

## Discrimination in Alison Cherry's *Red*

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### Abstrak

Diskriminasi adalah kasus umum yang dimiliki oleh setiap negeri, dengan berjalannya waktu orang-orang menggunakan diskriminasi dengan cara mereka sendiri. Sama halnya yang dilakukan Alison Cherry dalam novelnya, diskriminasi yang dia gunakan adalah diskriminasi berdasarkan warna rambut, disaat pada umumnya, hal yang biasanya menjadi topik dalam diskriminasi ada jenis kulit atau ras. Diskriminator mengekspresikan diskriminasi mereka dalam berbagai cara, dalam bentuk pola berpikir, sikap, pembicaraan, dan aksi mereka. Tujuan dari studi ini adalah untuk mengungkap diskriminasi yang terjadi dalam sosial di novel, mengungkap penyebab diskriminasi, dan mengungkap reaksi Felicity, sebagai tokoh utama dalam novel. Studi ini menggunakan diskriminasi sebagai konsep umumnya dan menggunakan stereotipe dan prasangka sebagai konsep pendukung, yang mana dapat mendorong sikap diskriminasi dalam keseharian orang-orang. Studi ini menunjukkan bahwa diskriminasi yang ada dalam novel adalah diskriminasi terhadap orang berambut merah dan orang lain yang mempunyai warna rambut yang berbeda, fakta penyebab yang terkandung dalam novel ini adalah media massa yang mencuci otak, pidato walikota, dan menempatkan frasa yang sama di beberapa tempat vital di kota. Hal-hal tersebut membuat orang berambut merah merasa bahwa mereka lebih tinggi daripada orang lain, kemudian mereka mengekspresikan perasaan mereka dengan mendiskriminasi orang lain dalam kehidupan sehari-hari mereka.

**Kata Kunci:** *diskriminasi, stereotipe, prasangka, psikologi sosial.*

### Abstract

Discrimination is the general case that every country has, by the time people make discrimination in their own ways. As if Alison Cherry use in her novel, the discrimination that she use is discrimination based on hair color, while in general, the thing that usually become the topic of discrimination is skin type or race. Discriminatory expresses his or her discrimination in many ways; it could be by their attitude, behavior, talks, and their action. The purpose of this study is to reveal out the discrimination that happen in the society of the novel, to reveal out the cause of discrimination, and to reveal out the reaction of Felicity, as the main character in novel. This study use discrimination in social psychology as the general concept and use stereotype and prejudice as the supporting concept, which can stimulate discrimination behavior in people's daily life. This study shows that discrimination, which exist in novel is about discrimination toward redhead people and other people who have different hair color, the causing facts that include in this novel are brain washing mass media, major's speech, and putting the same phrase in the vital places in the city. Those facts make redheads feel that they are higher than other people, and then they express their feeling by discriminating other people in their daily life.

**Keywords:** *discrimination, stereotype, prejudice, social psychology.*

### INTRODUCTION

The concern of this research is to explore about discrimination in a society in Alison Cherry's *Red*. Cherry's novel is chosen to be analyzed since the society in her novel is built in the same race but in different hair color, it is showed that discrimination can be happened everywhere even though in the same race.

In this novel the major community, which became the discriminatory, is redheads, while outside the society in the novel, redhead become discriminated race. It because the population of redhead only 2% around the world,

which makes them become the queer human with pale skin, red hair, and freckles. By this fact, Cherry makes a novel that show the revenge of redhead people toward discrimination that happen outside city by discriminating people who have different hair color in their city.

Alison Cherry is an American woman who lives in Brooklyn, New York. She was born in Evanston, IL, the United States on June 1982, and then she went to Harvard University and got a degree of photography. She is a professional photographer and spent many years working as a lighting designer for theater, dance, and opera

production. Now she spends her time by writing young adult novels all the time. She published five novels; *Red*, *For Real*, *The Classy Crooks Club*, and *Look Both Ways*. Actually, *Red* is her first novel. However, Cherry succeeded to show her reader that discrimination can be happened in everywhere in a different way, usually discrimination is about discrimination of skin color, but Cherry changes it into hair color.

*Red* novel is about a girl whose name is Felicity lived in redhead sanctuary, which is a society that full of discrimination between redhead people and non-redhead people. Felicity gets everything that she wants since she had the reddest hair in the town. She got many things that other girls want; beauty queen, top student, and artistic talent. But, behind her perfection, Felicity has a big secret; she was not a redhead girl. She became redhead since she was child, her mother dyed her hair into red, Felicity truly hair color was strawbie blonde. Felicity's mother changed Felicity into her dream daughter and gives her duties to be a dream daughter. All of Felicity did are according to her mother's plan. In the middle of story, while Felicity competes in a beauty contest that held by the city, she got blackmailed and revealed out the real of Felicity, not the fake Felicity when she did the duty from her mother. The ending of the story, Felicity confessed about the truly of her hair color in front of people in Scarletville, she did it in the interview session of the beauty contest, the interview held in front of people.

