



REPRESENTATION OF RACISM IN MOVIE “IP MAN 4: THE FINAL”

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ABSTRACT

*Racism refers to the attitude of racism in society. Racism is often associated with the concepts of ethnocentrism, prejudice, and discrimination. Racism is born from human nature as social beings who sometimes view their relationship with other humans as limited by physical differences. Some people believe that they are better than others, simply because of the color of their skin. Racism can be understood simply as someone who behaves differently towards other people based on their skin color or culture. This study aims to uncover the representation of racism in the film "Ip Man 4: The Finale".*

*Semiotics is a branch of science that examines the problem of signs and everything related to signs, such as sign systems and processes that apply to signs. communication tools that are typical in society.*

*This study uses a qualitative interpretive approach and Roland Barthes' semiotics method with three elements of analysis, namely denotation, connotation and myth. The research subject used in this study is the film "Ip Man 4: The Finale" using observation and documentation as primary data. Secondary data in the form of literature study with books and electronic literature.*

*Researchers found that acts of racism committed by Americans against ethnic Chinese are more likely to insult the color of the skin of the Chinese. This is because the Chinese are part of the Asian Mongoloid race, which has brown to yellow skin color. Meanwhile, Americans belong to the Caucasoid race who have white skin so that there is a very visible difference in the skin color of each of the two races. The findings were found after analyzing the meaning of myths in each part of the scene that the researchers examined.*

*Ethnic Chinese who belong to the Asian Mongoloid race and minorities in America get racism from Americans who belong to the Caucasoid race. The acts of racism found based on the results of the analysis of the meaning of myths are more likely to say insults to skin color. This act of racism can happen to ethnic Chinese even because of the anti-Asian sentiment that has been happening in America for a long time.*

**Keywords:** *racism, race, semiotics, film, ethnic, chinese*



## INTRODUCTION

Humans scattered all over the face of this earth must have differences. The differences start from skin color, physical form, religion, and culture. From each of these differences finally created a grouping that we now know as "race". Race refers to the category in which society places individuals based on physical characteristics such as skin color, hair type, face shape, and eye shape. Although many believe that race is determined by biology, it is now widely accepted that this classification system was in fact created for social and political reasons. There are actually more genetic and biological differences within racial groups defined by society than between different groups.

Racism refers to the attitude of racism in society. Racism is often associated with the concepts of ethnocentrism, prejudice, and discrimination. Racism is born from human nature as social beings who sometimes view their relationship with other humans as limited by physical differences. Some people believe that they are better than others, simply because of the color of their skin. Racism can be understood simply as someone who behaves differently towards other people based on their skin color or culture.

Racism doesn't just happen in real life. In fact, acts of racism have now begun to enter the mass media. One of the acts of racism that now often occurs is on social media. It is easy now that people carry out acts of racism on social media by simply commenting on sentences that contain elements of racism so that they can provoke the anger of social media users. In fact, acts of racism often occur in real life. How can people easily insult a certain ethnicity or demean a certain ethnicity and consider their ethnicity the best. Of course this can cause conflict in everyday life when it happens.

In general, it is ethnic minorities who experience racism the most. This can happen because ethnic minorities are considered very different from the majority. Thus, treatments related to racism often occur among ethnic minorities.

For example, quoted from detik.com (Edi Wahyono, 2021, accessed on March 23, 2022), Merry is an Indonesian citizen who now lives in the United States, not her real name. Merry is an ethnic Chinese who used to live in Solo, Central Java, who became the target of public outcry during the riots in 1998. After the 1998 riots, Merry was invited by her mother to live in the United States. In 2000, after all administration was completed, Merry was only able to invite his entire family to live in the United States with the hope of living in peace and getting a much better life than living in Indonesia. However, in reality what Merry hoped for did not happen. Especially since the COVID-19 pandemic occurred in the United States. Two of Merry's children who have ethnic Chinese blood became victims of racism in the near future. At that time, his second child who was 25 years old had just experienced acts of racism by white people by pouring coffee and alcohol along with racist words that said "Go back to your country, why are you here carrying the virus". After that, acts of racism experienced by his third child who was 15 years old a few days later. He met a group of white people. Suddenly they immediately spat on their third child Merry and again issued racial hate speech that was almost the same as his brother's.

