NATIVE AMERICAN’S REPRESENTATION THROUGH TONTO CHARACTER IN THE LONE RANGER 2013 FILM

ENGLISH LETTERS DEPARTEMENT
LETTERS AND HUMANITIES FACULTY
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JAKARTA
2015
NATIVE AMERICAN’S REPRESENTATION THROUGH TONTO CHARACTER IN THE LONE RANGER 2013 FILM

A Thesis
Submitted to Letters and Humanities Faculty
In Partial Fulfillment of the Requirements for the Degree of Strata One

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ABSTRACT

Mohammad Fikri, NIM: 1111026000091, *Native American’s Representation through Tonto Character in The Lone Ranger 2013 Film*. Thesis: English Letters Department, Letters and Humanities Faculty of Syarif Hidayatullah State Islamic University, Jakarta 2015.

The unit analysis of this research is *The Lone Ranger* (2013) film directed by Gore Verbinski. The research is concern to Native American’s representation that shown by Tonto character as the main character in film. The writer uses qualitative descriptive analysis as the method to analyze the characteristics of Native American that related to Tonto as the main character. All data are collected from the script dialogues and the pictures of the film.

The purpose of this research is to know and understand the character construction from the representation concept by Stuart Hall. The research emphasizes on the representation of Native American in the film and also focuses on the analysis of the main character that represents Native American. The object of the study is to determine the relationship between the character and Native American values in *The Lone Ranger* (2013) film, especially towards research to know how the character of Tonto represents Native American in the film.

*The Lone Ranger* (2013) film is one of several Hollywood films that represent Native American in the film. As the result, the writer found that not all the Native American’s characteristics displayed in this film. It means this film tries to show Native American through the main character differently from the previous Native Americans films. The writer gives explanation and analysis how Native American represented differently through the main character of the film. Finally, the writer found the different Native American’s representation that appeared in *The Lone Ranger* (2013) film.

**Keyword:** Representation, Native American, The Lone Ranger, Ideology.
APPROVEMENT

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JAKARTA
2015
LEGALIZATION

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The thesis entitled above has been defended before the Letters and Humanities Faculty’s Examination Committee on October 23th 2015. It has already been accepted as a partial fulfillment of the requirements for the degree of strata one.

Jakarta, October 23th 2015

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DECLARATION

I hereby declare that this submission is my own work and that, to the best of my knowledge and belief, it contains no material previously published or written by another person nor material which to a substantial extent has been accepted for the award of any other degree or diploma of the university or other institute of higher learning, except where due acknowledgement has been made in the text.

Jakarta, October 2015

Mohammad Fikri
ACKNOWLEDGEMENT

Bismillahirrahmaninrrahim.

In the name of Allah, the beneficent and the merciful god, may peace and blessing of Allah be upon all of us.

Praise be to Allah SWT and peace and blessing be upon the great human leader our prophet Muhammad SAW and all of followers. The writer would like to give the most appreciation and many thanks to Allah SWT. Finally the writer could finish this thesis to gain the Degree of Strata 1 of English Letters Department in the Faculty of Letters and Humanities Syarif Hidayatullah State Islamic University Jakarta.

This paper is presented to English Letters Department of Letters and Humanities faculty UIN Jakarta as partial fulfillment of the requirement for strata one degree. The writer would like to express the highest gratitude to his mother; Hj. Nurjannah, and his beloved father, Drs. H. Ansori, and also brother and sisters who are giving spirit and passion that makes his strong in all day long.

The writer cannot fail to mention his advisor; Elve Oktafiyan, M.Hum for her great patients, times, advices and contributions on finishing this thesis. May Allah SWT bless her and her family.

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   Lastly, the author hopes that this thesis can be useful, especially for the author
   and the reader.

Jakarta, October 2015

The Writer
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CHAPTER I
INTRODUCTION

A. Background of the Research

America is a land of immigrants who come from different corners of the world. Before the immigrants occupied that continent, the American continent has been occupied by Indians \(^1\) or Native American. Indian tribe was an old tribe in the continental United, this opinion is based on the anthropologists and linguists who argue that the Indians had been there since more than 20,000 years ago.

The arrival of the Europeans as immigrants has changed the situation and atmosphere in America. Since the end of the 15th century, the migration of Europeans to America has led to centuries of conflict and adjustment between Native American and newcomers societies. Europeans who are whites gradually start building a civilization there, such as open fields, farming, building transportation facilities, even they built a massive industry for the sake of their people. It is becoming the cause why Indian marginalized at that time and it made a reduced number of the Indian even able to lead to the extinction of the Indian race in America.

