

Sustaining Rasicm In Popular Literature The Girl With Louding Her Voice By Abi Dare'

Muna Alfadlilah

Magister Sastra

Universitas Gadjah Mada

e-mail address: una@gmail.com

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ABSTRACT

Popular fiction is part of popular literature that is very like and read by the society. The desire of the public to consume literary works is very related to tastes and what is viral in society at that time. Every that moves the public in the consumption of society is certainly driven by a belief, one of which is the belief in the issues that exist in society. One of the issues that exist in society is racism. Strong racism arises because of differences according to ideology in the western view. This study examines the analysis of sustaining racism with a postmodern approach in the novel *The Girl with Louding Voice* by Abi Dare'. Explaining that women cannot live freely and are not given the opportunity to run and continue their education. This article used postmodern approach with seeing the phenomenon about society to literature. The result of this study is that society still has several points of view regarding racism so that many consume this literary work. Fiction that is still hotly discussed by the public about the lives of black people.

Keywords: Rasicm, postmodern, popular literature.

INTRODUCTION

Popular literature attaches great importance to readers. According to Adi, in contrast to literary works which are more concerned with values or elements of art, popular fiction is more reader-oriented (Adi, 2011: 30). They are not invited to find meanings but to feel comfortable in reading works of popular literature. It is obtained from the literary stories themselves. Popular literature does not aim to make readers bored but to enjoy stories with plots that suit their tastes. One of them is a type of popular fiction story. Fictional stories that we know sometimes make us feel bored, but not with popular fiction. Popular literature is not always in the form of fiction but can be in the form of non-fiction. It usually contains the reality of life that is packaged not in the form of literary imagination. Regarding popular fiction, it is certainly inseparable from the prose of the past. It happened because it was in line with modernization, industry, and urbanization. In addition, developments occurred in the form of literature. American and British popular fiction has become part of fulfilling the entertainment needs of people around the world (Adi, 2011: 24).

Writers can make readers enjoy literary works with presentations that are trending in society. They will feel comfortable when reading the work. It is also related to the exclusion of double meanings. The importance of popular literature is that writers always imagine readers. They will read the writer's works in fulfillment of trends in society. The characteristic of popular literature is temporary. This transience occurs because of its nature which is only for entertainment. As a cultural product, popular literature is in great demand by the public. The stories presented are closely related to everyday people's lives. This is one of the attractions of it. They do not need to bother translating the contents of popular literary stories.

One of the popular literary is the fiction novel. The title is *The Girl with a loud voice* by *Abi Dare*'. On the Amazon.com website, it won awards in *The unforgettable inspiring Bath novel* in 2018 and the *New York Times bestselling* in 2022. It was written full of diverse cultures. The characters in it are very likable. It cannot be denied that the theme raised in the novel is also provoking with substantial and relevant content. The theme in it seems strong, emotional, and easy to remember because it is very relevant to current issues. It is an unforgettable inspirational story of a teenage girl growing up in rural Nigeria. She wanted to get an education so she could find his "big voice" and speak for herself. *The Girl with a Loud Voice* tells a heartbreaking story but with a victorious ending. It is a story about the struggle for achieving a dream. Adunni, the character in the novel never forgets her goal to get out of her poor life. She wants to build the future that she has chosen for herself. However, Adunni's father sold her to become the third wife of a local man. The man wanted Adunni to give birth to a son. When Adunni flees to the city, she hopes for a better life. She found that the only option is to become a slave to a rich family.

The novel became popular because it raises issues that occur in society. Apart from that, many incidents in society still consider racism to be a radical thing that is currently happening. Readers are interested and want to know how the story ends. They want to know whether the ending of the novel satisfies readers of popular literature in the West. When you read the book that you like, you will react to issues so that it will have a positive effect and satisfaction. Perhaps, from this literary work, the author hopes to stop racist behavior. It can be started by changing our views and what is on our minds. However, as Donald Noel (1972) has argued, racism is a characteristic. It is because racism is a culturally and historically limited phenomenon. The term "racism" is often used to describe the hostility and negative feelings of an

ethnic group towards other ethnic groups. In fact, in everyday life, racism is widespread. Antipathy (dislike) towards a group should no longer be just a discourse. It has led to destructive attitudes and behavior patterns. Race with the meaning of racism, refers to culturally different groups of people based on physical characteristics that cannot be changed. So race in racism is determined socially based on physical characteristics (Daldjoeni, 1991:82).