Examples of other cases also still come from the United States. Quoted from cnbcindonesia.com (Thea Fathanah Arbar, 2021, accessed June 30, 2022), a 27-year-old man named Denny Kim was beaten and at the same time received acts of racism in the form of shouting by saying "You have the Chinese Virus, go back to China".

From the examples above, it proves that ethnic minorities are often easy targets for acts of racism. Not only in Indonesia, but even in the United States, countries that have developed



acts of racism still exist. Because of acts of racism that occur, there are many films that tell about acts of racism based on true stories or just fiction, but the stories are made based on social realities that occur.

Films related to acts of racism have also been studied by several people. As stated by Dony Martuahan P (2012) from the National Development University "Veteran" Yogyakarta with the title "Analysis of Semiotics of the Meaning of Racism in the Film "8mile". According to him, the film "8mile", played by Eminem, a white rap musician actor, who grew up in the American city of Detroit, is someone who really likes rap music. in the city, which is between whites and blacks. The word "8mile" itself is a street name in the city of Detroit, where on the street is the name of the street where Smith lives with his sister and mother. Then, as stated by Altobeli Lobodally (2020) entitled "Marginalization of Eastern Indonesian Society in the East Indonesia Time Program Net TV". According to him, the people of Eastern Indonesia have their own charm for television workers. Their different physical characteristics and the information gap experienced by the people of Eastern Indonesia have actually become a joke, which in effect is an income for the television industry.

From the act of racism experienced by the Chinese, it was finally made into a film "Ip Man 4: The Finale". The film "Ip Man 4: The Finale" tells the story of Ip Man who wants to find a school for his son named Ip Chun in the United States. However, upon arriving in America Ip Man faced a problem his student named Bruce Lee who had founded a martial arts school got racism from white people. Finally, Ip Man fought for the ethnic Chinese in the United States not to get racist acts in the future but it was not that easy.

The film "Ip Man 4: The Finale" quoted from imdb.com (accessed March 23, 2022) received a rating of 7 out of 10. The film "Ip Man 4: The Finale" has also won 12 awards and was nominated 10 times. Revenue from the movie "Ip Man 4: The Finale" from around the world reached a very large number. The revenue of the film "Ip Man 4: The Finale" reached 1.7 trillion Rupiah, making the film "Ip Man 4: The Finale" the series with the highest sales compared to the previous series.

Therefore, the researcher wants to examine the film "Ip Man 4: The Finale" using Roland Barthes' Semiotics Analysis. The reason the researcher uses Roland Barthes' Semiotics analysis is that there is a strong semiotic element in the object that the author wants to examine, namely through texts and visuals that demean Chinese ethnicity by Americans.

## LITERATURE REVIEW

### Semiotics Study

The word semiotics is often used by scientists from America, while scientists from Europe use the word semiology more often than semiotics. In fact, these two terms, semiotics and semiology, have exactly the same meaning, although the use of either of the two terms usually indicates the thought of the usage: those who join Peirce use the word semiotics, while those who join Saussure use the word semiology. However, there is a tendency, the term semiotic is more popular than the term semiology so that Saussure followers often use it (Sobur, 2017: 12).

Signs are the basis of all communication. Humans, through signs, can communicate with each other. Many things can be communicated in this world. The study of semiotics until now has distinguished two types of semiotics, namely communication semiotics and signification semiotics. The first emphasizes the theory of sign production, one of which assumes the existence of six factors in communication, namely the sender, the receiver of the code (sign

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system), the message, the communication channel, and the reference (the thing being discussed). The second emphasizes the theory of signs and their understanding in a particular context. In the second type, there is no question about the purpose of communicating. On the contrary, what is prioritized is the aspect of understanding a sign so that the cognition process in the recipient of the sign is more concerned than the communication process (Sobur, 2017: 15).