Not only told about Felicity's live, Cherry as the writer of *Red* also showed about discrimination that happen in the society in the novel. In *Red*, the discrimination is clearly shown starting from segregation until bullying. The example of segregation that redheads did was separating in parking lots, by separating the facility showed that the discrimination that happened was clearly enough as if discrimination between black people and white people. Then, the example of bullying happened in school between redhead student and non-redhead student.

Theory that used in this study is discrimination based on three principle of social psychology in Charles Stangor's *Social Psychology Principles* (2012). This study also uses definition from some psychologists, some sources, and journals to support the definition of discrimination. In his book, Stangor stated that the principles of social psychology, which is cognition, affect, and behavior, apply to the study of stereotype, prejudice, and discrimination. This study uses the general meaning of discrimination and the elements that stimulate the existence of discrimination.

Social psychology is scientific study of the feeling, the thought, and the interaction toward people and people influence to the individual (Stangor, 2012). It is the

newest knowledge that appeared in the end of 19<sup>th</sup> century. In the year of 1900s, many psychologists did research about social psychology, starting from the theory of 'social facilitation' by Norman Triplett at 1897, which analyze about how the effect of the existence of other people in the individual performance who do the duty. There are three general topic in social psychology; individual process, inter-personal process, and grouping process. Individual process is about the performance of individual in a society. Inter-personal process is about the attitude, cognitive process, perception, and emotional. Grouping process is about social interaction, social effect, and racial issue.

Discrimination is unjustified negative behavior toward member of out-group based on their group membership (Stangor, 2012). Discrimination is included in the social psychology, especially in grouping process, it is about the interaction with other people or it can be said that discrimination is the behavior, which contain of cognitive element and affective element issue to stimulate the existence of discrimination. Discriminatory behaviors and practices may arise from the prejudice and stereotyping of people, but prejudice does not need a result in differential treatment or differential effect (Blank, Dabady, Citro. 2004).

Cognitive element or stereotype a general belief and expectations about the characteristics or attributes of a group of people (Feldman, 2003). Stereotypes only focused on the characteristics of the members from a particular group, it is more specific to be analyzed to the individual member of a group. It becomes general for the entire group since people frequently find the same characteristics while they face some members from the same group then people will think that all members of the same group have the same characteristics.

While in cognitive element, people specifically analyzing and evaluate the individual of people from a particular group, in affective element or prejudice people do global evaluative response to members in a group. Prejudice involve the general evaluate that means the target of prejudice people evaluated not based on the specific character of the individual member but it refers to the character in which mostly members in a group have.

The result of this study hopefully can contribute to the social psychology research within the theme of discrimination from the view of social psychology as new studies. Moreover, the application of stereotype, prejudice, and discrimination definition in this study hopefully can help the future researchers.

## METHOD

This study is a literary research, the data is taken from Alison Cherry's *Red* printed book, which published in London on 2014 by Quercus Editions Ltd. The data are in the form of dialogues, epilogues, and direct-indirect speech between characters in the novel that show about discrimination.

There are some steps for analyzing the data; first step is classification the data according to the statement of the problems by finding the quotations that related to. These classifications used to control the discussion into the topic of the study, which is about discrimination in the society and in the main character, Felicity. Second step is describing the quotation that has been delivered in a simple way of understanding and relating the data to the concept of discrimination. Third step is explaining the discrimination in society and the main character, Felicity, as the object of study. Fourth step is drawing the conclusion based on the analysis.

This thesis encompasses social psychology, which is used to analyze the data from quotation and dialogue in *Red*. This study uses the definition of discrimination in social psychology in Charles Stangor's book, which entitled *Social Psychology Principles*. Charles Stangor is professor of psychology at the University of Maryland, he received his BA from Beloit College in 1973 and his PhD from New York University in 1986. In his book, Stangor explains about Social Psychology, three principles of Social Psychology, which needed for this study to analyze the data.

## DISCUSSION

### Description of Discrimination

Discrimination is the general issue in which many countries around the world have this issue. By the time, many of psychologists found some new kinds of discrimination, including appearance discrimination that will be discussed in this study. This is the new kind of discrimination in which explain about discrimination only by people's appearance, another factor will not included in this theory. However, in this study that is about discrimination based on appearance will use principles of social psychology to analyze the data. The object of this study has unique case in which the society in novel, which is contain of redhead, discriminate other people out-group only by their hair color, they do not see the other factor, such as race, while they discriminate others. The discrimination that happens in the novel is clearly shown by redheads' attitude, utterance, and their action.

There are four levels of discriminatory while doing discriminate to another people. The first level or the discrimination that happen not too clear is *avoidance*

in which choosing the comfort of one's own racial group over interaction with another racial group. The second level or the discrimination that happen is clear enough but not dangerous is *Segregation* that occurs when people actively exclude members of a discriminated racial group from the allocation of resources and from access to institutions. The third level is the discrimination in danger level, it is *Physical attacks* that are closely linked to the expression of explicit prejudice and result from perceived threats to the in-group's economic standing and values, in this level, people have courage to fight the discriminated people physically.

