ABSTRACT

God Help the Child (2015) is a novel written by Toni Morrison. The novel tells about African American life in 2000s. One of many issues that are presented in the novel is about stereotypes of African American. The analysis is seen in how African Americans women are stereotyped and how the stereotypes of African American women are contested in the novel through its two characters, Sweetness and Lula Ann Bridewell. In this case, this novel challenges the stereotype of African American women form black feminist perspective. In analyzing the African American women stereotype, theory by Patricia Hill Collins Black Feminist Thought in Controlling Images and Self-Definition will be used. The type of this research was qualitative research. The method of the data collection used God Help the Child novel as the data source and the supported data from digital and non-digital source. The analysis was about the stereotype and against the stereotype African American women in mother and daughter character. This research examines the stereotype of African American Women as "Matriarch", "Welfare mother", and "other". From the analysis, it is conclude that African American women stereotypes are providing positive and negative images. In contesting the stereotypes, Sweetness has a Self-Reliance to be Independent instead of matriarch and welfare mother image and Bridewell has a Self-Valuation to gets Respect instead of "other" images.

Keywords: matriarch, minority group, stereotype, other, welfare mother.