Semiotics is a branch of science that examines the issue of signs and everything related to signs, such as sign systems and processes that apply to signs. communication tools that are typical in society. At first, the term semiotics (semieon) was used by the Greeks to refer to science, which studies the system of symbols or sign systems in human life. From this root word, the term semiotic is formed, namely a scientific study of literature that examines the system of symbols and relates to responses in works (Rusmana, 2014: 5).

### **Race**

Basically, humans are the most perfect creatures of God on this earth. Physical differences that we can see clearly in everyday life have resulted in classification. The word "race" we often hear and talk about when it comes to humans, both in the majority and in the minority towards humans.

Due to the classification of humans based on physical differences and characteristics resulting in discrimination against certain minority groups that inhabit a country. Race is a group of people who share the same innate physical characteristics. When we mention a certain racial group, then the characteristics we bring up are physical characteristics, not cultural characteristics. Broadly speaking, humans are divided into 3 main racial groups, namely the Mongoloid race (yellow and brown skin), the Negroid race (black skin), and the Caucasoid race (white skin) (Maryati, 2016: 8).

### **Racism**

The occurrence of racism is certain because there is something that triggers it, therefore if you look at history. Racism originally came from America, the incidence of racism in America started from some people who settled in American territory. They think that he is an entity that is more noble and high in rank. America is a country with people who are mostly immigrants from parts of the European continent, Native American tribes were eliminated after immigrants came and flocked to make new land to be used as a place to live and settle there. Initially the poor and powerless Europeans were employed as slaves in their day. However, after the arrival of the Africans and the Negro race they replaced them and made black people who were considered more suitable to be slaves because they were considered lower in level or degree than Americans.

This slavery can be seen from the history of America which saw the arrival of some Africans as immigrants. In 1619, a Dutch ship carrying 20 Africans to the American mainland was then stationed at the British Colony Of Jamestown, Virginia. Slavery spread rapidly through the American colonies. Although it seems impossible to give an accurate time estimate, some historians estimate that there were 6 to 7 million slaves imported by the New World (now known as America) in the 18th century, then seized the African continent from the indigenous people who existed and then took the slaves. men and women who are considered the most healthy and tough and can be made slaves (Mullen, 2018: 2).

History explains that the racism that occurred in America started with slavery then people thought that black people could only do labor work and did not get comfortable and decent life.





As a result, the coercion brought by the people who were considered to have colonized the African mainland and brought it to America, made black people have to adapt to their new environment and get bad treatment for them.

From history, we can see that racism is an act that is not good and even unpleasant to people who experience it. The origin of the word racism itself can also be explained that according to Alo Liliweri said that the word racism was taken from the basic word, namely race which was taken from French and Italian, namely "razza". The word "razza" can be interpreted first, namely as the various differences of the population or differences in human existence.

## Film

Film is an audio-visual communication medium to convey a message to a group of people gathered in a certain place. Film is also considered as a powerful mass communication medium to the target masses, because of its audio-visual nature, film is able to tell a lot of stories in a short time. When watching a film, the audience seems to be able to penetrate space and time which can tell life and can even influence the audience (Stanley, 2012: 231).

There are those who think that the film is a mere entertainment show, there are also those who think that the film is a medium that can provide learning for the audience. For filmmakers, it is not uncommon for them to make films based on personal experiences or real events that are brought to the big screen. Because basically the film always records the reality that grows and develops in a society and then projects it onto the screen (Sobur, 2006: 126-127).

Various film themes have been produced as a means of entertainment and delivery of messages for the audience. The strength of the audio-visual format in the film is considered to be able to touch the feelings and morals of the audience. Films are often a place for the makers to convey implicit moral messages for the audience (target audience) of the film. Certain messages in a film are communicated to be read, or decoded by the audience, and subsequently influence the individual understanding of the audience (Ilham, 2010: 159).

It can be said, that film is part of mass media communication that is audio-visual in nature and has the aim of conveying certain social or moral messages to the audience. Because of the reality that grows and develops in society, films can be created almost the same as what the audience feels. So, while watching and finished watching, the audience can feel the sensation of closeness to the scenes in the film.

