereotypes about the colonized population in order to perpetuate its power and superiority. The colonizer just wants to rule and master the colonized people. This condition will bring up the superiority of a group to another. The white people tend to consider themselves superior to the black people. This case is evident from how the white American committed atrocities to African-Americans in the period of slavery. The white Americans constructed the stereotypes which considered African-Americans as stupid, evil, barbaric, weak, dependent and were therefore unreliable.

From generation to generation the negative stereotypes are still attached to African-Americans. In the post-modern era, they are still considered as evil, dirty and barbaric. Thus, they are marginalized by the white society. The impacts of

these stereotypes have often caused African-Americans experience problems and difficulties in their lives. They do not get full justice in their social, economic, and educational lives. Most of them are not confident with their identity. They think that being born as black is a difficulty to achieve a better life. However, not all African-American lose their confidence as some are still struggling to live better. They have the awareness that being born as black is not an obstacle to compete with others. They try to demolish all negative stereotypes about themselves. They know that it is the big problem that they have to solve in struggling for their identity. Stuart Hall (1997) adds that:

> "The struggle to come into representation was predicated on a critique of the degree of fetishization, objectification and negative figuration which are so much a feature of the representation of the black subject. There was a concern not simply with the absence or marginality of the black experience but with its simplification and its stereotypical character."

The text shows that the problems of African-American people are not just about absence and marginality, but also stereotypical character. It takes a lot of efforts to solve the problems. They struggle to show their existences to prove that the stereotypes which are contructed by the white people are in fact wrong.

As humans, the African-American people also have skill and ability. Thus, they can live better with dignity. All human beings are sublime; therefore men should not be distinguished because of differences in ethnic, race, belief, socio-economic status, origin and so forth. Humans have the same basic rights. To the African Americans, they have a high degree of dignity, to be maintained.

Thus, they have made such big efforts to demolish the degrading stereotypes that are put forward by the white supremacy ideologies.

African-Americans have tried many ways to demolish these negative stereotypes. There are negative way and positive way. Negative way is peppered with violence, while positive way is done through showing abilities. Some African-Americans think that demolishing stereotypes with violence is not effective, so they try to improve their abilities. As their abilities increase, they will be able to prove that the negative stereotypes addressed to them are wrong. They increase their abilities by struggling to live as independent people and have good behaviors. Independence is the behavior of a person to live with independent efforts and not dependent on others. According to Masrun (1986: 8), independence is an attitude that enables a person to act freely, to do something for his own encouragement and for his own needs without the help of others, as well as thinking and acting creatively, and full of initiatives and self-esteem to solve problems. Meanwhile, to have good behavior, they do it by obeying the law and helping their neighbors. A good behavior is the behavior that is appropriate with the values and norms of life in society.

The issue of demolishing stereotypes of African-American is common to find in daily life. One of the great examples is Oprah Winfrey, a celebrity and an entrepreneur of the United States. Oprah is the African-American woman who is famous for her generosity in helping others. She has sponsored various foundations including hospitals and research institutes of AIDs, schools, people with disabilities and more. *Time magazine* (2004) reported that she received *The Global Humanitarian Action Award* from the United Nations Association of the

United States of America. In 2007, Oprah donated her money $ 303 million to help people. The main reason Oprah done this act is because she wants to make a positive impact in other people's lives. Oprah Winfrey is an African-American woman who has tried to demolish the negative stereotypes that the white people often attach to the Black people. She has proven that she is a generous person who likes to help others.

The efforts to demolish stereotypes of African-American can be also seen through the characters and the roles of black people who appear in the novel *The Sellout* (2015) by Paul Beatty. This novel has succeeded in conveying the issue of racial discrimination that occurs in the United States. It gives real images of the behaviors of the majority race in discriminating against racial minorities. It is interesting to be analysed that this novel reflects the minorities reaction against the discrimination and domination of mayority society. It shows that the inferiors society still have power to resist the superior domination by struggling to demolish the negative stereotypes about them.

1.2 A Brief History of African-Americans in the U.S.A

Many of the Africans were brought to America starting in the 17th century arrived as slaves, kidnapped from their homelands in various parts of Africa. A number of them were known to be royalty and literate. According to Samana Siddiqui (2016), African men, women, and children were stripped of their names and identities, forced to "Christianize", whipped, beaten, tortured, and in many cases, lynched or hanged at the whims of their white masters, for whom slavery

was the key to maintain their vast properties and land. Families were separated through the process of buying and selling slaves. While not all Africans in America were slaves, a large number were, particularly in the southern states. For those Africans in America who were free, discriminatory laws that barred them from owning property and voting, for example, as well as the belief in the intrinsic inferiority of dark-skinned peoples by the dominant white majority, held them back from full equality in the United States.

