

ABSTRAK

Ras kulit putih sering kali dianggap lebih superior daripada ras non-kulit putih. Dalam penggambaran di banyak media, ras kulit putih menjadi pusat perhatian dan memimpin dalam banyak hal. Tetapi, ras kulit putih juga dapat memiliki kekaguman pada non-kulit putih seperti dari tarian tradisional, kualitas suara, penampilan dan sebagainya. Fenomena ini disebut dengan Eksotisme. Eksotisme adalah bagian dari Orientalisme yang merujuk pada oposisi biner. Oposisi biner menghasilkan perbandingan yang membedakan antara ras kulit putih dengan non-kulit putih. Bagaimanapun, kekaguman yang ditunjukkan juga dapat dianggap sebagai suatu proses yang semakin menonjolkan bahwa ras non-kulit putih itu berbeda dengan kulit putih. Seperti yang dijelaskan oleh Edward Said, Orientalisme adalah suatu pandangan masyarakat barat (kulit putih) terhadap budaya bangsa lain yang non-kulit putih. Penelitian ini akan menggunakan musik video *The Way I Are (Dance with Somebody)* oleh Bebe Rexha dan Lil Wayne (2017) untuk mengungkap fenomena Eksotisme dan menggunakan metode Semiotic dari John Fiske yaitu Television Culture. Hasil dari studi ini mengungkapkan

Kata kunci: *Exoticism, Music Video, Occident, Orientalism, Orient*

ABSTRACT

The Occident is often assumed as more superior than the Orient. In many media, the Occident is represented as the center of attention and lead in many aspects. But, the Occident could also adore the Orient such as admiring from their traditional dances, voice quality, appearance and so on. This phenomenon is called Exoticism. Exoticism is part of Orientalism which related to the Binary Opposition. Binary Opposition resulted in comparing the differences between the Occident and the Orient. However, the adoration that shown could be also assumed as a process in emphasizing the differences between the Occident and Orient. As Edward Said explained, Orientalism is a cultural view of Western toward the Orient. This study will use *The Way I Are (Dance with Somebody)* by Bebe Rexha and Lil Wayne (2017) music video to reveal the Exoticism issue and for the method, this study used Semiotic by John Fiske which is Television Culture. This study found that Occident considered to have better culture. Therefore, they aimed to influenced Orient culture which they assumed as different. Although at first, they were showed an adore, but it was just part of their negotiation to intensified their position in controlling the Orient.

Keywords: *Exoticism, Music Video, Occident, Orientalism, Orient*