Racism always appears whether it is done by individuals or groups. It cannot be denied because there are differences between one and another. An example of actions that reflect racism in several countries is the occurrence of injustice against black people living in the United States. It also happened in South Africa. Over time, the phenomenon of racism is no longer taboo when black people enter countries where the majority are white people. Evidence from the elements of the popularity of these issues, the author provides interesting literature according to phenomena in society. The author uses fiction because it is easily constructed by the author in his work.

The shift from the modern to the postmodern era can indirectly deconstruct the stability of the classification between noble literature and popular literature. The process of dividing dynamics between noble and popular is getting messy. Deconstructive criticism which is typical with the exclusivity of noble literature self-destructs and becomes a popular thing. Works of fiction with the theme of anti-heroes, immorality, and also racism, are accepted by the public and become popular. There is the role of technological developments in making the phenomenon of literary values spread. It is not only centered on representative institutions but also on the closeness of readers and writers mediated by electronic media (Adi, 2011: 19). Culture and society need to be considered in the study of postmodernism. It is associated with popular literature. The problem of popular literature must be clarified with an understanding of the type of literature. It includes fiction in the form of prose and film. Therefore, popular culture can be translated in terms of popular literature.

The method used in this research is the qualitative method. The approach used is a postmodern approach which produces data relating to popular literature. Interpreting data is carried out following the postmodernism and racism approaches in the novel. According to (Adi, 2011: 224) the methods used may include qualitative research strategies. Data collection techniques use sampling, explanation, or interpretation. To examine the relationship between the two terms, a clear method is needed. Departing from the issue of racism in the popular novel, it is then connected with a postmodern approach. It can be seen from the notion of art, depends on social dynamics (society) or history. Writers who can meet people's demands will become popular works (Adi, 2011: 226-227; Cawelti, 1976: 23). Judging from its literary value, the approach taken is postmodern. Being popular is a social reflection as well as a demand from people who are bored with monotonous, uncertain, and mundane work.

The postmodern approach is carried out to find answers regarding the appearance of works. They are classified as unique and unusual. An example is the existence and development of community progress. It encourages producers to produce works that are not merely normal or normative. The work is only dominated by truths that seem certain and clear. People's thinking is always evolving and influencing their tastes. It influences producers to produce postmodern works that are following the knowledge of contemporary society. They are very different from previous societies. It can be seen in the writing of a novel that became popular. The production of work complies with the demands of society because of the relationship or closeness between reality

in society. This closeness is in the form of ideas, reality, feelings, and so on with literary works. In other words, it is a form of social reality as well as responsive encouragement between art connoisseurs and work producers. The postmodern approach can be used to break down or see how readers respond to the work. As already emphasized, society has a big contribution to the creation of popular works.

DISCUSSION

In Indriyana's book (2017: 77), she explains that research using a postmodern approach is generally a phenomenon. It is in the form of something that is observed, assessed, and tried to be criticized by postmodernists. Researchers can see a postmodern approach through the issue of racism in Abi Dare's Novel. It gives a clear and neat description in its writing. The initial chapter explains the character Adunni who makes herself a bet. Her father forced her to marry a man with three wives. Adunni as a woman who has rights is confused by a culture that is seen as normative. The story raised by the author became popular because of the truth of a normative reality. It can be explained through the theory of racism. The theory proves that everyone has the same rights. Everyone gets what they want without seeing things end with bad consequences.

The Abi Dare novel explains that women from Nigeria are not allowed to study in school. It is not the desire of the characters in the story. The author of the novel realizes that it can become an issue. It is hotly discussed. That's because there is still such a normative culture. Quoted from the amnesty.id article, those who acknowledge or practice racism argue that members of low-status races should be limited to low-status jobs. Whereas members of the dominant race must have exclusive access to political power, economic resources, high-status jobs, and other civil rights. Although racist ideology may be fading nowadays, racial discrimination based on skin color continues. It makes its members have no access to education, jobs, and various other opportunities. One of them happened in England. In 2017, the UK government identified more than 4000 people in the "Gang Matrix". It was a list of names of youths suspected of being gang members. Many people enter the list because they have seen videos and heard music that is considered 'dangerous'. They get the stigma that they have the potential to commit violence. Keep in mind that 78% of the people on this list are black. Only 27% of black youth on the list have been convicted of serious crimes. The quote above explains factually what is happening in society. It became one of the ideas for the writer which then influenced the popularity of the novel. The novel also explains that her father forced her to marry to earn a lot of money. Not only getting married but also getting an inheritance if Adunni gives birth to a son. Viewed from a postmodern perspective, this controversy is one of the assumptions of the people who read the literary work. This is an urgency in society that must be resolved immediately. Gidden also argues (1990) that the term refers only to changes in institutions. It is a condition where the economy, politics, and culture are following the circumstances or conditions. That means that racism is also not governed by the principle of continuous production of goods. The production and reproduction of information with a concept and form of society no longer work to meet needs but to fulfill lifestyles. That means the characterization of Adunni's father still wants money in all situations and does not think about his son's wishes. This can also be seen in a novel review written by a good read named Lisa of Tro. He said that "however, at the age of fourteen, her father married her off to Morufu, a man old enough to be her father and who already had two other wives. What is in store for Adunni?" (2023). He explained that it is not enough