In the 1960s in the United States, there were social changes, especially those involving blacks. The most important event is the Civil Right Movement, where African Americans get equal rights in all fields. The situation of blacks in the United States was a long discrimination, because previously blacks were slaves for whites, especially in the south of the United States. Clayborne Clarson (2017) states that after the civil war in 1865, blacks were no longer slaves to white people, but racial sentiments remained strong, especially in the south of the United States. Whites still have prejudice against blacks.

The civil rights law was approved by the government in 1964, during the reign of Lyndon Johnson. This movement itself is led by Martin Luther King, Jr. Although the Civil Rights for blacks were approved by the government, not all Americans, especially whites, accepted the decision. According to Kenneth R. Janken (2010), there is still much discrimination against blacks, especially in the southern United States. It led to the emergence of a movement of equality in major cities in the southern United States. In addition, popular racial attitudes have changed, evidenced by the traces of opinion and the increasing number of black faces appearing in the world of sports, including entertainment, the media,

and even politics. Indeed, in the four decades since the adoption of civil rights legislation, there have been several changes and some have not. What have changed are the whites' personal racial attitudes and the opportunity for some African Americans to enter the sphere of community life. What has not changed is the systematic character and widespread racism in the United States that has worsened.

Based on a survey conducted for National Public Radio, the Robert Wood Johnson Foundation (2017), it reports that African Americans face significant and extensive personal experiences of racial discrimination. Half or more of African Americans say that they have been personally discriminated against because they are Black when interacting with police (50%), when applying for jobs (56%), and when being paid equally or considered for promotions (57%). Furthermore, 45% say they have been treated unfairly by the court system because they are Black. A majority of African Americans also report experiencing multiple forms of individual or interpersonal discrimination, including racial slurs and people making negative assumptions about their race. Nearly half of all African Americans say people have acted afraid of them because of their race, and 42% also say they have personally experienced violence because they are Black.

The government which is controlled by the white people tends to differentiate the treatment of whites and blacks. James Ciment (2007: 215) mentions that:

> "On August 31, 2005, the worst hurricane to hit a major U.S. city in 100 years swept along the Gulf Coast region and struck New Orleans, Louisiana. After Hurricane Katrina passed, two sections of the New

Orleans levee system gave way, flooding 90 percent of the historic city, which is below sea level. Most people with cars had already evacuated the city before the hurricane made landfall. Those remaining were the elderly, the poor, the sick, and their family members who stayed to care for them. The vast majority were black. Over 1,800 people died, many due to heat and dehydration, as local and state emergency plans were overwhelmed and the federal government failed to act in a timely manner. For many Americans, the heart-wrenching images that came out of New Orleans put a face on America's poor. Because the vast majority of the New Orleans poor were black, the hurricane also highlighted a continuing racial divide. Television news reports showed predominantly poor, black residents of the city left stranded, waiting endlessly for government assistance that for some never came."

This quotation shows how the ignorance of the government to help victims of hurricane that occurred in New Orleans, Louisiana. The most victims are black people. There is no help from government to protect the victims. This slow governmental response is deliberate and suspected as a distinction of the government's treatment toward blacks.

Although slavery was ultimately outlawed and the civil rights law was approved by the government in 1964, racism against African-Americans remains and is manifested in more subtle ways today. For example, the Washington, DC, Fair Employment Practices Commission has found that blacks face discrimination in one out of every five job interviews. The American Sociological Association (2015) notes that today employers use different phases of the hiring process to discriminate against minorities and offer higher status jobs and pay to white employees. It shows the imbalance in providing employment. Blacks are still discriminated, thus they lose their right to get justice. In addition they are also stereotyped as people who are stupid, evil, and barbaric. These negative stereotypes bring up the prejudices which tends to underestimate the African-

Americans identity. This case shows that African-Americans do not get their full justice yet. They are treated unjustice in social, economy and education. It is triggered them to struggle in achieving their rights as humans.

1.3 Demolishing Stereotypes

There are two words in this analysis. They are *demolishing* and *stereotype*. The first word is demolishing. Demolishing derives from the word to demolish. According to Cambridge dictionary (2018), to demolish means the act of destroying something. It refers to the actions of someone to destroy the negative stereotypes about him/her. The second word is stereotype. According to Collins dictionary (2018), stereotype is defined as a fixed general image or set of characteristics that a lot of people believe which represent a particular type of person or thing.

In this analysis, demolishing stereotypes refers to the actions of an African-American man who struggles to demolish the negative stereotypes attached on him in order to reveal his true identity. In this analysis, the acts of demolishing stereotypes can be seen from his efforts to live as an independent person and has good behavior.