The fourth level is the most dangerous level of discrimination, it is *Extermination* or mass killings based on racial or ethnic animus do occur that is typically encompass histories of institutionalized prejudice and discrimination. Extermination ever happen in Nazi period when they try to destroy the race of Asian and African, which they think that both race are having ugly appearance and they want to make a world that just have a perfect race, which be found in European race that have white type skin, blue-eyes, and pretty and handsome face. In this study, the level of discrimination in the object of study is in danger level, which is in the physical attacks level.

And that was why it took her a minute to notice Jonathan waiting by her car in the back of the parking lot, the section reserved for non-redheads. (Cherry, 2014, p. 307)

People of the society in the novel not only discriminate other hair color people in their neighborhood but in everywhere of the city. They also discriminate other people through facility that they use in their daily activity, not only by their behavior and their action. Even in school, where many young generations learn about everything that they never know before, the discrimination still exists. The words of 'in the back of the parking lot, the section for non-redheads' has to be underlined, it is the mistake that people in Scarletville has made. By differentiating the place in the parking lot show that redhead and the other hair color must be separated and no one can argue that. Unconsciously, young generations learn that redhead and non-redhead must be separated even they live in the same neighborhood.

Cherry wrote that the section for non-redheads is 'in the back of the parking lot', it shows about non-redheads' position in the society, they are always in the back of redhead people. Non-redheads are not important in the society, redhead look at them as if they are not the real Scarletville's people even they were born in that town. It because Scarletville is the national redhead sanctuary, the city that only focused on keeping the safety of the society of redhead and they give better facilities to them. In the

other side, there are non-redheads who were born in Scarletville but they do not get the facility that they should get, people always underestimate them and think that they should not get the same facilities as redheads get.

It can be seen from the differentiation of place in the parking lot of Scarlet High School, which non-redheads and redheads use the same facility but there is line that differentiates the place where they should take their car. It can be happens in every facilities in school where they are in one place but in different section. This fact shows that redheads turn over the condition of their past life where people always underestimate them and separate them from other people even they are in the same place. It is also the kind of discrimination that they do, which their discrimination goes too far, not only by their behavior and bullying but also in their facilities.

A dark cloud passed over Lorelei's face. Then she very deliberately removed the plastic lid from her soda and tipped it off her tray, directly onto Marina's white shirt. "Oops," she said sweetly as Marina jumped up with a shout. "*So* sorry about that. But look, your shirt matches your hair now!" Lorelei's friends laughed as ice cubes cascaded from Marina's lap and skittered across the floor. (Cherry, 2014, p. 43)

Redheads always show to non-redhead that they have powers in Scarletville as if stated in quotation above while Lorelei, one of redhead girls, bullied Marina, a non-redhead girl, by pouring her soda onto Marina's shirt. By bullying non-redhead makes redhead satisfy, they can show to non-redhead that they do not have place in Scarletville because this city is national redhead sanctuary; only for redhead. The character of Lorelei above is a redhead girl who grown up in a family who teach that redhead race is higher than non-redhead race and Scarletville supposed to be a sanctuary for redhead then non-redhead people should not live in the city.

The fact that there was a non-redhead talked back to Lorelei has made her angry to Marina, it proof from the words 'a dark cloud passed over Lorelei's face'. Dark cloud passed over means that there is changing in Lorelei's emotion to the 'dark' emotion, which is contain of anger, and then she takes an action to show to Marina if Lorelei has more power in this city than her. Feeling that she has been underestimated by a non-redhead person, Lorelei takes an action by pouring her soda right onto Marina's shirt.

Lorelei said as if she did not do anything bad instead she did it accidentally by saying 'oops' as if she accidentally pouring her soda onto Marina's shirt and say '*so* sorry about that' sweetly to Marina as if she regret about what she had done. The word '*so*' has to be underlined in that statement, it typed italic as if she really

sorry about what she already did. In fact, she never feel sorry after discriminate non-redhead people, she feels satisfy because she can show to non-redheads that they cannot fight her back, she has powers because she is a redhead.

The statement of Lorelei while she comparing Marina's hair and her T-shirt color in, 'but look, your shirt matches your hair now!', shows that she did something good because she can matches Marina's hair and her T-shirt color in the same color. Instead of regretting what she did to Marina, Lorelei feels that Marina should be thankful to her because she has matched Marina's hair color and her T-shirt color. In statement above show that everything that redhead did to non-redhead is not wrong, they just do well to them even they avoid them and discriminate them in many ways not only by their attitude. Redheads also freely take an action if there is non-redhead who fights back to them to show them about their position in Scarletville, which is lower than redhead people.

