

## BAB 5

### KESIMPULAN

Penelitian ini membahas representasi imigran di Amerika Serikat yang ada dalam serial *Ms. Marvel*. Penelitian ini mengeksplor representasi identitas karakter *villain* dan dinamika identitas karakter tersebut dengan konsep diri dan liyan antara Timur dan Barat. Karakter *villain* dalam serial ini terkait dengan representasi imigran ilegal India-Pakistan. Representasi tersebut berkaitan juga dengan isu migran yang ada di Amerika Serikat yaitu para migran yang dianggap musuh setelah tragedi 9/11 serta kebijakan anti-imigran yang diterapkan oleh pemerintah AS dari tahun 2017 hingga 2021. Adapun, tujuan dari penelitian ini adalah untuk menganalisis karakter-karakter imigran Pakistan terutama karakter *villain* yang terkait dengan isu migran.

Analisis pertama yang saya lakukan menggunakan teori representasi dan perspektif Stuart Hall dan Edward Said untuk memahami pengalaman para imigran melalui karakter *villain* dalam serial ini. Hall berpendapat bahwa migrasi yang dilakukan oleh bangsa terjajah merupakan sebuah upaya melarikan diri dari penjajahan di masa kolonial. Sedangkan, Said berpendapat bahwa migrasi dapat dipandang sebagai bentuk perlawanan terhadap hegemoni Barat. Dalam penelitian ini, representasi *ClanDestine* sebagai makhluk gaib yang bergerak dalam bayangan dan mengalami pengusiran, mencerminkan upaya imigran mencoba melarikan diri dari trauma historis dan mencari harapan baru yang disebabkan oleh kolonialisme Inggris di India. Karakter ini berfungsi sebagai simbol dari tantangan yang dihadapi oleh

imigran di bawah penarasian anti-imigran di AS. Sosok ClanDestine tidak hanya melarikan diri dan berusaha diterima dalam masyarakat Amerika, tetapi juga menantang dominasi budaya Amerika dan mengancam kestabilan negara dengan menekankan identitas budaya asli mereka dan menolak budaya Amerika.

Analisis kedua menggunakan perspektif Edward Said mengenai identitas budaya hibrida. Said melihat budaya hibrida sebagai ide esensial untuk realitas revolusioner, yang terbentuk dari percampuran budaya dengan elemen asing. Identitas hibrida ini merupakan sebuah bentuk resistensi yang tidak terikat pada dominasi serta cara yang dilakukan oleh bangsa terjajah untuk melawan hegemoni. Dalam konteks penelitian ini, identitas hibrida juga menggambarkan sebuah integrasi budaya antara budaya Pakistan dan budaya Amerika yang diartikulasikan oleh karakter superhero.

Analisis ketiga mengaplikasikan konsep diri dan liyan dalam lensa Orientalisme yang dikemukakan oleh Said. Dalam pandangan Said, identitas diri dan liyan antara Barat dan Timur dibentuk oleh narasi Orientalis dan imperialis Barat guna mempertahankan kontrol atas wilayah jajahan mereka. Dalam penelitian ini, konsep tersebut terlihat dalam bagaimana Barat (diri) dan Timur (liyan) diposisikan. Narasi ClanDestine sebagai imigran Timur bertahan di posisi pandangan Barat yaitu sebagai liyan. Sedangkan, Kamala Khan berada di antara identitas Timur dan Barat. Identitas tersebut berubah karena adanya integrasi budaya antara budaya Pakistan dan Amerika. Hal tersebut yang menyebabkan imigran Timur berubah dari liyan menjadi diri.

Dari paparan analisis di atas, dapat disimpulkan bahwa karakter *villain* dalam serial *Ms. Marvel* tidak hanya berfungsi sebagai antagonis dalam narasi superhero,

tetapi juga mewakili isu imigran yaitu sebagai simbol perlawanan terhadap hegemoni budaya Barat. Sementara itu, karakter superhero bernegosiasi dan berintergrasi dengan budaya Barat melalui identitas hibrida.

Tema multikulturalisme dalam film dan serial televisi sering digunakan media untuk menyampaikan pesan tentang pengalaman minoritas, termasuk imigran, di Amerika Serikat. *Ms. Marvel* adalah contoh upaya yang dilakukan oleh industri film dalam menggambarkan usaha imigran untuk diterima sebagai bagian dari identitas nasional AS yang inklusif. Dalam serial ini, karakter imigran, seperti Kamala Khan, berhasil menjadi bagian dari masyarakat Amerika, menggambarkan integrasi antara identitas budaya asli dan identitas Amerika.

Namun, serial ini juga menunjukkan bahwa beberapa karakter imigran lainnya, seperti *ClanDestine*, digambarkan sebagai ancaman yang berkonflik dengan narasi anti-imigran yang ada. *ClanDestine* melawan dominasi budaya Amerika dan sering dipandang sebagai musuh, mencerminkan pandangan yang lebih negatif terhadap imigran. Dengan menampilkan kedua sisi pandangan ini, saya harap tema keberagaman budaya dalam media dapat membantu mengatasi isu-isu migran, mengubah persepsi negatif, dan berkontribusi pada pembentukan masyarakat yang lebih inklusif.

Penelitian yang saya lakukan ini masih jauh dari kata sempurna. Ada beberapa aspek yang belum dikaji dari permasalahan migran yang ada dalam media. Aspek tersebut meliputi; kajian mengenai mimikri, isu gender, dan respon para audiens terhadap migran.