1.4 A Brief Explanation of the Author's Biography

Paul Beatty was born in Los Angeles in 1962. He is an American author and an associate professor of writing at Columbia University. He received an MFA in creative writing from Brooklyn College and an MA in psychology from Boston University. In 2016, he won the National Book Critics Circle Award and the Man Booker Prize for his novel *The Sellout*. It was the first time a writer from the United States was honored with the Man Booker.

Beatty's writing career began in 1990. He wrote his first volume of poetry entitled *Big Bank Takes Little Bank*. It was crowned the first Grand Poetry Slam Champion of the Nuyorican Poets Cafe. This was followed by another book of poetry, *Joker, Joker, Deuce* (1994), and appearances performing his poetry on MTV and PBS (in the series *The United States of Poetry*). In 1993, he was awarded a grant from the Foundation for Contemporary Arts Grants to Artists Award.

His first novel, *The White Boy Shuffle*, received a favorable review in *The New York Times* from reviewer Richard Bernstein. Bernstein states that:

> "*The White Boy Shuffle* is a blast of satirical heat
> from the talented heart of black American life." –
> *The New York Times Magazine*

The quotation above shows that *The White Boy Shuffle* is a novel that reveals the life of black American. He focused on exploring the experiences of black American living in the United States. His second novel, *Tuff* (2000), received a positive notice in *Time magazine*. In 2006, Beatty edited an anthology of African-American humor called *Hokum* and wrote an article in *The New York Times* on the

same subject. His novel *Slumberland* (2008) is about an American DJ in Berlin. In his 2015 novel *The Sellout,* Beatty chronicles an urban farmer who tries to spearhead a revitalization of slavery and segregation in a fictional Los Angeles neighborhood. *The Sellout* was Shortlisted for the Man Booker Prize (September 13, 2016) and won the 2015 National Book Critics Circle Award in Fiction.

Beatty was overcomed by emotion as he accepted the Man Booker Award. He told the audience: "I don't want to get all dramatic, like writing saved my life ... but writing has given me a life." At a short press conference afterwards he said winning meant a lot, that he was as "happy as hell". He did not call his book a satire, he said, but was happy for it be described that way. The book may be set for success across the world, but Beatty, said it was not something he enjoyed. "I don't like writing. It's hard. You've got to sit down ... I'm a perfectionist, I guess, and I get easily disgruntled and discouraged with what I'm doing. I am really hard with myself and I tend to sabotage myself, but when I'm writing I try not to do that, I try to be in the moment, to be confident."

There are some comments about Beatty's novel *The Sellout* (2015). In *The Guardian*, Elisabeth Donnelly states that:

> "*The Sellout* is a masterful work that establishes Beatty as the funniest writer in America" – *The Guardian*

It states that Paul Beatty is the funniest writer who tells the story with humor. The historian Amanda Foreman also states that:

> "It manages to eviscerate every social taboo and politically correct nuance, every sacred cow. While making us laugh, it also makes us wince. It is both

> funny and painful at the same time." – *The Guardian*

The quotation above confirms that *The Sellout* is a novel that is funny and painful at the same time. *The Sellout* is a laugh-out-loud novel whose main character wants to assert his African American identity by, outrageously and transgressively, bringing back the memory of slavery and segregation.

1.5 *The Sellout*

The novel *The Sellout* (2015), written by Paul Beatty, reflects the acts of demolishing the negative stereotypes of African American. In this analysis, demolishing stereotypes refers to the actions of an African-American man who struggles to demolish the stereotypes that are constructed by the white American on his ethnic. It is represented by the male protagonist, an African-American man. He is a farmer who lives in the countryside of the United States. As an African-American, he is marginalized by the white society. He experiences many difficulties in his life. He faces lots of negative stereotypes that view him as stupid, barbaric, evil and dependent. Africans-Americans are considered as the actor of crime. The protagonist struggles to prove that the stereotypes about him are wrong. In this analysis, demolishing stereotypes can be seen from his efforts to live as an independent person and has good behavior.

First, he is an independent person. He has his own land. He is working by himself. He has knowledge about his job. He still can continue his life without his father. He has self-esteem and courage in facing and solving his own problem.

Second, he has good behavior. He is a citizen who obeys the law. He has never been involved in criminal acts. He builds brotherhood with others. He respects the others. He helps his neighbors who have problems in their life. He gives motivation to someone who lost self-esteem about his/her identity.