She finally brought her ancient laptop into bed with her, signed into RedNet —Scarletville's social networking site for redheads— and sifted through hundreds of photos from parties and school events... But nobody on RedNet socialized with brunettes, so Gabby didn't appear in a single picture. (Cherry, 2014, p. 134)

Felicity wants to find something about Gabby, a non-redhead girl, especially her photos. She tries to looking for it in RedNet —Scarletville's social networking site for redheads—. Logically she will find anything that she wants in RedNet including photos because it is a social network that focused on all people in Scarletville, not only redhead people but also non-redheads.

In fact, the thing that Felicity looking for is not exists. RedNet is only for redheads, they are truly eliminating the thing from non-redheads so that they just showing the things that only focused on redheads. Including the photos that they take from the parties and school event, which usually redheads and non-redheads be in the same place. Normally, there will be non-redhead who accidentally taken in photo even in the background, but they choose the photos carefully so that the non-redheads do not appear in any photo in the RedNet. It can be seen that the crews on RedNet are discriminatory; they do not want to show anything about non-redhead, they only focus in showing anything about redheads.

None of the RedNet's crews who socialized with any non-redheads, it is clearly stated in the statement that 'nobody on RedNet socialized with brunettes, so Gabby didn't appear in a single picture.' The crews are not only choosing the photos that will be showing in the website but they also never be socialized with any people from

different hair color. It shows that they are the real discriminatory who separating their life from non-redheads'. They do not want if anything in their website contain of non-redheads even for the photos. They think that non-redhead must not exist in any redhead's thing including their website.

It also showed that RedNet, one of the media in Scarletville approve the discrimination that exist in the city. It consciously teaches the young generation to be a discriminatory by not showing any information about non-redhead including the photos. RedNet is one of the lines that separating redheads from non-redheads, the facility that only exists for redhead to find the information about another redhead in the city. It teaches to young generation that their life should be separating from non-redheads life because their level is higher than them.

There should be the reaction of discriminated people while analyze the discrimination that happen in a society. The reaction can be their attitude toward discriminatory and their talking toward redheads. In this novel, Cherry also mentioned some of reactions of discriminated people clearly. She shows the reaction of discriminated people inside and outside Scarletville that give difference attitude while they express their reaction.

"This pageant is so lame," Gabrielle Vaughn said to Marina Rios, loudly enough to ensure that Felicity heard her. "I can't believe I have to write about this crap for the *Crimson Courier*." (Cherry, 2014, p. 17)

Gabrielle Vaughn —called Gabby—and Marina Rios is non-redheads girl who come to Scarletville Anniversary event to do their work from their school. Gabby tried to point Felicity out about her opinion about the beauty contest that held in Scarletville. She said that, 'this pageant is so lame', it because the contestant of the beauty contest mostly are redheads girl but they just pick one non-redhead girl to be the contestant. The committees try to cover the discrimination by putting non-redhead into their event even though people in Scarletville know that they just try to trick people from outside city to see them as fair committee. In fact, if the committees want to be fair, they have to put non-redhead girl more than one to give equality for non-redhead so that they can develop their skill.

The way Gabby talked to Marina show that she wants Felicity to hear even she did not directly talk to Felicity. She said it 'loudly enough to ensure that Felicity heard her', she knows that Felicity have better relation to other redhead moreover she knows that Felicity different from other redheads because she never discriminate non-redheads instead she wants to make a friend with them. That is why she said it loudly when Felicity walked

through their booth, she wants her to hear her opinion toward the event even the city about the injustice that happen to her community, non-redheads, then Felicity would share her opinion to other redheads and decrease the injustice that happens in Scarletville.

Gabby did not want to have a contact with any redheads event but she has to do her work from school to report anything that happen in the event, it showed from her unbelievable statement that she has to write about 'this crap' for *Crimson Courier*, the school newspaper. She is able to report any kind of news except redheads event, it showed by her unbelievable statement while she said her complain to her friend. Word 'crap' means the Miss Scarlet event, because Miss Scarlet is the redhead big event that only held once a year so many redheads gather and join with this event. Moreover in Miss Scarlet event, the social gap between redheads and non-redhead that already happen in Scarletville looked clearer than before.

Word 'crap' can also be meant as the redhead and the committee who join in the event. They are 'crap' because they treat non-redhead in bad way as if there is no use for non-redheads live in town and they cannot do the same thing as redheads do. Having those thought in redhead's mind make them put non-redhead lower than them, give difference facilities, and did not let them express their skill. Then, according to Gabby's statement, anything that did not give equality for all members in a community or all people in a city is a 'crap' and she cannot believe that her teacher give her work to report Miss Scarlet event that connect with any 'crap' of the city.