At the time of first contact, the Indian cultures were quite different from those of the industrial immigrants. Europeans had patriarchal cultures system and had developed concepts of individual property rights with respect to land that were

\(^1\) Indian is a term for Native Americans which are a mixture of the nation Amurians people.
extremely different. The differences in cultures between the established Native Americans and immigrant Europeans, as well as shifting alliances among different nations in times of war, caused many problems including political tension, ethnic violence, and social disruption.

Diseases and epidemics were the factor that caused the extinction of the Indians at that moment. Cultural differences especially Europeans lifestyle have much changed the current state of America, which eventually led to the spread of deadly diseases. The most notable disease brought by Europeans was smallpox. The Lakota Indians called the disease the running face sickness. Smallpox epidemics are thought to have caused the greatest loss of life for indigenous populations.

Europeans came to America actually have known about the diseases and they have immunity to equip themselves with a modern treatment. Therefore, the diseases could be a very effective biological weapon for Whites to remove Native Americans from their homeland. In this case a leading historian at Yale, David Brion Davis explained that it as "The greatest genocide in the history of man. Yet it's increasingly clear that most of the Carnage had nothing to do with European barbarism. The worst of the Suffering was the caused not by swords or guns but by germs." The next cause is a war that is going on everywhere between Native Americans and immigrants. In

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some cases, wars resulted from conflicts and competition for resources between the European colonists and Native Americans. An example is the period after the American Revolution, Native Americans used as a tool by the British colony to stop the expansion of the US. In 1783-1812, British merchants and government agents supplied weapons to the Indians living in the United States, in the hope that if a war broke out the Indians would fight with them.

The British planned to set up an Indian nation in what is now the Ohio-Wisconsin area to block further American expansion. The war has made deep suffering for Native Americans, ranging from problems of hunger, disease, until the death of Natives. Many conflicts were occurred on Native American’s land, conflicts were spurred by ideologies such as Manifest Destiny, which held that the United States was destined to expand from coast to coast on the North American continent. An example in 1830 the United States imposed a policy of removal of Native Americans who settled in the east of the Mississippi River. The removal of Native Americans from the areas where the Europeans settling has been planned in the large scale, it has caused a major conflict between settlers and Native Americans.

Genocide committed by Europeans against the indigenous people of America have caused the extinction of the Indian nation which could make them became

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extinction in their homeland. An example, in the case of the colonization of the Indigenous peoples of the Americas, when 90% of the indigenous population was wiped out in 500 years of European colonization, it can be debatable whether genocide occurs when disease was the main cause of population decline, since there are some instances of deliberate introduction of disease, but the vast majority of instances without the intent to cause death.  

Precisely in 1840s, settlers came to the Great Plains. They were looking for means including gold, silver, wood, even they were looking for a land. The government built roads and railroads for the settlers. The manufacture of road and railroad tracks lead to displacement of the geographical area of Native American tribes. Settlers started to build railroad as a means of transportation. Railroad construction may be influence to many aspects in Native American’s land. One might call this a "permanent corridor" that resulted in the demise of the bison in the West. New Railroads and roads have hurt the bison habitat.

Sometimes railroad development was the result of an agreement between the colony and the natives American tribes, but often the colony violated the agreement that has been made and caused outrage Native Americans and lead to conflict. Some famous battles were the Battle of the Little Bighorn, the Battle of Wounded Knee, and the Sand Creek Massacre. Finally the Indians were defeated and forced to move to the reservations.

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All the things that have been described earlier have made the Indian in reality slowly starting to disappear, and where their image increasingly marginalized. So when people want to know the Indian, they can be known from the works of fiction. At the time of the development work of fiction, many writers began writing their papers with Indian topics. There were more efforts to reconstruct Indian through fictions, written by white authors or Indians. Like the famous novel Winnetou (1912) written by Karl May, Decennium Luctuosum (1699) by Mather The Women Who Owned The Shadow (1983) by Paula Gunn Allen, The fast red Road (2000) by Stephen Graham Jones, the novel The Absolutely True Diary of a Part-Time Indian (2007) by Sherman Alexie, Chickasaw Unconquered And Unconquerable (2008) written by Linda Hogan, Lone Ranger and Tonto Fistfight in Heaven (1993) by Sherman Alexie and many other works has been published.

