

ABSTRACT

Stereotypes about the black race is has related with poverty. Most of Americans think that black race and poverty are too exaggerated so the African-Americans are known as poor and lazy people. The issue of equality which is always discussed in the American dream has not been achieved until now. Fatherhood film, directed by Paul Weitz and starring by Kevin Hart, is a film that represents the American Dream is about the equality or no racism, even though in reality that the people still often experience situations related to racism, especially the black race. The purpose of this study is to find out how the message of the American Dream is decribed in the Fatherhood film. This research is a qualitative research with a critical paradigm using the method of interpretation. Through John Fiske's semiotic analysis which is divided into 3 levels, they are: the reality level which consists of display code, costume, expression and movement; representation level consisting of camera code, setting and dialogue code; the ideological level, the stereotype of racism toward the black race, the author find an attempt to break the stereotype that is embedded in people's minds about racism toward the black race, especially for the father figure of the black race. It shown that there is a message representing the American Dream behind the fatherhood film.

Keywords: *Film, Stereotypes, Racism, American Dream*