Mass communication produces a product in the form of communication messages. The product is distributed, distributed to a wide audience continuously and at fixed intervals, for example daily, weekly or monthly. The message production process cannot be carried out by individuals but must be carried out by institutions and requires certain technology. Thus, mass communication will be mostly carried out by the film industry community (Romli, 2016: 2).

## RESEARCH METHOD

In the concept of research, the subject refers to the respondent or informant or informant who wants to be asked for information or extract data. Meanwhile, the object refers to the problem or theme being studied (Maryati, 2017: 184). The subject of this research is the film "Ip Man 4: The Finale". The film "Ip Man 4: The Finale" is a film that contains a strong element of racism in it. In the film "Ip Man 4: The Finale" contains audio, visual and text which are also part of the research subject. Researchers also analyzed using a descriptive paradigm.

The film "Ip Man 4: The Finale" tells the story of Ip Man who goes to the United States to find a new school for his son, Ip Chun. However, Ip Man also wants to help his student, Bruce



Lee, to build a martial arts school in the United States. However, Bruce Lee encountered difficulties while building the school and was faced with racial discrimination while struggling to maintain the school.

In this study, researchers used interpretive qualitative research. Qualitative research is an activity to examine research subjects in their daily living environment. By using a qualitative approach the researchers tried to describe in detail and get as complete information as possible about "Representation of the Meaning of Racism in Ip Man 4: The Finale".

The research method is basically a scientific way to obtain data with a specific purpose and function. Based on this, there are four keywords that we need to pay attention to, namely the scientific method, data, objectives and functions (Sugiyono, 2013: 2). In this study, researchers used the method of content analysis of semiotic texts. The method and analysis of semiotics are qualitative. This is because the basic assumption of semiotics is the study of signs, where in interpreting it each person will vary according to culture, ideology, experience and so on. Therefore, semiotics as a sign interpretation method has a subjective nature. So, semiotic analysis would be more appropriate to use a qualitative approach because qualitative research methods are subjective so that the research instrument is the researcher himself (Vera, 2014: 9). The intended qualitative research method is qualitative research that does not rely on evidence based on mathematical logic, the principle of numbers, or statistical methods (Mulyana, 2013: 150).

As a scientific discipline, approach, methodology, or field of studies, semiotics now seems to be widely known not only by academics, but also by students, especially in the communication science study program. Semiotics has indeed become a very important field of study in the communication discipline (Sobur, 2017: 3).

Semiotics refers to a field of study that studies the meaning or meaning of a sign or symbol (Sobur, 2017: 11). The term semiotics which was presented at the end of the 19th century by the American pragmatic philosopher, Charles Sanders Peirce, refers to the "formal doctrine of signs" (Sobur, 2017: 13).

Semiotics is a science or analytical method to dissect signs. Signs are tools that we use in trying to find a way in this world, in the midst of humans and with humans. Semiotics basically wants to study how humanity interprets many things. Meaning means that objects not only carry information, in which case the objects want to communicate, but also constitute a structured system of signs (Sobur, 2018: 15-16).

The researcher uses two types of data to collect the necessary data which will then be investigated. The first data is primary data and the second is secondary data. Primary data is data obtained directly from the field or laboratory, collected, and processed by organizations or individuals. This data can be obtained through interviews, questionnaires, or observations (Maryati, 2017: 190). Researchers collect primary data by using observation and documentation. Researchers make observations by observing, analyzing and understanding all the text contents of the scenes contained in the film "Ip Man 4: The Finale" so that researchers can obtain the data needed by researchers.

Documentation is collecting data by taking data from records, documentation, administration in accordance with the problem under study. In this case, documentation is obtained through documents or archives from the research institution (Kriyantono, 2010: 120). The primary data contained here is the film "Ip Man 4: The Finale" which has a duration of 1 hour 45 minutes 10 seconds.



Secondary Data is data obtained by an organization/individual from another party. This data is not directly obtained. This data is obtained from reading, either newspapers, magazines or libraries (Maryati, 2017: 190).

In analyzing this research, the researcher also uses secondary data such as books, literature reviews and electronic literature related to the research theme to be studied.