1.6 Problem of the Study

Demolishing stereotypes of African-American emerged as an essential issue in Paul Beatty's novel *The Sellout* (2015). There are two research question that give contribution to this study to reveal the issue which are formulated as follow:

1. How far does the protagonist in the novel *The Sellout* (2015) expose the issue of demolishing stereotypes of African-American?
2. To what extent do the plot and setting in novel *The Sellout* (2015) give contribution in disclosing the issue of demolishing stereotypes of African-American?

1.7 Purpose of the Study

This study is intended to disclose the acts of demolishing stereotypes done by the protagonist in Paul Beatty's novel *The Sellout* . This study is aimed to investigate to what extent do the character, plot and setting in the novel *The Sellout* support the issue of demolishing stereotypes of African-American.

1.8 Previous Study

The analysis about *The Sellout* (2015) novel that focused on demolishing stereotypes has not been found yet. However, there are two articles that have given contribution and inspiration in analyzing this novel. First, the work entitled *The Delineation of Racial Agitation: A Scrutiny of Amiri Baraka's 'The Dutchman'* by Deepa K. K. (2016) and the second is *The Image of The Afro-American in Fences (1985)* by Adel M. Abdelsamie (2015).

The Delineation of Racial Agitation: A Scrutiny of Amiri Baraka's 'The Dutchman' by Deepa K. K. (2016) shows that the agonized and tensed life of a black man in a white dominated American society. The focus of the study is about male character named Clay. He is an educated individual who cannot escape the stereotypes and power dynamics of his racist society. There are stereotypes that said all black men are dirty and secretly murderers. To live as a Black was not easy for Clay and he had to sacrifice his identity. He ignores his black identity as he assimilates himself into white culture. Clay's lack of identity can be understood metaphorically in Freudian terms as evidence of his "castration" by the white society. It is using the character traits, symbolism and metaphor to exhibit the legacy of racial tension in America. The result of the study shows that as a young African-American man, Clay cannot escape the stereotypes that said Blacks are dirty and secretly murderers. He ignores his black identity and loses his self-esteem being an African-American man.

Another study that gives contribution to this analysis is a journal by Adel M. Abdelsamie (2015) entitled *The Image of The Afro-American in Fences*

(1985). The aim of this analysis is to study the image of the African-American, or rather the image of the 'other' in August Wilson's *Fences* (1985), in order to show how the black people are seen in the United States of America and how they exist in a predominantly white society. The focus of the study is about male character, an African-American man, Troy Maxson. This play shows Troy's sufferings and struggles for equality in a racial society. The African-Americans are seen by the white Americans as their inferior or 'other'. It uses metaphor and symbol to help analyzing this play. The analysis deals with the concept of orientalism by Edward Said. The result of the study shows that the image of African-Americans are classified as the other or the 'leftover'. He cannot obtain his right share of the American Dream.

The two studies above give contribution and aspiration in analyzing the issue of demolishing stereotypes. The first study shows a young African-American man who cannot escape the stereotypes that said Blacks are dirty and secretly murderers, while the second study shows that the image of African-Americans are classified as the other or inferior. Unlike the previous study above, this analysis focuses on exploring fictional devices such as character, plot and setting in revealing the meaning of the novel. Moreover, it aims to reveal the acts of demolishing stereotypes.

1.9 Theoretical Framework

The analysis about demolishing stereotypes in this analysis is related to the concept of 'orientalism' by Edward W. Said (1978). Orientalism is a style of thinking based on the ontological and epistemological distinctions that are constructed between East (the Orient) and West (the Occident). Edward Said demonstrates how the Western literary and cultural canon has otherized its other and how they have misrepresented the orient (1978: 11). The definitions like "West" and "East" are the constructions of the human mind. Orientalism in this definition is a legal institution of the West that has the right to make a statement about the East, impose its view on the East, describe it and even rule it. In other words, orientalism is used as a "western style to dominate, rearrange and rule the East".

Orientalism is not just a creation of a western empty fantasy but later developed into a figure of theory and practice deliberately created to reinforce western power, position and domination over the "East". Denys Hay (2003) mentions that orientalism is a Western idea - a collective mind that distinguishes between 'us' the Europeans and 'them' the non-Europeans: the idea that the European culture identity is more superior to the other cultures outside their circles. Thus, the East is considered savage or perhaps more precisely 'deformed' by orientalism definitions.

The outcome of orientalism is the building on a binary opposition between Occident and Orient. Binary opposition is a system that divides the world into two related categories. Binary opposition is the thinking models that placed Western

positions (colonizer, self, observer, and subject) as having a superior position compared to the East (colonized, other, and object). Leela Gandhi (2001: 26) states that the relationship between colonizer-colonized is a hegemonic relationship, the colonizer as a superior group over the colonized, the inferior group. The relations of binary relations between colonizer and colonized contain racism (one of the practical forms of stereotype). In this analysis, white American is the representation of colonizer and African-American is the representation of colonized. The white American considers themselves superior than African-American.

