

**MUSLIM MINORITY INFLUENCES AND STRUGGLES FOR
RECOGNITION IN THE UNITED STATES AS SEEN IN
AMERICAN EID (2021)**

A GRADUATING PAPER

Submitted in Partial Fulfillment of the Requirements for Gaining
the Bachelor's Degree in English Department



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YOGYAKARTA**

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MOTTO

“When you get what you want, that is God’s direction.

When you don’t get what you want, that is God’s protection.”

-Shannon L. Alder-

“I'm doing me regardless and I don't care what you say about it
and it don't matter if you like it or not, I'm having all this fun, so why would I ever
stop?”

-Aespa-

“My life is for me to lead, so I’ll just be me”

-Renjun Huang-

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DEDICATION

This graduating paper is dedicated to the people who have supported me throughout my education term, especially:

1. The awesome me
2. My precious parents
3. My adore brother
4. The whole dearest family
5. To all the lecturers of English Department of UIN Sunan Kalijaga
Yogyakarta
6. All the readers of this graduating paper.

Thank you for everything! Words can hardly describe my thanks and appreciation to you all.

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kami menyatakan bahwa skripsi tersebut sudah dapat diajukan pada sidang Munaqosyah untuk memenuhi salah satu syarat memperoleh gelar Sarjana Sastra Inggris.

Atas perhatian Bapak Dekan, kami mengucapkan terima kasih.

Wassalamu'alaikum Wr. Wb

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A FINAL PROJECT STATEMENT

I certify that this graduate paper is definitely my own work. I am completely responsible for the content of this graduating paper. Other researcher's opinion or finding included in this research is quoted or cited in accordance with ethical standards.

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Finally, the researcher realizes that nothing is perfect as well as this graduating paper. There are still many errors in this graduating paper. Therefore, the researcher gladly to hear any correction and suggestion of the readers for the better next research.

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**MUSLIM MINORITY INFLUENCES AND STRUGGLES FOR
RECOGNITION IN THE UNITED STATES AS SEEN IN *AMERICAN EID*
(2021)**

By: Audry Maghfirah

ABSTRACT

Muslims are a minority group in the United States because they are a religious group that is fewer in number than the majority of the population. Minority group is a group of people who are different from most people in one area or particular place. This difference can be seen from their physical or cultural characteristics. Because of their differences, they are often treated unfairly and feel discriminated against. *American Eid* (2021) reveals how the minorities survive in majority countries, especially how they struggle to get their rights and how they are treated by the government. This short movie shows the cultural and religious experiences of immigrant Pakistani Muslims living in America. They experience culture shock during the Eid. Therefore, Ameena, the main character, struggles and tries to change her school rules so that she can get a day off to celebrate Eid. This research aims to prove that minority groups also have the ability to express their opinions and contribute significantly. This shows that they are not just passive participants, but can also play an active role in influencing decisions and participate significantly. This qualitative descriptive research uses minority influence by Moscovici. This research found that Ameena, as a representation of the minority group can influence one of the majority group, Mrs. Stone, in changing her responses and decisions by giving Ameena the opportunity to celebrate Eid in the class. Even though, changes are not on a large scale, minority groups can influence changes in perspectives and social changes. Success factors carried out by Ameena in the form of consistent efforts, along with a strong commitment, confidence and refusal of compromise can lead to significant changes and influence the final impact of those efforts.

Keywords: *American Eid, discrimination, minority influence, conversion behavior*

**PENGARUH MINORITAS MUSLIM DAN PERJUANGAN UNTUK
PENGAKUAN DI AMERIKA SERIKAT YANG TERLIHAT PADA FILM
AMERICAN EID (2021)**

