

Ideologi di balik seksisme dan rasisme David Brent dalam The Office = Ideology behind David Brent's Sexism and Racism in The Office

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20416476&lokasi=lokal>

Abstrak

[ABSTRAK
 The Office adalah sitkom yang menggambarkan stereotip kantor pada umumnya. David Brent adalah karakter utama dan bos dalam sitkom The Office. Dia adalah seorang pria yang terobsesi dengan popularitas. Satu aspek kunci dari popularitas adalah mengetahui apa yang dianggap benar secara politis. Namun, David terkadang menunjukkan sebaliknya dan menyadari bahwa perilakunya tertangkap kamera. Lalu, dia akan mencoba untuk membuktikan bahwa dia tahu apa yang dianggap benar secara politis, terutama isu-isu ras dan gender. Namun, sitcom ini menunjukkan perilaku-perilaku David yang seksis dan rasis dibalik sikap politik yang benar. Penelitian ini akan menganalisis dan membahas bagaimana sikap David digambarkan dalam sitcom ini dan membahas tujuan penulis dalam menggambarkan David sedemikian rupa.ABSTRACT The Office is a sitcom that stereotypes the popular workplace. David Brent is the main character of the sitcom and is the boss in The Office. He is a man obsessed with popularity. A key aspect of popularity is to know what is considered politically correct. However, David sometimes shows the opposite and realizes it is caught on camera. He then tries to prove that he knows what is considered politically correct, especially issues concerning race and gender. However the sitcom also shows David's sexist and racist tendencies behind the politically correct stance. This research paper will analyze and discuss how David's attitude is portrayed in the sitcom and discuss the creators' objectives in portraying David in such a way.;The Office is a sitcom that stereotypes the popular workplace. David Brent is the main character of the sitcom and is the boss in The Office. He is a man obsessed with popularity. A key aspect of popularity is to know what is considered politically correct. However, David sometimes shows the opposite and realizes it is caught on camera. He then tries to prove that he knows what is considered politically correct, especially issues concerning race and gender. However the sitcom also shows David's sexist and racist tendencies behind the politically correct stance. This research paper will analyze and discuss how David's attitude is portrayed in the sitcom and discuss the creators' objectives in portraying David in such a way., The Office is a sitcom that stereotypes the popular workplace. David Brent is the main character of the sitcom and is the boss in The Office. He is a man obsessed with popularity. A key aspect of popularity is to know what is considered politically correct. However, David sometimes shows the opposite and realizes it is caught on camera. He then tries to prove that he knows what is considered politically correct, especially issues concerning race and gender. However the sitcom also shows David's sexist and racist tendencies behind the politically correct stance. This research paper will analyze and discuss how David's attitude is portrayed in the sitcom and discuss the creators' objectives in portraying David in such a way.]