

PREJUDICE TOWARDS SKIN COLOR IN FILM *FRUITVALE STATION* BY RYAN COOGLER

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Abstract

*This research examines the prejudice based on skin color depicted in the film *Fruitvale Station* (2013) by Ryan Coogler. Utilizing qualitative methods and integrating the intrinsic elements of fiction approach with Nelson Todd and Michael Olson's prejudice theory. The study focuses on Oscar's characterization as a young African-American man burdened by societal biases, culminating in his unjust death. By not excluding other elements in the intrinsic structure, it is impossible to do so because each element has a close relationship in forming a unified literary work. The research highlights the impact of racial prejudice on Oscar Grant, the main character, who faces systemic injustice and stereotypes despite his efforts to improve his life. The prejudice theory reveals how cognitive, affective, and behavioral dimensions of prejudice contribute to stereotypes and structural inequality. The findings underscore the destructive consequences of racial prejudice on individuals and society. This research confirms that skin colour prejudice in America, as experienced by Oscar Grant, is still a real danger that significantly impacts people's lives. This theme is not only relevant in the context of Oscar Grant, but also highlights the need for deeper social awareness to eliminate prejudice and discrimination*

Keywords: Prejudice, Injustice, *Fruitvale Station* Film

INTRODUCTION

Prejudice is the term used to describe predetermined, unsubstantiated assumptions about others based on perceived categorization disparities (Fish & Syed, 2020). Prejudice obviously exists in every individual. Prejudice has always been the first thing that crosses in people's mind. However, it affects people in various levels. This often leads to negative directions that cause many problems for the perpetrators and victims of these unfounded prejudices.

Prejudice according to Allport in *The Nature of Prejudice* is described as an avoidant or hostile attitude towards someone who belongs to a group, simply because he belongs to the group, and is therefore considered to have unpleasant traits like those of the group (Syamsudin et al., 2023). It is a complex social phenomenon that often has negative impacts both individually and socially. Racism and discrimination in America have not really disappeared from society, especially injustice against the black community. This issue is important to study because it still exists.

Issues of prejudice and discrimination against black people are often encountered in American film productions because this phenomenon has not really disappeared from American social life. Films like *Green Book* (2018) *Blackkklansman*