Oleh: Audry Maghfirah

ABSTRAK

Muslim adalah kelompok minoritas di Amerika Serikat karena mereka adalah kelompok agama yang jumlahnya lebih sedikit dibandingkan dengan mayoritas penduduk. Kelompok minoritas adalah sekelompok orang yang berbeda dengan kebanyakan orang di suatu daerah atau tempat tertentu. Perbedaan ini dapat dilihat dari ciri-ciri fisik maupun budaya. Karena perbedaan tersebut, mereka sering diperlakukan tidak adil dan merasa didiskriminasi. *American Eid* (2021) mengungkap bagaimana kaum minoritas bertahan hidup di negara mayoritas, terutama bagaimana perjuangan mereka untuk mendapatkan hak-haknya dan bagaimana mereka diperlakukan oleh pemerintah. Film pendek ini menunjukkan pengalaman budaya dan agama para imigran Muslim Pakistan yang tinggal di Amerika. Mereka mengalami gegar budaya saat Idul Fitri. Oleh karena itu, Ameena, sang tokoh utama, berjuang dan berusaha mengubah peraturan sekolahnya agar ia bisa mendapatkan hari libur untuk merayakan Idul Fitri. Penelitian ini bertujuan untuk membuktikan bahwa kelompok minoritas juga memiliki kemampuan untuk mengutarakan pendapat dan berkontribusi secara signifikan. Hal ini menunjukkan bahwa mereka tidak hanya menjadi partisipan yang pasif, tetapi juga dapat berperan aktif dalam mempengaruhi keputusan dan berpartisipasi secara signifikan. Penelitian deskriptif kualitatif ini menggunakan teori pengaruh minoritas dari Moscovici. Penelitian ini menemukan bahwa Ameena, sebagai representasi dari kelompok minoritas dapat mempengaruhi salah satu kelompok mayoritas, yaitu Ny. Stone, dalam mengubah tanggapan dan keputusannya dengan memberikan kesempatan kepada Ameena untuk merayakan Idul Fitri di dalam kelas. Meskipun perubahan yang dilakukan tidak dalam skala besar, namun kelompok minoritas dapat mempengaruhi perubahan cara pandang dan perubahan sosial. Faktor-faktor keberhasilan yang dilakukan oleh Ameena berupa usaha yang konsisten, disertai dengan komitmen yang kuat, kepercayaan diri, dan penolakan terhadap kompromi yang dapat menghasilkan perubahan yang signifikan dan mempengaruhi dampak akhir dari usaha-usaha tersebut.

Kata kunci: Film *American Eid*, diskriminasi, pengaruh minoritas, perubahan perilaku

CHAPTER I

INTRODUCTION

1.1 Background of Study

Ahmad Fuad Fanani said in his journal that Since 9/11, the US. has focused its attention on domestic terror incidents involving Muslim Americans and immigrant Muslims. Muslims are the target of many scrutinies and backlash on a variety of topics, from mosques and airports to terrorist concerns. Hate crimes against Muslims in the US quickly rise up and are still happening today (Fanani, 2011). The media has an important role in the propagation of Islamophobia. Hussam wrote in his article that "Muslims continue to be subjected to hatred, bullying, and discrimination as a result of stereotypes that Islamophobia and the media have perpetuated in the continues years after the 9/11 attacks (Ayloush, 2022). Following the attacks, American Muslims came under heightened scrutiny and mistreat, which led to physical and verbal assault as well as prejudice (Abdalla, 2021). From the various explanations above, it can be said that Muslims, especially Muslim immigrants, will be very vulnerable to negative treatment from society in US.

Muslims are a minority group in the US because they are a religious group that is fewer in number than the majority of the population, Christian. According to 2017's survey by Pew Research Center, the Muslim population in the US was about 3.45 million people, which was only about 1.1% of the total U.S society. Of

the estimated total Muslim population in the US, around 25% or around 870 thousand Muslim were immigrants (Dalia Mogahed et al., 2022). It can be about a quarter of all Muslims in US are people from abroad, such as the Middle East, South Asia, Africa, and Southeast Asia with their various cultural and linguistic backgrounds (Noor et al., 2022). Based on this figure it can be said that Muslims are a minority in the United States.

Hackers (1951) adopted Louis Wirt's definition about minority groups that Minority group is a group of people who are different from most people in one area or particular place. This difference can be seen from their physical or cultural characteristics. Because of their differences, they are often treated unfairly and feel discriminated against. Usually, the number of members of minority groups is fewer than that of majority groups. Minority groups are a group of people who are different and often experience injustice because of these differences (Hacker, 1951, p. 60).