To get the results from the film "Ip Man 4: The Finale" regarding the representation of the meaning of racism, the researcher uses data analysis techniques with the semiotic theory of Roland Barthes.

Roland Barthes explained that the denotative sign consists of a signifier and a signified. According to Roland Barthes, denotation is the first level of significance and is actually more associated with the closedness of meaning (Sobur, 2017: 70). Denotation refers to what is believed by common sense / common sense, the observed meaning of a sign (Fiske, 2012: 140). The connotation in Roland Barthes's framework is more synonymous with ideological operations, which he calls myths and serves to reveal and provide justification for dominant values that prevail in a certain period (Sobur, 2017: 71). Connotative is a sign whose marker has an implicit, indirect, and uncertain openness of meaning or meaning, meaning that it is open to new interpretations (Vera, 2014: 28).

According to Roland Barthes' thought, apart from the sign and then the sign is interpreted, there is a myth. Myth is a type of speech (type of speech) which means something that has settled in people's minds (Vera, 2014: 28). The research results that have been collected will be re-matched through the data that has been obtained from the literature study and existing theories so that the conclusions that have been summarized have the correct and appropriate level of confidence.

## RESULT AND DISCUSSION

Researchers in this study used Roland Barthes Semiotics analysis. Roland Barthes said that there are three stages to analyze through denotation, connotation and myth. After the researchers conducted research from the three stages. It turns out that in the whole myth in each scene it is explained that there are acts of racism committed by Americans against people of Chinese ethnicity or have an Asian Mongoloid race who tend to have tan/yellow skin color. Chinese. The insults that were carried out were also supported by the history of Americans' dislike of ethnic Chinese people.

As reported by [cnnindonesia.com](http://cnnindonesia.com) (accessed August 26, 2022), there are several cases of racism experienced by ethnic Chinese in America, such as in the 1850s immigrants of Chinese descent began to come and settle in the United States in relatively large numbers. At that time, they came to work in mining and railroad construction. But since then, a racist trope has emerged that "Asian people come to look for white jobs". Finally, the anti-Asian sentiment at that time continued to be ingrained in some Americans.

Then, on October 24, 1871, at least 500 white and Hispanic people surrounded and attacked a small Chinese community in Los Angeles. At least 17 men and boys of Chinese descent were hanged to death, including a prominent doctor in the area. Then there were dozens of Tionhoa residents who were hanged in several downtown locations.

Then other acts of racism that entered the realm of law in the 1870s further strengthened anti-Asian sentiment in America. At that time, Asian descent often became scapegoats for the social and economic situation in Uncle Sam's country. In 1882, the United States Congress passed the



Chinese Exclusion Act. The law prohibits Chinese immigrants from entering the United States for 20 years.

From these 3 cases, the United States dislikes people of Chinese ethnicity/Asian Mongoloid race. Because of the three cases is history that had been in the past. So, don't be surprised if in the film "Ip Man 4: The Finale" the racism that is carried out is so clearly visible.

## CONCLUSION

This research is entitled "Representation of Racism in the Film "Ip Man 4: The Finale". This study uses an interpretive qualitative approach with the Roland Barthes Semiotics method. This study aims to uncover the representation of racism in the film "Ip Man 4: The Finale".

After the researchers analyzed the denotative meaning, connotative meaning, and mythical meaning in each scene. Based on the results of the research that the researchers did, it turns out that in the myth meaning section there are acts of racism committed by Americans against ethnic Chinese/Asian Mongoloid races. The acts of racism by Americans tend to insult the color of the skin of the ethnic Chinese. Because the ethnic Chinese belong to the Asian Mongoloid race, which has yellow to brown skin, it is different from Americans who have white skin or enter the Caucasoid race, so there are physical differences. Americans also think that ethnic Chinese/Asian Mongoloid races are not worthy to be leaders in America, ethnic Chinese/Asian Mongoloid races must be submissive or obedient to Americans. Because Americans feel this is their country while ethnic Chinese are only considered as immigrants. So that the acts of racism committed by Americans against ethnic Chinese are also due to the anti-Asian sentiment that has long existed in America. It is evident from the histories that have been explained by researchers.

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