

ABSTRACT

Harkat, Fitri Andani. M.N. 11.05.111.000.60. *The White Hegemony Toward the African Americans in the Toni Morrison entitled The Bluest Eye*. Thesis. English Study Program of the Faculty of Social and Cultural Sciences, Trunojoyo University. Advisor : Zakiyatul Mufidah, S.S., M.Hum.

When two cultures clash, there is likely to be the dominating culture and the dominated one. The domination happens unconsciously when the dominated culture accepts the dominant values without resistance or question. This is called hegemony. The dominating culture is the white and it hegemonies the black people. Therefore, the topic of this research is the study of the white hegemony in the African American society. From this study, the writer try to find out the ways the African Americans are hegemony by the white and the impacts of the hegemony. The purpose of this study is to answer these problems. This research is a library research and the approach the writer use to answer the problems is Cultural Studies with the concepts of hegemony, the concepts of white concepts of beauty, and the concepts of black inferiority. From analyzing the novel, my findings are that values and ideas of the whites are implemented through cultural institutions, such as media, books, television, cinemas, and advertisements. All these hegemonies the black people and we can see that they accept the white's concept of beauty and black inferiority without many resistance or questions. This hegemony also brings negatives impacts on the African American society, including racial self-hatred among them and the need to hurt others to be in a superior position.

Keywords : Hegemony, Black, White, Beauty, Black inferiority, Concept