As Muslims that are seen as a minority, some of the rights that they may get from the government are not as full as the native people. Some of the rights they do not get can be political, social, and economic aspects. For example, Muslim minorities in the US have less representation in politics and government, so their opinions and voices are less heard by the government (Dalia Mogahed et al., 2022). Furthermore, Muslim minorities in the US experience economic discrimination, such as difficulties in getting jobs and business opportunities, Muslim minorities in the US often experience exclusion and discrimination, which can make them have

less access to resources and opportunities to participate in politics (Indriana Kartini, 2005).

Minority Influence Theory was born as a reaction to Moscovici's dissatisfaction with some arguments of American social psychological theories that minority do not have power to rise against the majority and emphasizes that minorities are passive and that minorities can be active initiative parties that change people's opinions (Arifah & Triyatno, 2022). Likewise with Orwell's famous paradox that 'All animals are equal, but some animals are more equal than others', which is Moscovici interpreting it to mean that what the majority does is good, because there are many who do it and what the minority does is bad, because there are few who do it. The influence of the majority is therefore likely to be strong and the minority tends to be small. In short, the more equal will always win over the less equal (Moscovici, 1980, pp. 209–210).

However, it is not always the case. Moscovici (1980) argues that the terms "more" and "less" are only a quantitative difference but the phenomenon operates in the same way; the majority and minority exert the same influence and produce the same social behavior (Moscovici, 1980, p. 210). Moscovici emphasizes that their influence depends on the consistency, firmness, and relevance of their arguments. This suggests that even if the majority is dominant, a minority voice that is heard can have a significant impact in remodeling or expanding the thinking and actions of the majority.

Minority groups, such as Muslim communities in non-Muslim majority countries, America, play an important role in forming and influencing society at large by bringing different perspectives and cultures. They make positive contributions by enriching cultural diversity and influencing public policy, as well as facilitating dialogue that increases understanding and tolerance between groups. However, their presence is also often accompanied by obstacles, such as difficulties in adjustment and discrimination, which can fuel social tensions. It is important to understand and manage the influence of these minorities wisely in order to create a more inclusive and harmonious society, where all groups feel accepted and valued.

One of the movies that discusses the minority influence is *American Eid* (2021). This is one of the short movies that is part of the Launchpad project from Walt Disney Studios Motion Pictures. This movie, directed by Aqsa Altaf, reveals how the minorities survive in majority countries, especially how they struggle to get their rights and how they are treated by the government. This short movie shows the cultural and religious experiences of Pakistani American Muslims living in America. It follows the story of the main character, Ameena, and her family who have recently immigrated from Pakistan to the United States of America.

Ameena and her family experienced culture shock during the Eid. Ameena was surprised that she had to go to school while everyone in Pakistan would take a day off from all activities and celebrate the Eid together. What she understood was that Eid al-Fitr is usually celebrated by Muslims around the world by gathering with a whole family. This movie shows how Ameena, as a minority, struggles and tries

to change her school rules so that she can get a day off to celebrate Eid. Then see what efforts and strategies Ameena made in the process of achieving her goal and whether all the efforts made by Ameena got success or failure. The movie also shows the extent of the changes that minority groups can make to the majority group in terms of perspectives, decisions and responses received.

This research aims to show that minority groups are not always a group with limited power or only follow the majority group's decisions. Instead, it aims to prove that minority groups also have the ability to express their opinions and contribute significantly. This shows that they are not just passive participants, but can also play an active role in influencing decisions and participate significantly in decision making processes that affect society as a whole. One of the main questions in this research is whether Ameena - as a representative of a minority group - will be able to influence change or make a significant impact?

In other words, this research will look at what factors influence the change or make a significant impact. Using Moscovici's theory of minority influence, it provides a context for understanding how minority groups can influence majority groups even though they have less power. This includes how a minority group's efforts may or not be successful such as influencing perspectives response or decisions.

1.2 Research Question

The research questions are formulated as follows:

1. How does Ameena play out her minority influence?

2. To what extent and how successfully can Ameena's strategies influence the majority?

1.3 Objective of Study and Significance of Study

The objective of this research is to describe how Ameena plays out her minority as seen in *American Eid* and to analyze the extent to which her strategies can influence the majority. It aims to find out whether it leads to a success or a failure. To answer these questions, this research uses Moscovici's theory on minority influence.

