CHAPTER I
INTRODUCTION

This chapter introduces general information about the paper which consists of background of the study, research question, aims of the study, scope of the study, significance of the study, clarification of terms, and lastly, the organization of the paper.

1.1.   Background of the Study

Globalization has made understanding of cultural diversity become more important. Cultural diversity can be interpreted as a condition which consists of people from a different culture in a community. The diversity itself can be seen from race, religion, or any cultural background differences (Knežević, Kulaš, & Duspara, 2014). However, one challenge caused by cultural diversity is the existence of cultural stereotypes. In a diverse society, stereotypes have become a problem because stereotypes are usually based on a set of unexamined judgment about others.

Stereotypes can be defined as an over-generalized assumption labeled to a particular group of people (Cardwell, 1996). In addition, stereotypes can determine how someone treats others by the labels attached to them. For instance, Black people in the United States are often associated with crime. As a result, they are often suspected of being involved in crime compared to White people (Dovidio, Hewstone, Glick, & Esses, 2013). The act of stereotyping presented above is problematic since it is only beneficial for a particular group of people and put another group in an unfavorable position. Furthermore, stereotypes can also lead to the act of prejudice and discrimination toward another group of people in society.

Literary works, as a reflection of human life, often present many stereotypes about a particular group of people. As an example, in many literary works and movies, White people are often depicted as superior, active, and attractive. On the other hand, Black people are often described as inferior, backward, and unattractive. Another stereotype can also be found in gender when depicting men and women.

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Several common stereotypes which are attached to men are strong, independent, and rational. Meanwhile, women are portrayed as weak, dependent, and irrational. In addition, Ma (as cited in Simila, 2008) argues that Asian people characters in many literary works are often misrepresented because of these stereotypes.

In relation to stereotypes about a group of people toward another, Orientalism is a concept which explains a way of seeing the Orient from the Occident's point of view that is realized through a set of stereotypical images. In 1978, a post-colonial critic, Edward Wadie Said introduced a concept called Orientalism to refer to a division of the world into two perspectives, namely the 'the Orient' and 'the Occident'. Said (1978) argues that the 'the Orient' refers to people from the East or thing related to the East, such as Asia and Africa while 'the Occident' refers to Western people or thing related to the West including three great countries at that time; France, America, and England. However, he also argues that these two terms are not only related to a geographical boundary, but it is a construction that is constructed by the Occident. In this case, stereotyping is a way in which the Occident produces and constructs the image of the Orient.

Stereotypes about the Orient and the Occident can also be found in a novel entitled *The Hundred-Foot Journey*. It is a novel written by a Canadian writer, Richard C. Morais, which was published in 2010. The novel tells about the life of three generations of an Indian family, the Haji, with their passion in the culinary world. This novel is selected for this study since it is considered successful in presenting a life story about people from different cultures which are the Indians and the French. The success of this novel is proven by the adaptation into a film with the same title and awarded as Truly Moving Picture by Heartland Film Festival in 2014 (Heartland Film, 2014). Furthermore, this novel is worth analyzing for this study since it is written by a Western author, but he chooses to use first-person point of view from Hassan Haji as the third generation of this Indian family. Thus, there might be a difference when the author portrays India and its people.

In the novel, the conflict begins when the second generation of the family, Abbas Haji, has to leave India due to the riot that happens in his country. Abbas Haji runs an Indian restaurant in Mumbai which is inherited from his late father.

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However, the success of his restaurant creates a debate between upper and lower class people in his area which leads to Haji's restaurant burning by a group of people around his restaurant. Due to this incident, Hassan's mother died and they later decide to move from their homeland and hope to continue their success in another place. Moving abroad has made Hasan's life experiences more challenging. In France, the Haji meets Madame Gertrude Mallory, an owner of a famous restaurant named *Le Saule Pleureur,* who later determines Hassan's career as an immigrant chef. However, far from his expectations, the Haji's dream to open an Indian restaurant in France turns out to face many obstacles because of Mallory. Opening a new restaurant as what they did in their homeland is not as easy as they imagined before.