Even when the production of film began to explore the world especially in America, the Indian topic was also frequently raised in various films with diverse themes. Like The Searchers (1956) which was directed by John Ford, Dances with Wolf Movie (1990) directed by Kevin Costner, Into the West (1992) by Mike Newell, Geronimo (1993) by Walter Hill, The Last of The Mohicans (1992) by Michael Mann, Smoke Signal (1998) by Chris Eyre, Bury My Heart At Wounded Knee (2007) by Yves Simoneau, Skins (2002) by Chris Eyre, Shadow Heart (2009) by Dean Alioto and many other films has been produced and released in America.

Generally, these Hollywood films portray stereotypes upon the Indian. Before the twentieth century, portrayal of Native Americans in film traditionally has
been described as fearsome attackers of white settlers, strong and brave warriors, or primitive people living in tepees, wearing feathers, speaking staccato-like broken English. For the most part, they lived in a long time ago of noble savages and Indian princesses. While more and more pictures in the second half of the twentieth century and indigenous peoples outside of the US have described a more historical and accurate. For most of the history of films, Hollywood has relied on this method to describe the Native Americans.

Like *Bury My Heart at Wounded Knee* Film (2007), directed by Yves Simoneau. Film was depicting the Sioux Indians. I think this film has managed to describe the state of the Indians at the time, starting from the appearance, Indians culture / customs, until the history of the spread of diseases that attack them. Another example film is *Geronimo* (1993), directed by Walter Hill. The film tells the life of the Apache tribe in America that refuses on US government policy to move the Apache tribe to reservation. The focus of this film is a war Geronimo."This movie certainly presents a heroic view of Geronimo," said Hill.\(^8\)

Furthermore, *The Last of the Mohicans* film (1992) directed by Michael Mann. It conveys the history of French and Indian war, the story takes place in 1757. The film represented the Indian as a warrior that lead by Hawkeye, although Hawkeye is a white man in the story. Indian character in the film is not very visible because the main character is played by the Whites (Hawkeye).

In almost films that early describe, Indians shown in widescreen as savages, riding horses, killing, screaming, uncivilized villain, and scalping people. The view of Indians as savage and uncivilized was repeated in early films and crystallized the image of 'Indians' as dangerous and unacceptable to the normative lives of European immigrants whose lives appeared in films to be more valuable than those of the indigenous people they were colonizing. While, the theme of whites fighting against the “red villain” was outperforming them and it’s only confirmed their superiority (whites).

In 2013, the film *The Lone Ranger* produced by Disney land America has been released. The film was included into the list of Hollywood movies that use the image of Native American in his film work. Previously, the largest film industry Hollywood has a lot of issuing the Native American movies, especially the western genre. The western genre films usually tell how difficult life in that era. A conflict often raised was a dispute between Native American (Indian) and US Cavalry (Europeans), field workers with cruel landlords, and even until the effects of the industrial revolution to the people. And if we talk about the theme of western movie, it genre was usually a conquest of territory inhabited by the Native American tribe or Indian tribe by a group of migrants on behalf of justice and honor group. It is quite

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10 The Western is a genre of various arts, such as comics, fiction, film, games, radio, and television. Westerns are devoted to telling stories set primarily in the later half of the 19th century in the American Old West, hence the name.
popular on Western movies are semi-nomadic life rider or commonly known as cowboy.

We need to note that Hollywood started making Native American films was in the nineteenth century coincided with the World War I. The first Native American film produced by Hollywood include; *In The Land of The War* (1914), *Last of The Mohicans* (1936), *Broken Arrow* (1950), *Tomahawk* (1951), *The Searchers* (1956), *Duel In Diablo Movie* (1969), *Buffalo Bill and the Indian* (1976), and *Geronimo* (1993). Films above were some films that tried to describe Native American (Indians) with diverse themes. Almost Hollywood films usually used the image of Native Americans that have been formed as a fixed stereotype. There were several films that described Native Americans as the "Good Indian" when it viewed from the good side, and there were also described Native Americans as "Bad Indians" which tells the story of the poor Indians. But actually Hollywood films were not reality contemporary Native Americans. It means the depiction of Native American in a film work does not original and does not in accordance with the historical past, but rather these films actually only arranged by outside elements, they were namely whites. Such as producers, directors, writer’s scenario, even actors who intentionally or unintentionally chosen to represent Native Americans in those film works. Therefore, all Native Americans films that ever existed in world cinema were created from the hands of white people who might have the possibility of the certain missions behind films creations.
The Lone Ranger movie that will be a corpus in this study was different in describing Indian character. The main focus of this study was Tonto character. In the history of American film, Lone Ranger has been released in recent times, namely first Lone Ranger television series from 1949 to 1957. In this movie Tonto played by Jay Silverheels, a Canadian Mohawk tribal chief and military officer. Tonto was played as a supporting cast the lone ranger masked knight, who always follow the knight. Tonto looks naive, a bit stupid and buffalo leather dress appropriate American Indian tribes. The lone ranger (John Reid) character dominates Tonto character in almost scenes, Lone ranger has always been in the spotlight in every scene and he has always been the brains of their actions.