The significance of this research analyzes the portrayal of religious symbolism and cultural harmony between Pakistani Muslim traditions and American society. It aims to enhance the readers' understanding of issues concerning minority groups in the midst of majority groups. This research has the potential to serve as a reference for other researcher interests in utilizing minority influence theory in their research.

1.4 Literature Review

There are several previous research about the same object, *American Eid* (2021). First, in her research intituled "Diskriminasi Muslim Pakistan di Sekolah Amerika (Analisis Naratif pada Film *American Eid*)", Ningseh (2023) found that an overview of how discrimination occurs and its impact on Pakistani Muslim students in the American school environment. This research can provide deeper insight into the issue of discrimination against religious minorities in the educational environment. The research uses the narrative analysis technique of

Tzvetan Todorov to analyze the film's story structure and identify its meaning and message (Ningseh, 2023).

The second one is Pratama's research entitled "Muslim Pakistan Amerika Pada Film Pendek *American Eid*: Simbolisme Religius Dan Harmoni Budaya" (2023). He found that the movie portrayal of the life of a Pakistani American Muslim family celebrating their first Eid al-Fitr in America. The research examines the religious and cultural symbolism depicted in the film, including the use of visual representations such as a mosque on a calendar and a Ramadan fasting schedule. This research also discusses the importance of cultural harmony and inclusivity, as demonstrated by the celebration of Eid al-Fitr in a school in America and the acceptance of different cultures. Overall, this research highlights the significance of movie in presenting cultural expressions, religiosity, and social criticisms of realities, and how they can help to reduce bias and prejudice towards minority groups (Pratama, 2023).

Due to limited research on the same object, researcher uses research with the same theory, namely minority influence. The last one is Prislin's research entitled "Minority Influence: An Agenda for Study of Social Change (2022)." She found that the concept of minority influence and its role in instigating social change. She also found that minorities making a difference in society over time and winning the race for social influence driven by a variety of motivations and how the effect of minorities on society changes over time, then winning the competition proves that minorities can change the majority in the same way. The importance of time,

interactive influence between minority and majority, and motivated influence as critical variables in understanding minority influence and social change (Prislin, 2022).

The difference between this research and some previous research above is this research discusses the same object as Pratama and Ningseh, *American Eid*, but with theory and analyzes in more detail about how the minority group can influence the majority group. This research discusses the efforts made by minorities to influence changes in the perspective of the majority. Minorities often face challenges in changing the dominant paradigm in society.

1.5 Theoretical Framework

1.5.1 Minority Influence

This research uses the theory of minority influence by Serge Moscovici. Serge Moscovici argues that social influence can be exerted by both majority and minority groups in changing social perspectives (Moscovici, 1980, p. 212). This theory is important for explaining how minority groups can influence changes in social views and decisions, even though they may have less numerical power. How minority groups can influence majority groups through factors that support or inhibit the success of such minority influence.

1.5.2 Behavior Style as A Source of Influence

Behavior style in minority influence has an important role in the process of social change. Moscovici (1980) stated that the most important aspect of behavioral style is the consistency with which people hold their position. This

consistent will be a more effective strategy if it goes with confidence, commitment, refusal of compromise. These aspects are seen when someone acts consistently in their behavior, this not only reflects their confidence in what they are doing, but also shows that they have a strong commitment to the cause they believe in (Moscovici, 1980, p. 213).

a) Confidence

Self-confidence refers to one's own beliefs that are used to express those beliefs. In the context of minority influence, a minority group that is confident and conveys its ideas with conviction will find it easier to influence majority opinion. Confidence increases the believability and persuasiveness of the minority group's message, making it more relatable to others.

b) Commitment

Commitment involves strong dedication and loyalty to a particular belief.

A committed individual or group is strong in its beliefs and is willing to invest time and effort to promote its beliefs. In Moscovici's theory, a minority group that is committed to its beliefs will have a greater impact on the majority group and bring about changes in social belief.

c) Refusal of compromise

Refusal of compromise signifies an unwillingness to give in or make compromises on one's beliefs. In the context of minority influence, a minority group that refuses to compromise its core values or ideas demonstrates a strong commitment to its struggle. This refusal to

compromise can signal to the majority group the sincerity and dedication of the minority position, potentially increasing the minority group's influence.

