

**BLACK PRIDE CONSTRUCTION ON AFRICAN AMERICAN HERO IN
THE BOOK OF ELI (2010) MOVIE: AN ARCHETYPAL STUDY**

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ABSTRACT

Nowadays, hero character becomes popular in the scope of novel, films and many more. Being depicted as protagonist, African American hero keeps appearing in Hollywood screen. This study attempts to reveal the characteristics and black pride construction of African American hero through hero's journey in *The Book of Eli*. This study aims to explore the portrayal of African American hero in the Post-Apocalyptic movie. Using qualitative approach as the method, this study focuses on the journey of the African American hero against the white villain. The primary data used *the Book of Eli* movie. Narrative and Non-narrative aspects was used to support the analysis. This study was examined by using Joseph Campbell's the hero's journey stages and a concept as the supporting theory about the characteristics of African American hero by James D. Parker. The study reveals that African American hero cannot be separated with religious side and Eli's sacrifice leads to freedom which is part of black pride.

Keywords: African American, Archetype, Black Pride, Hero, Hero's Journey.