

TABLE OF CONTENTS

Inside Cover Page	i
Inside Title Page	ii
Declaration Page	iii
Dedication Page.....	iv
Advisor’s Approval Page	v
Board of Examiners’ Approval Page	vi
Acknowledgement.....	vii
Epigraph	viii
Table of Contents	ix
Abstract	xii
CHAPTER I INTRODUCTION	1
A. Background of the Study	1
B. Statement of the Problems	5
C. Objective of the Study	5
D. Significance of the Study	5
E. Scope and Limitation.....	6
F. Theoretical Background	6
G. Method of the Study	7
H. Definition of Key Terms	8
CHAPTER II LITERATURE REVIEW.....	9
A. Theoretical Framework	9
A.1. Orientalism	9

A.2. The Characteristics of Orientalism.....	10
A.3. The Significance of Orientalism.....	11
A.4. Orientalism and Popular Media.....	13
B. Film: Narrative and Non Narrative.....	15
B.1. Narrative	16
B.2. Non Narrative	17
C. Related Studies	19
C. 1. Reproduction of Gender and Orientalism in the Disney Empire by Kiyomi Kutsuzawa	20
C. 2. Orientalism representation in semiotic analysis on the Film <i>Black Hack Down</i> by Fauzia Hazmi	21
C.3. Visual Representation Identity of Orientalism in Image Massive Multiplayer Online Role Playing Game (MMORPG) by Wardhani Kartika Kusuma.....	22
CHAPTER III ANALYSIS	24
A. <i>The West</i> , as Founder and Hero.....	25
A.1. The Character of Rick O’Connell	25
A.2. The Character of Evelyn O’Connell.....	26
B. <i>The East</i> : an Evil, an Object of Invention, Place of Romance and Exotic Beings	28
B.1 The Character of Imhotep	32
B.2 The Character of Anck Su Namun/ Meela	33
C. Orientalism Construction Through Non Narrative Aspects	36

C.1. Costumes	36
C.2 Motif/ Movie's Tone	39
C.3. Sound	41
CHAPTER IV CONCLUSION.....	45
WORK CITED	48
SYNOPSIS	51