The combination of strong confidence, commitment, and refusal of compromise creates a solid foundation for minority group influence. Minority groups that demonstrate confidence in their beliefs, have a strong commitment to their goals, and are unwilling to compromise on their beliefs, are more effective in challenging existing conditions, inspiring critical thinking among the majority, and ultimately changing views and perspective in society. In other words, they can change the general outlook and create significant change in society.

1.5.3 Conversion Behavior

Minority groups focus more on conversion which refers to the process by which the majority adopts the minority's perspective internally after experiencing a conflict of differences of opinion. This happens when the minority shows consistency and confidence in their perspective, which causes the majority to reconsider and eventually accept the minority's perspective (Moscovici, 1980, pp. 230–231).

Moscovici summarizes some of the definitions of conversion and defines it as a process in which a person changes their structured perspective and philosophical viewpoint from the previous one to a new one. This suggests that conversion involves switching from one belief or viewpoint to another that

may differ significantly. In this context, conversion can refer to a change in belief or social perspective in general, where a person adopts a new perspective that is different from the one, they previously believed in. This can be seen from Moscovici's experiment in the blue-green study on changes in minority group outcomes (Moscovici, 1980, p. 231).

It is an important factor that contributes to the success of minority groups in influencing majority groups. Moscovici emphasizes that their influence depends on the consistency, commitment, and relevance of their arguments. This research emphasizes that consistency of minority behavior is a key factor in influencing the majority. This consistency not only affects verbal responses, but also influences the decisions that the majority group will make. Minority can also play an important role in changing social norms and social perspectives, and influencing the majority group's decision-making process. This theory suggests that social change does not only come from the majority, but can also be initiated by minority groups who are effective in voicing their views.

1.5.4 Film Theory

In this research, the researcher uses a movie theory as a second theory to analyze the object and supporting data. This research needs movie theory because the main data and object is a movie. Movie theory also tells how each data in this research like screenshot of the movie has its meaning. According to Villarejo, “film has been a dynamic medium, put to uses other than those of

the commercial narrative form” (Villarejo, 2007, p. 23). There are two important aspects to analyze a scene in the movie: mise-scene and cinematography.

In mise-scene, there are six components consist: Setting, lighting, costume, hair, make up. figure behavior and cinematography to analyze the movie (Villarejo, 2007, pp. 29–35). Lighting can build the mood and direct detail. It has a system of three points that describes three sources of lighting, there are a key light, a fill light, and a backlight to balance for effect in any given shot (Villarejo, 2007, p. 32). This research only uses lighting, figure behavior and cinematography to analyze the movie. The components are appropriate to support the analysis on the issues. Figure behavior means to describe the movement, expressions, or actions of the actors or other figures (animals, monsters, animated things, droids) within a given shot” (Villarejo, 2007, p. 35). And the last, cinematography, this research uses seven techniques to analysis data and using the human body as the reference point for each designation point in camera angel based on Villarejo, as follows:

- a) The extreme long shot (ELS), in which one can barely distinguish the human figure;
- b) The long shot (LS), in which humans are distinguishable but remain dwarfed by the background;
- c) The medium long shot (MLS), or plan American, in which the human is framed from the knees up;

- d) The medium shot (MS), in which we move in slightly to frame the human from the waist up;
- e) The medium close-up (MCU), in which we are slightly closer and see the human from the chest up;
- f) The close-up (CU), which isolates a portion of a human (the face, most prominently);
- g) The extreme close-up (ECU), in which we see a mere portion of the face (an eye, the lips).” (Villarejo, 2007, p. 38).

1.6 Research Method

1.6.1 Type of Research

In this research, the researcher uses a qualitative descriptive method using movie *American Eid* (2021) as the object of the discussion. According to Creswell (2009), qualitative research is a mean for understanding and exploring the meaning of the social phenomenon, either individuals or groups. This type of research can help the researcher understand and explain the data or information found and show that the data analyzed is related to the focus or subject of the research. “Qualitative approaches to data collection, analysis, interpretation, and report writing data, analysis of text or pictures, representation of information in figures and tables, and personal interpretation of the findings all inform qualitative procedures” (Creswell & Creswell, 2018).