The blonde eyed Haylie's Scarletville High School Dance Troupe T-shirt with disgust, then turned away. "Scarletville girls", she muttered to her friend. "They think they're God's gift to the universe." (Cherry, 2014, p. 88)

There were two blondes and a brunette in line while Haylie tried to shove them back. By Haylie's action, one of the blonde's girls directly looked at the shirt that she wears and find the sign of Scarletville High School on her T-shirt. She directly realizes that what Haylie did because she came from Scarletville, the city of redhead people. It shown while she said 'Scarletville girls' by muttering to her friend, then she also said 'they think they're God's gift to the universe.' From the statement while she said 'Scarletville girls' to her friend, shows that this quote happen outside Scarletville. Then, from those two statements of a blonde girl, shows that she knew all the things about Scarletville and how people behave to the non-redhead in the city.

It also seen from the reaction of the blonde girl that she saw the Haylie's Scarletville High School Dance Troupe T-shirt with disgust then turned away to her

friend. It shows that she hates redhead people who live in Scarletville even she does not live there and did not feel how to be a non-redhead in the middle of redhead's discriminatory. She feels that redheads are something disgust, she thinks that how redhead people can feel that they are God's gift if they discriminate other people in different hair color. She does not want to get in touch with redhead so that after she looked at Haylie's T-shirt she just turned away to her friend.

Blonde girl said that 'they think they're God's gift to the universe', she reflects the redhead's attitude in Scarletville, which always underestimated non-redhead. She thinks that because they are God's gift, redhead separating themselves from other people in other hair color, they feel that they are better than non-redhead. Then, they should distinguish their place from non-redhead. The blonde girl thinks that they are over acting to understand about the purpose of their first mayor while building the city. He just want to make an environment that support redhead existence without being prejudice from another community, but the young generation of redhead thinks that they are the owner of the city and think that they are better than people in other hair color so that they can freely do something they want, including discrimination in Scarletville.

"Nobody *cares* if I say it, Felicity! It's always 'Oh look at the bitter brunette, she's just pissed she's not popular.' People automatically listen to you. You can do whatever the hell you want, and there are never any consequences. God, you have *no idea* what it feels like to grow up in a place where nobody takes you seriously." (Cherry, 2014, p. 237)

Gabby is the non-redhead one who expresses her feeling to Felicity as one of redhead people, which represents all non-redhead girls' feeling about the society that they live in. She makes Felicity realize that she as a non-redhead cannot speak up about what they feel the entire time. Other people, especially redheads will never hear their voice if they speak up about anything that they will. Instead of paying attention to them, redheads mock them and said 'oh look at the bitter brunette, she's just pissed she's not popular' as stated by Gabby above. Redheads never have minded that what they had done is hurting non-redheads, they never want to know what non-redheads feel while they discriminate them.

If there is a non-redhead who bravely speak-up to redheads about her feeling, they will only mock them and said that non-redhead did that just because they are not popular. Redheads think that people in different hair color, especially girl, want to be popular as them. In fact, non-redhead girls just want to be listened, they want equality between redhead and non-redhead, and they want to join in every club that they want to. Then, they

can exercise their skill and find their inner skill, which they do not know before.

It will be different if the one who said about the discrimination out loud is Felicity, the redhead one. Redheads will only listen to other redhead, especially her, they respects her by all she has, especially her red hair. They think it will be something worth if there is a redhead told something in front of them, meanwhile if non-redhead speaks up their feeling, redhead will think that they want to make sensation and want to be popular as them. They will never listen to non-redhead even if she tells something important to them. In the other side, they will listen to redhead even if they tell something unimportant to them.

As Gabby said that 'you can do whatever the hell you want, and there are never any consequences', she realizes what she will get if she becomes a redhead person. They can do anything that they want even they make a riot or do something they should not do without getting any consequences. Other people will not give them any punishment, they just see that what they do is not wrong, and they think that any people will do the same thing as they do outside the city. In fact, the entire thing those redheads do, especially for the young generations are wrong. They discriminate other people in different hair color just because their old generations do that and they feel that non-redhead should not live in city because they are not the redhead, the real residence of Scarletville.

In fact, there is not only redhead who was born and grow up in Scarletville there also non-redhead. But even non-redhead was born and grow up in the city, they still regard as if they are not the residence in Scarletville and cannot get all the facilities that offered by the redhead people. It stated in Gabby's confession above, that 'you have *no idea* what it feels like to grow up in a place where nobody takes you seriously.' She implicitly said that 'nobody takes me seriously even I grow up in this place', it because redhead underestimate her and all non-redhead that they cannot do the same thing as redhead do. Then, they would be think why they must take non-redhead seriously if they can do the same thing even better than redhead do, it will be better if they increase their attention to growth their own generation in their best condition.

### The Cause of Discrimination

No one has ever been born for disliking something that has difference in biological appearance from them. There always cause behind something that happen around people in a society, something they do that give the effect in their society. Also there is cause behind every individual movement; it can be they learn from the behavior of

adults around them or their parents who are their first teacher in their life. It is same with the fact that happens in society in Scarletville. Discrimination that happen in Scarletville has causes that exist around them and make redhead people in society has two choices; to discriminate other people in different hair color or not.

