

## ABSTRACT

This research attempts to examine some racial discourses through the representation of Blaxploitation in *Hancock* movie. *Hancock* is directed by Peter Berg, tells the story about the life of an ‘unusual hero’ starred by a Black character. This research aims to explore how the director’s point of view, who is a white man, packages the story of black hero which actually contains implicit racial discourses. Using qualitative approach by focusing on the main black character, this study indentified the racial discourses inserted through the black stereotyping, the influence of white characters, and the construction of hero identity which led this movie to be categorized as one of the Hollywood blaxploitation movie. The analysis of this study uses the concept of *Third Cinema Blaxploitation* by Tommy L.Lott. Since the main theory cannot stand by itself, Stuart Hall’s *Grammar of Race* is used as the supporting theory. The combination between narrative and non-narrative aspects in the movie strengthen the analysis of this study. This study found that Hancock character portrays the negative stereotypes of African-American people in USA, his dependency to the white people, filmmakers’ point of view toward white and black people relationship, and the construction of Black Hero identity. The finding of this study emphasize that the concept of racism in any form should be revealed in order to support the world’s effort to reduce racism in the worldwide.

**Keywords:** African American, Black Stereotypes, Blaxploitation, Racism