for a husband to just be husband and wife, so what are you waiting for? Referring to something normative that he should have freedom. It can be a paradox that what the author writes can impart a principle. It is a natural thing if a father wants his child to live properly after the death of his mother. It makes the reader feel sorry.

In Chapter 4, readers can find written expressions in conveying literary works with language identity.

“ Adunni, God knows I will use my last sweat to be sending you to school because I am wanting you to have a chance at life. I am wanting you to speak good English because, in Nigeria, everybody is understanding English, and the better your English speaking, the better for you to get a good job.” (p.26)

The quote above explains that identity will get existentialism by using language as a construction by dominating. By looking at this existentialism, can language become an existential identity for negroes. This is what causes the sustaining racism. It refers to the number of negroes or African-Americans who master language and education as a reference for modernity. Then postmodernism works to improve the perspective of human knowledge. Postmodernists focus on awareness of social inequality. It deconstructs traditional assumptions about knowledge, education, schools, and teaching. They do not regard education as a repository of objective truth and scientific findings. It makes for a matter of opposites, some of which dominate and subordinate others. That also causes the impact of racism to continue to exist. By reading novel productions like this there will continue to be a racist phase against negroes.

In addition to the narrative about postmodernism in racism, there is also a language game used by the author. Society likes a form of writing that is very poetic and gives the impression of an allegory in it. According to Lyotard, he believes that there is no unity and essence of language. For him, language is "agonistic". It is a space or place of disputes and conflicts that can never be resolved. The differences that exist cannot be compared. No amount of play, language, or other phrases can reconcile these differences. The language game conveyed by the author in expressing the problem of injustice as a woman is unique in the production of literary works. Racial discrimination is not a new phenomenon in the US, in fact it has been going on for hundreds of years. The stereotype of society still considers that white people are superior and black people are inferior, and this is still difficult to eliminate until now (Sutopo, 2016). There are so many incidents and examples of attitudes that are not so good in responding in life and society has labeled it as a habit. Statistics presented by the BBC (2020), related to the incidence of shootings to death by the US police, show that the deaths by US police show that African-Americans are more more likely to be shot dead, especially when compared to their overall population In this case it is the same as what happens in novels, depending on what the content of the novel is so popular because their tastes are still not finished to consume literary works in the views of US people towards African Americans towards The following are excerpts from the novel,

“I stretch my lips, forcing them to smile. But my chest feels full of birds flapping their wings inside of it. The birds are pounding their feet and pecking their beak and I want to cry so loud and beg the birds to stop making my heart jump (p.34)”

“The rain is coming down with anger, be like the roof of the kitchen is a drum, and the rain is drumsticks in God’s hand”

The quotation above explains that allegory expressions and proverbs used by the author give an impression to the reader. Readers like things that can make them satisfied and interested. That's because the story from the novel above gives a picture of what is in society. In Lyotard's book, *The Post-Modern Condition*, he argues that black people are not recognized by postmodernist theorists. It also makes black people resist the real connection between postmodernism and their experiences (Lyotard, 1982: 24). From all these important impacts, there are people who criticize which are divided into three groups, namely the New Age metaphysics group that wants to return to pre-modern patterns, the deconstructionist group that stems from language as a human-forming structure, and the group that wants to revise modernism by still using modernism as a foundation and reducing the negative consequences there of (Sugiharto, 1996: 32-34). from the above quote it can be said that these people and people can possibly be said to be postmodernists (Hidayah, 2019: 139). The overall impact of the postmodern state is that many other ethnic groups share the same deep alienation, hopelessness, and uncertainty as black citizens. Although society is becoming more diverse, the world is now becoming more tolerant of different cultural, religious, and racial groups in society. This gives the constancy of racism to the effects of literary production in postmodernism which are very clear.

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