The binary opposition constructs the "Other" or otherness. Otherness is central to sociological analyses of how majority and minority identities are constructed. The condition of otherness is a person's non comformity to the social norms of society and to the condition of political exclusion, either by the activities of the State, which are respectively invested with political and social power. Otherwise, in the condition of otherness, the person is alienated from the center of the society and is placed at the societal margin for being 'Other'. In *Culture and Imperialism* (1993) by Edward Said, it mentions that construction of "self" as self is in contrast to the other. Such a pattern of relations then brings another unpleasant image of the colonized as a barbaric, uncivilized, ignorant, strange, mystical and irrational society.

In this analysis, orientalism is the central to analyze how majority and minority identities are constructed. This is because the representation of different groups within any given society is controlled by groups that have greater political power. It refers to black people as *other* and white as *self*. The condition of black

people tend to get unfair treatments from white, especially in term of social, economy, and education. The white Americans construct the negative stereotypes about African-American. This situation creates some stereotypes that claim black are dirty, stupid, lazy, barbaric, and dependent. However, it can also be the form of the basis for freedom and holding mobilization like an attempt to demolish stereotypes. It reflects in this novel, the protagonist as the object of stereotyping struggles to demolish the construction of stereotypes which humiliates his identity as African-American.

The analysis of this novel is supported by text and context based interpretation. According to Glenn and Gray (2014: 178) text based interpretation is the approach that based on the analysis and interpretation to text itself, which is nothing more than what is whole text about. Meanwhile, context based interpretation in the approach that considers the historical period during which work was written including the circumstances of culture, history, political, and social. It means that the analysis of this novel is not only focused on the text itself, but also involved the phenomenon which are existed and reflected in the real world. The fictional devices which is used in this analysis are character, plot and setting.

Fictional devices such as character, plot, and setting are the tools to adjust in analyzing the novel. First, character is important element to reveal the meaning of this novel. Comer (2009) mentions that a character may be defined as a verbal representation of human being. In literary work, the characters help reader to understand and catch the meaning of the works. The way to analyze the character is taking a focus into character's action, thoughts, conversations, and the reaction

toward conflicts and circumstances. The character in *The Sellout* (2015) novel is an African-American man who struggles to prove that the negative stereotypes about him are wrong. He is an independent person and has good behavior.

The second fictional device is plot. Plot is sequence of events for the things that happen in the story. It has conflicts to make up the stories. Guerin (2005) states that conflict can be divide into internal conflict and external conflict. Internal conflict is the conflict within the characters itself. While, external conflict is the struggle between character and an outside force such as nature, other character, and environment. In this analysis, the protagonist confronts the internal and external conflict. Internal conflict occurs when the protagonist struggle to convince himself that he can be an independence person when his father died. The restriction of society that makes the pressure and obstacles, but he has to be confident with himself. Then, external conflicts can be seen from the society that marginalized him as an African-American man. The white society do not believe that he is able to demolish the negative stereotypes about him.

Another element that supports the study is setting. Lynch (2003) argues that setting consists of a work's natural, manufactured, political, cultural, and temporal environment, including everything that characters know and own. Setting also helps to create atmosphere or mood, which refers to an enveloping or permeating emotional texture within a work. The backgrounds against which we see the characters and the happenings may be specified. It will probably be part of the story's meaning, perhaps providing an ironic contrast or perhaps exerting an influence on the characters. The novel *The Sellout* (2015) takes setting around 2000s. It is the era of liberation of human right, that is equal in gaining rights even

though different in color and culture. However, the discrimination and prejudice against the black people is still becoming the biggest issue in the United States of America. Characters lived in Dickens, a ghetto community on the southern outskirts of Los Angeles towns. The protagonist lives in the environment which greatly marginalized the African-American people. Living in there makes him so depressed, thus it influences the social life, economy and education of the black people. It is triggered him to struggle in demolishing the negative stereotypes about his ethnic.

1.10 Methodology

The analysis of novel *The Sellout* is done through text and context-based interpretation. It is done by analyzing some part of fictional devices, such as; character, plot (conflict) and setting. Characters and conflicts are used to reveal about the acts of demolishing stereotypes by analyzing the character's reaction toward conflict. Then, setting deals with the circumstances and the atmosphere. It gives contribution in process of analysis by giving help in revealing the meaning. These elements are analyzed based on the concept of orientalism by Edward W. Said.