The interaction and rivalry between the Indians and the French contribute to shape the conflict of this story. Besides, literary elements namely characterization and setting also show that these two cultures are portrayed differently. Characterization becomes a way that is used by the author of this novel to portray the differences between the Indians and the French. For instance, Hasan's family, as the representation of the East, is introduced as a poor family. On the other hand, Mallory's family, as the representation of the West, is described as opposite to Hassan's family. In addition, the setting used to depict India and France is also illustrated in a contrasting way. As an example, India is depicted as a dirty, polluted, and crowded place. On the other hand, France is described as a place that is associated with cool, fresh, and beautiful atmosphere. Moreover, the story also shows several issues which are discussed by Said (1978) in his book, such as binary opposition, cultural stereotype, othering, and Western domination over the East.

Since this novel has been adapted into a film, several studies have been conducted to discuss the film. A study which was conducted by Wahyuni (2017) discussed the issue of social identity and diaspora by exploring how food can construct Hassan's cultural identity. In addition, Sulthan (2016) in his study also found that Hassan's passion in culinary and food leads him to achieve his dream. However, studies which discuss the novel are still limited. Moreover, there has been no research which addresses the issue of portrayal or Orientalism in the novel.

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Therefore, this study attempts to find out how the author portrays the Indians and the French through the characterization and setting presented in this novel from Orientalism perspective.

1.2. Research Question

This study attempts to answer the question below:

1. How are the Indians and the French portrayed in *The Hundred-Foot Journey* (2010)?

1.3. Aims of the Study

This study aims to analyze how the Indians and the French are portrayed in *The Hundred-Foot Journey* (2010) from Orientalism perspective proposed by Said (1978).

1.4. Scope of the Study

This study examines the portrayals of the Indians and the French through characterization and setting presented in the novel. Thus, the analysis for this study focuses on how Indian characters as the representation of the East, such as Hassan and his family and French characters as the representation of the West, such as Mallory, her family, and her colleagues are portrayed in this novel. Moreover, the portrayals are also based on the setting that is used to introduce India and France.

1.5. Significance of the Study

This study is expected to give more insight about Orientalism to the reader. Specifically, the findings of this study are also expected to raise the awareness that many stereotypes and misrepresentations about a particular group of people are still found in literary works.

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1.6. Research Method

This study employs a descriptive qualitative method to answer the research question. The data are in the form of narrations which focus on how Indians and French characters are portrayed in the novel. The collected data are analyzed using theory of characterization proposed by Little (1966). Then, the data are interpreted using Said's (1978) theory on Orientalism to find out the portrayal from the Orient and the Occident's perspective. Therefore, the data are suitable to be analyzed using qualitative method because the study deals with the interpretation of the collected data.

1.7. Clarification of Terms

The list below is several key terms used in this study:

1. **Orientalism**: The West's conceptualization about the East which is often filled with stereotypes, false assumption, and negative representation (Said, 1978).
2. **Occident**: The West or thing related to the West, including the empires of British, America, Europe, and French (Said, 1978).
3. **Orient**: The East or thing related to the East, including Asia, Africa, and the Middle East (Said, 1978).
4. **Othering**: The act of marginalizing and excluding people who are different and do not belong to the group. Usually, it is often found in the discourse of Post-colonialism where the colonizers define themselves as opposite to those who are colonized (Spivak as cited in Riach, 2017).
5. **Stereotype**: Assumptions labeled to a particular group of people (Dovidio, Hewstone, Glick, & Esses, 2013).

1.8. Organization of the Paper

This paper consists of five chapters which are organized as follows:

ABSTRACT

This section presents a brief information and summary of this study.

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CHAPTER II: THEORETICAL FRAMEWORK

This chapter presents several theoretical frameworks which are related to the topic of the study and used to support the analysis of the data.

CHAPTER III: RESEARCH METHODOLOGY

This chapter provides the methodology used for this study which consists of research design, data collection, data analysis, data presentation, and a brief summary of the novel.

CHAPTER IV: FINDINGS AND DISCUSSIONS

This chapter presents the findings and discussions from the data which have been analyzed using the theoretical framework.

CHAPTER V: CONCLUSIONS AND RECOMMENDATIONS

The last chapter of this paper provides a conclusion and summary of the study. This section also contains recommendations for further studies.

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