1.6.2 Data Source

The researcher has provided in two data sources, primary and secondary data. The primary data source is obtained from several scenes in *American Eid* (2021), including shots, dialogues and the scripts of the characters. The minority influence theory, as the main theory to analyze the movie. The secondary data or the supporting data include information from some reviews, books, e-books, journals, articles, websites that are relevant to the topic. The researcher uses some theory books from Serge Moscovici, such as *Influence of a Consistent Minority on the Responses of a Majority in a Color Perception Task* (1969), *Studies in social influence 111: Majority versus minority influence in a group* (1976), and the last *Toward a Theory of Conversion Behavior* (1980).

1.6.3 Data Collection Technique

The researcher collects data by creating the database and take notes based on several scenes, events, times, and dialogues in *American Eid*. The researcher observes directly by watching the movie repeatedly and collecting data in line with aspects of the theory of minority influence that can affect social change. In the process of collecting data, the researcher also took some relevant references to be used in this research.

1.6.4 Data Analysis Technique

The researcher continues to analyze the data using the descriptive method to explain the meaning of the research data. First, it is by observing the movie through film theory and researcher puts forward mise-en-scene and

cinematography data. The second is to analyze the data in accordance with the research problem, which focuses on the main character in the film based on the theory of minority influence in the form of actions taken in showing minority influence and what changes can be achieved from these actions.

1.7 Paper Organization

This research is organized into 4 chapters. In the first chapter, that is the introduction, including the background of the study, research questions, objectives and the significance of the study, literature review, theoretical approach, definition of concepts and theory that is used the research, method of research, analysis of data research, and the research organization. It also contains literature review and the research methods. Chapter 2 consists of intrinsic elements that include summary, theme, character and characterization, plot, and setting. Chapter 3 contains findings and discussion about the analysis of *American Eid* (2021) use the minority influence theory. The last chapter provides the conclusion and suggestion.

CHAPTER IV

CONCLUSION AND SUGGESTION

The conclusions and suggestion of the analysis are presented in this chapter. In addition to concluding with the research questions presented in the first chapter, the researcher provides suggestions for future research using “*American Eid*” as a main source or exploring theories of minority influence.

4.1 Conclusion

This research concludes that both majority and minority groups have the same power to influence other groups, as has been emphasized in Serge Moscovici's theory of minority influence. Although minorities are small in number, they have the potential to influence the majority when they speak out firmly and consistently. Although the resulting changes are not on a large scale, minority groups can influence changes in perspectives and social changes that can benefit them. This consistent and strong determination is the key to success in influencing the majority group, but it is also accompanied by confidence, commitment and refusal to compromise from outside forces.

This research focuses on the strategies and efforts made by minority groups to influence the majority group and what forms of change they can achieve through these efforts. By analyzing the dynamics of interaction between minority and majority groups, this research also aims to understand the key factors that enable minority groups to change existing views or policies in society. It can be

seen that minority groups can influence the final decision that the majority will make by making them doubt and hesitate from their first decisions.

The result of this change can be seen in the response given by Mrs. Stone, who eventually gave Ameena the opportunity to celebrate Eid in her class. Despite not getting the day off, Ameena was able to celebrate Eid with her family and even her friends and teachers. This is strong proof that small consistent efforts, along with a strong commitment, can lead to significant changes and influence the final impact of those efforts. It can be said that the success achieved by the persistence and efforts made by the majority group can change the responses of the majority group.

This research is also necessary because it shows the power of movie as a tool to fight Islamophobia. Then, this research provides valuable insights into how media, particularly movies, can influence public perception and encourage positive social change. This short movie can be used to educate people about the real experiences of Muslim immigrants and to promote tolerance and understanding. In this way, movie can help create a more just society for everyone.

4.2 Suggestion

After completing the research on the *American Eid* movie, the researcher suggests that future researcher should continue the research by using comparison theory, which comparing two films as research objects while still referring to the theory of minority influence as a research reference. This approach will allow the other strategies used by the minority group to achieve their goals.

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