## **RESEARCH SUMMARY**

*The superheroes featured in most movies and series produced by the Marvel Cinematic Universe (MCU) are predominantly American characters. For example, Iron Man, Captain America, Thor, Ant-Man, Spider-Man, and many more. This shows the dominance of the White Anglo-Saxon Protestant (WASP) ethnicity in Western cinema. The dominance of these superheroes is very visible in Phase 1 to Phase 3. However, in the middle of Phase 3, superhero characters from other ethnicities emerged. One of the series whose characters are not Western-dominant is the series called Ms. Marvel. The main character in the series is Kamala Khan. She is a Pakistani immigrant and of Muslim ethnicity. The villain characters featured in the series generally have the same traits as the main characters.*

*The focus of this research is on the appearance of villains who are presented differently. The villains presented are related to the cultural references attached to this hero character. Pakistani and Islamic cultures dominate the Ms. Marvel series. The minority culture constructed in this series cannot be separated from the concept of self and other. The series shows how the American state sees their other, namely the country of Pakistan. There is an immigrant issue shown through the villain character in the Ms. Marvel series. South Asian immigrants are presented as the American Other. Both superhero and villain characters in the Ms. Marvel series are depicted as having the same cultural background, namely Eastern culture. Although both have the same culture, the superhero character is considered strong while the*

*villain character is considered weak. The purpose of this study is to provide an example of analyzing the representation of Pakistani immigrants in the United States related to cultural identity and the concept of self and other. Therefore, the Research Question (RQ) in this research are: How is the villain character's identity represented through the Ms. Marvel series? How does this representation relate to the concept of self and other between East and West?*

*According to Hall, representation is interpreted through signs in the form of images or visuals that we see. These signs correlate with concepts and language which then form certain meanings. In interpreting the television series, the audience processes the meaning of the representation based on their social context, experience, knowledge, and culture.*

*Orientalism is a covert political science owned by orientalists to control nations outside the West. The East was only used as a European expansion in search of colonies. As a result, the world was divided into two parts: the 'land of the barbarians' or the East and 'our land' or the West. On this basis, the Eastern world is considered the other or other people from the West. For Edward Said, Orientalism is understood as a word that is given meanings, associations, connotations, and refers not to the original East, but to the field that surrounds the word. The East in question is not as it is, but the East as it has been Orientalized.*

*After the end of the war, there were various movements against Orientalism. This movement was called the anti-systemic movement. The movement was strengthened and disseminated by the media in the modern era. This movement is driven by hybrid counter-energies that provide communities or cultures that are*

*based on human experience and existence rather than through domination. In the end, labels are not pure. Now hybridity or hybrid identity is a concept that can represent an identity of a particular community.*

*In analyzing the representation of villain characters in the Ms. Marvel series, the data obtained is visual. I described the issues of Pakistani immigrants in the United States in the television series. These issues are seen in the level of representation conveyed through the use of language. The data is in the form of images, words, phrases, sentences and storylines. The data is taken from the excerpts of scenes from the Ms. Marvel series. The data is conveyed through the narration of the Ms. Marvel series related to the topic of Orientalism represented by the villain character.*

*I conducted several stages in the data collection method. First, I watched the entire six-episode Ms. Marvel series. After that, I collected the data. The data collected was in the form of cut scenes in the Ms. Marvel series. The criteria for the cut scenes that I examined were scenes that featured villain characters who narrated Eastern culture and superhero character scenes that narrated Western culture. In addition, I also looked at how US agencies play a role in making policies towards immigrants. I took screenshots of various scenes where the villain character appeared. Then, I concluded the relationship between the representation of Western self and other through the villain and superhero characters featured in the Ms. Marvel series.*

*After analyzing the representation of Pakistani immigrants in the US using a postcolonial approach, I came up with several results. The character ClanDestine is*

*a representation of illegal Pakistani immigrants in the United States. They try to enter the country by stealth. Then, the naming of ClanDestine signifies the representation of illegal immigrants. In many migration theories, the name ClanDestine is used to define a secret or hidden migration activity and is often referred to as 'clandestine migration'. One of the reasons why these immigrants choose to go through unofficial channels is because they experience violence or persecution in their home countries. ClanDestine sees Kamala Khan as a traitor. They consider Kamala Khan as their outsider even though both of them are Pakistani immigrants. This is because Kamala does not really represent her Pakistani culture. Kamala has been influenced by US cultural hegemony. This is inversely proportional to the essence of immigrants who want to escape Western imperialism.*

*The Khan family serves as a representative case study of Pakistani immigrant experiences in the United States, particularly through the character of Kamala Khan. Residing in New Jersey, Kamala encounters significant challenges related to her identity and cultural background, including discrimination from peers and scrutiny from the U.S. government's Department of Damage Control (DODC). Her aspiration to become a superhero functions as a form of resistance against prevailing stereotypes and reflects her quest for acceptance within American society.*

*Kamala's hybrid identity illustrates the interplay between her Pakistani heritage and American culture. She navigates friendships with local students and engages with Western media, particularly superhero narratives, which further complicates her cultural positioning. While her family adopts various elements of*

*Western culture, they simultaneously preserve their Pakistani traditions, thereby embodying a dual identity that highlights the complexities of immigrant experiences.*

*The DODC, as a representation of state authority, exemplifies Orientalist perspectives that view Kamala and her community through a lens of suspicion. This contrasts sharply with Kamala's role as a protector of her local community, positioning her as a figure of empowerment rather than a threat.*

*In contrast, the antagonistic group ClanDestine remains firmly rooted in their Eastern cultural identity, resisting integration into Western society. This juxtaposition underscores the multifaceted nature of identity and belonging for immigrants within a multicultural framework.*

*Overall, Ms. Marvel serves as a critical medium for exploring the struggles and contributions of Pakistani immigrants in the United States. It promotes a narrative of inclusivity and cultural diversity, thereby contributing to a broader understanding of the dynamics of immigrant identity in contemporary society.*