“And to add insult to injury, these poor scattered redheads were often much maligned in their communities, where they were considered oddballs and curiosities. Our priceless recessive genes would have been bred out of existence within fifty years had no one stepped up to prevent it! But my forward-thinking grandfather saw that we should bond together in solidarity, making precious redheaded children and raising them in a safe, supportive environment. Let’s hear it for Scarletville, our nation’s one and only redhead sanctuary!”(Cherry, 2014, p. 5)

In his speech, Mayor of Scarletville said that “to add insult to injury”, it can be concluded that redhead always get insulting from other people around them. The insulting that redhead people get can be coming from their population, which only four percent among all the population around the world. People who see them as if they see the weird community, it because their hair. Usually, people have black, brown, or blonde hair, but not with red hair. Instead of admiring people in red hair because their hair is unique and different from people in mostly population, other people humiliate redheads. They judge redhead badly without knowing who they really are, it hurts redhead as the mayor of Scarletville said ‘injury’.

Redheads realize that they are not accepted in their communities outside the city, it showed in Mayor’s speech while he said that ‘these poor scattered redheads were often much maligned in their communities, where they were considered oddballs and curiosities.’ They are ‘maligned’ in their communities outside city, it because they are different from other people so it makes other people ‘maligned’ them. Redhead people also are ‘considered oddballs and curiosities’ in the society, people think that human in red hair is strange, they are different from other people in most population.

In fact the population of people in red hair, which only four percent of the world’s population makes them are looked as ‘oddballs and curiosities.’ They have no chance to proof that they are not the same as people have looked at them. They can do the same thing as other people do even better, but before they proof it, other people will directly maligned them as oddball when they see their hair. People think that a human in red hair as them cannot do anything because they are different. It makes them cannot work in the job that they want; they

also become discriminated person in the school by having red hair.

By having population less than four percent in the world, redheads community are scattered around the world, which the most population of people in red hair is in America. While scattered from each other force redheads to struggle and fight back the negative prejudice from other people in their society by proofing that they are different. They can do better than other people thought, but they do not have enough support to proof that they are different. Because people will think that redheads are same with their prejudice just before redhead finish to proof that they are better than what other people think about them. It makes them have no power to fight the negative prejudice that other people give to them.

The mayor of Scarletville said in his speech about ‘our priceless recessive genes’, it supports the fact about people’s prejudice toward redhead. ‘Priceless’ can be meant as moral degeneration, something that useless. They looked as they are not important for other people outside the city. It also can be meant that their population around the world is just less than four percent, and then they think that they are priceless because they have less population than other race and they cannot do as other population does with their number.

The word ‘recessive’ means that their population in the world is just four percent and it scattered around the world. Redhead population is recessive by society around them and the birth. People have red hair from their gene, MC1R, which make their hair become red. If they want to have a redhead baby, they have to marry with someone who has the gene. The word ‘recessive’ also support the idea that their population around the world less than any other population and cannot be grow up even for ‘fifty years’. It can be they live scatter, not marrying with any other redhead so they can give a birth another redhead and increasing the population, and the others so they can grow up their number of population.

The mayor said that his grandfather, who is the founder and the first mayor of Scarletville, giving the idea that ‘they should bond together in solidarity, making precious redheaded children and raising them in a safe, supportive environment’. It happens when he saw that the population of redhead is less than others, they always get discrimination from other people and need to be unites so that they can safe each other from negative stereotype from other race. His grandfather thinks that redhead people need a place which they can freely live without being judge from other people, the place where redhead can live in their own neighborhood and avoid their children from other people who hurt them.

Mayor's grandfather built Scarletville as the place that granted all his dreams, the place where redhead people can raise, feel safe, and far from negative stereotype from another race. By his idea, mayor's grandfather hoped that the population of redhead could increase even not in significance. Then, mayor also said that 'Scarletville, our nation's one and only redhead sanctuary', it supports the first idea that Scarletville is the safest place of redhead to live without being judge negatively from another race outside the city. The one and only the sanctuary of redhead placed in Scarletville, Iowa.

In the result of being judge as a beastly sexual desire, they built Scarletville that is only for them, other people who have different physical appearance, especially in hair color, should not live there. They need equality as other people in different hair color; they want to have their own territorial, which no one would judge them negatively, seeing them as what they really are. However, time by time they remind themselves as God's gift because the population of redhead around the world is less than four percent. It can give two effects for redhead; first they will grateful even in small population because God gives gift to signed people and those are people in red hair, second they will feel that their position is higher than other people in different hair color because they are God's gift and will do anything that they feel other people deserve that without knowing what other people feel.

Felicity St. John, who had lived in Scarletville all her life, couldn't even begin to guess how many times she had encountered the phrase "national redhead sanctuary". It blasted from her clock radio every morning, repeated over and over by the DJs at Scarletville's classic rock station, KRED. It was printed under the masthead on the town's newspaper, the *Scarletville Gazette*. It was etched onto a plaque on the front of Scarletville High School. And Felicity was probably going to hear the clichéd phrase a hundred times more today. (Cherry, 2014, p. 3)

Felicity is the main character in *Red*; she was born and grown up in Scarletville with her mother and her younger twin brothers. She live in the society that full of discrimination even her mother, but Felicity never be a discriminator because she thinks that the differentiation in society must be appreciate not be discriminating. She 'couldn't even begin to guess how many times she had encountered the phrase 'national redhead sanctuary''. Means that, since Felicity was child until she grow up become teenager she always meet the phrase 'national redhead sanctuary' every where she go, which become slogan in Scarletville not just the information about Scarletville.

It stated that Felicity meet the phrase 'national redhead sanctuary' under masthead town's newspaper, on a plaque on front of high school, and blasted every morning from the radio. By stating the explanation that people meet the phrase 'national redhead sanctuary' in every place and media, shows that media in the city such as government, school, and mass media try to remind that the city is the sanctuary for redhead, they should be the owner of the city and they have power in the city.

Government, school, and mass media have the important rule in forming people's thought about the things that happen in Scarletville, including forming the society; they can influence people's thought easier than other media. It because they are directly connected with people and people needs them to know the newest information that they never know before. If all of them always mentioning the same phrase over and over again, people will unconsciously follow something that they share.

By sharing the phrase of 'national redhead sanctuary' has made redhead people think that the city is only for redhead people because the population of redhead not as much as other race, then people who have different hair color should not live in the city. If there are people in different hair color live in city, they will have no rights that overstep redhead's rights. For example, people in different hair color cannot join with selection club in the school whereas redhead people can join with the entire club.

Sharing the phrase 'national redhead sanctuary' in school make the student, which learn everything around them, think that redhead people is the owner of the city because the city is their national sanctuary. Student in different hair color thinks that their position in the city is less than redhead student, also by the behavior that redhead student and school management give to them make them realize their position. Then school is the most important media in forming the way student to think because student will make the future society, if people want to know the next form of society they just need to see the knowledge that school give to them and anything that they learn in school.

It also happen when the phrase printed under the masthead on the town's newspaper. Every morning people will read newspaper to know the news of anything that happens in town. They will read everything that printed on the newspaper, for example the advertisement, the opinion of people's column, including the phrase that is printed under the masthead, which is the strategic place for people to read it. If every morning people always read newspaper, which there is 'national redhead sanctuary' phrase under the masthead, they will unconsciously



follow the phrase and apply it in their daily live that the town is the sanctuary for redhead people.

Media in city try to remind people that Scarletville should be for redhead only, other non-redhead people should not live in there. It shows from the way they share the phrase 'national redhead sanctuary' that is not only in town's newspaper but also in Scarletville's radio in every morning. Morning is the time when people's mind still in fresh after they have long break time, sleep. If people listen to the same thing repeatedly they unconsciously will apply it in their daily life. Then media in Scarletville use that strategy to deliver the value of 'national redhead sanctuary' to people.

Felicity also heard the same phrase 'a hundred times more today' at the anniversary of Scarletville. The increasing number of repetition here show that every media in city more active to remind people about the redhead sanctuary since it was the anniversary day of Scarletville. Since people of the city want to make the city as red as their hair just to show that they are the owner of the city, only redhead who should live there because Scarletville is 'national redhead sanctuary'. They also want to show to other people who come from outside city to report the anniversary event in Scarletville or just to see and join the event that Scarletville's people, especially redhead, held for the anniversary day that the city is redhead city. All the things in city are set on red color to support the media that sharing Scarletville's slogan.

The banner fluttering in the breeze outside City Hall read SCARLETVILLE, IOWA: NATIONAL REDHEAD SANCTUARY. (Cherry, 2014, p. 3)

Sentence above comes in the beginning of paragraph at the opening sentence of this novel, *Red*. Cherry opened her novel with a short explanation of Scarletville, a city in Iowa, 'national redhead sanctuary'. If the phrase of 'national redhead sanctuary' be separated become national—redhead—sanctuary, the meaning of every words are citizen of a particular country—people in red hair color—a place to protect people. It can be concluded the meaning of this phrase that Scarletville is a place that protects the society of people in red hair color in a particular country; Iowa State.

This phrase hang on the outside of City Hall, which is a place that important in a city, it is the place where people gather when there is an event held in the city. It is a strategy place to show the identity of the city, usually government use City Hall to put something that show about the identity of the city. It can be mascot or banner that show the short explanation of the identity of the city. Then, the government in Scarletville use banner to show to every people; resident or not, about the Scarletville's identity.

However, this sentence brings some questions to the reader, such as why Cherry uses this sentence as the opening sentence in her novel? Is she tried to show her reader that Scarletville is a place for redhead people? Then, the answer is yes, she try to show her reader that 'sanctuary' means that Scarletville is the one and only place for redhead people. By placing banner outside City Hall where people usually gather while there is event, it reminds people in the city that Scarletville is a place for redhead people and redhead can do anything that they cannot do outside the city.

Redheads cannot do the same thing as other people do because of the discrimination that other people do to them outside the city; they need place where they can do everything without being judge as the beastly sexual desire. Therefore, they built a city that they called as sanctuary because only in Scarletville they can feel free and protected from other people who judge them negatively without knowing who they really are before. However, because of they live in redhead sanctuary, their 'home', means that they become the major race in Scarletville, they feel that they are full of power. It because they feel that Scarletville is their place and no one can take it from them; it built only for them where they can live peacefully without being judge from another race.

By hanging the banner that is written 'national redhead sanctuary' also giving other redhead, who looking for the safe place for them, indicate that they find the right place and only in Scarletville they can raise their children safely without being judge from other people who may be their neighbor outside the city. Scarletville's people also invite other redheads who live outside city to come and live with them by showing them a banner that hanged outside City Hall of Scarletville.

From those three quotations above, it can be seen the discrimination, the behavioral element, that happen in the society of redhead because of the negative stereotype and negative prejudice that they get before they build the city. Some theorist have suggested that the activation of relevant concepts directly triggers corresponding responses, because the representations involved in perceiving and understanding a behaviorally relevant concept are also involved in executing related behavior (Baumeister and Finkel, 2010). Other theorist argued that automatic behavior reflects the application of accessible concepts to the momentarily active representation of the self (Wheeler, DeMarree, and Petty, 2007).

Behavioral manifestation of stereotypes and prejudice is the self-fulfilling prophecies (Darley and Fazio, 1980). Self-fulfilling prophecies are the expectations about the occurrence of a future event or behavior that act to increase the likelihood that the event or behavior will

occur. It caused by the labeling or stigmatization process, the characteristic that is considered disliking of many people (Dayakisni and Hudaniah, 2009). The effect of labeling can be for long time in people's reaction, but this effect can be hold because the labeled people can use their past to avoid other people for not learning and knowing their stigma.

## CONCLUSION

Based on the previous chapters, there are two points that can be concluded in this study. Those are in line with the problem of the study.

First point is coming from the depiction of discrimination, wherever discrimination happens in a society there will be some people who feel as discriminated people. If there is no people who feel as discriminated people, it cannot be said as discrimination. The conclusion that we can get is the discrimination in Scarletville's society is clearly be seen even from the reaction of discriminated people. Cherry as the author of *Red* clearly show the discrimination that happens in Scarletville's society. She depicts the discrimination by redheads' way to talk, their behavior, and their action to non-redhead around them. In her novel, Cherry also put the depiction of discriminated people and their feeling toward the discrimination.

From the analysis in the previous chapter, it can be concluded that the discrimination level in a society can be seen from the way discriminatory discriminate other people. While discriminatory only express their discrimination only by their behavior, it means that the level of discrimination is low. When they express it by their talks, it means that the level of discrimination is in the middle because they want to warn others only by their talking. But if they express it by their action, the discrimination that happens in the society is in the high level.

As seen in the analysis chapter above, the way redheads discriminate other people in different hair color include those three things that have been explained above. It means that the discrimination that happens in Scarletville is in the high level, which redheads can do anything they want to make sure that other people in different hair color know their place. In the part of sub-chapter in the previous chapter above, which explained about the depicted of discriminated people, also show that non-redhead really hate what redheads have done to them. It is like non-redheads cannot do anything but being underestimated by redhead, they do not even get the chance to proof that they can do better than them. It because redhead will take an action if non-redhead will do anything that will try to fight them back then non-

redhead cannot do anything else but keep quiet because even redhead hurt them, the city will not punish redhead.

Second point is coming from the cause of the existence discrimination in society of Scarletville in the second sub-chapter on analysis chapter above. The conclusion that can be gets from this point is the discrimination thought in redhead's mind coming from the negative prejudice that they got from other people outside city before they build Scarletville as their sanctuary place. Besides that, they also brainwashing their young generations' mind by putting the same phrase repeatedly in their media, such as radio, newspaper, even in school. The phrase that they put is 'national redhead sanctuary', by this phrase redhead's young generations will think that Scarletville is their own place. It built only for them because it is the redhead sanctuary and people in other hair color should not live in the city.

Media is the important thing that can make people's way of thinking change easily by the thing that they show repeatedly. It will make people unconsciously follow the thing that they repeat. In this case they want redhead younger generations think that Scarletville is their own place and unconsciously discriminate other people in different hair color. Then by discriminating non-redhead, they will go out from Scarletville. It can also be meant as unconsciously expulsion. Plus, redheads' history that they ever be the discriminated people increases their hatred toward non-redhead and makes them braver to do any things while they discriminated non-redhead.

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