In 1956 Lone Ranger movie returned, it was based on the TV series in few years ago. Tonto character was played by the same character Jay Silverheels. The film was directed by Stuart Heiser that describes Tonto as a very flat figure, not much different from the character Tonto in the TV series before. Tonto got a little role in this film, while a masked knight who becomes the main focus in this western movie. Tonto always using the English language are typical and somewhat strange. Many critics said that the character of Tonto always portrayed broken English.

In 1981 The Legend of the Lone Ranger movie enliven the world of Americans cinema. Tonto is described as an Indian with long hair, looks more tough and heroic than the role of Tonto in the previous films. Tonto is also described as the Indian was more spiritual than the previous films. However, Tonto in this film still looks does not become dominant character. The next film is The Lone Ranger 2003
directed by Jack Bender. Tonto in the film is described as a serious Indian, firm and strong. Tonto character making the flow of the story is becoming tenser. Tonto in this story is good in using English in every dialogue of this film.

Slightly reviews above have proved that the latest film *The Lone Ranger* 2013 has the distinction from other *The Lone Ranger* film. This film has a very interesting difference that writer feels it needs to be research on these differences. *The Lone Ranger* in 2013, has a difference especially on the character of Tonto is very different compared to the Tonto in the previous *Lone Ranger* film. Because Tonto character was not played by Native Americans Indians but played by a white man (Johnny Depp). It will be the core of the big questions in this study. And Tonto character played by Depp portrayed very different from its predecessor films. How he represents his new characterizations in the story of the film so made him as a different Indian through appearances and some characterizations. Those reasons were made Indian character in this film became the main focus. And the researcher concluded that there should be research on Indian representation through Tonto character in this film.

*The Lone Ranger* film was directed by Gore Verbinski Bruce and released on July 3rd, 2013. The movie script was written by Ted Elliot, Terry Rossio, Justin Haythe. In this movie, Gore Verbinski lift canopy Indian nation in the film. Texas 1869 was the background of this film. The film tells two main characters, those are a masked knight John Reid (Armie Hammer) and Tonto (Johnny Depp) who was Native American (Indian). Tonto was a character that would be the object of a major
issue in this study, because he dominates the hero character (John Reid) in this film. Tonto is reported as Native American who has creativity, courage, intelligence, as if he never wits in dealing common problems in adventure with masked knight. It has made Tonto as a figure that can accompany John Reid character that told as a white hero. However, Tonto who reported as a complex character has made him a major focus when compared to John Reid figure that looks inferior. Tonto is also described as a potential character that could lead a plot in the film. In other words, this film creates a new atmosphere on Native American films by describing the Indian with the different perspective.

This research needs to be done because since the release of the movie *The Lone Ranger* in 2013 had been many writings about the film. One of them was "I Saw The Lone Ranger So You Do not Have to" by Adrienne K, a Harvard graduate student and member of the Cherokee Nation, who runs a blog called “Native Appropriations”, which generally have criticized the film *The Lone Ranger* as bad movie. In his writings he says The Lone Ranger is just a bad movie. It’s 2.5 hours of a film with an identity crisis, not knowing if it’s supposed to be funny, campy, dramatic, “authentic,” or what. At points it was very hard to separate the stereotypical and hurtful from the bad script, bad editing, and bad character development of the movie itself. ¹¹ So did other writings that are only movie reviews or studies that did not specifically highlighted Tonto character. And how the Indians are represented in

this film seems no one has studied in detail and specific. Most writing was only a review of *The Lone Ranger* film 2013. But, there are no academic writings which highlighted the changes in Tonto character that shown differ from the Indian in the previous Native American’s films.

This analysis will use the representation theory of Stuart Hall. By reviewing the use of the analysis, it looks representation Indian illustrated clearly in this film. In *culture studies* approach by Hall, he shows that an image can have many different meanings and that there is no guarantee that images will work in the way we think they will when we create them.  

12 *The Lone Ranger* 2013 film chosen as the corpus of this study and the author will discuss it to see how the Indians featured in the film through the characters. This research will explore how the characters portrayed Tonto and his people when faced with a conflict of power white people.

**B. Focus of the Study**

Appropriate issues background above, the focus of the study will focus on Tonto character. Especially, the writer focuses on analyzing Tonto character that represents Indians in *The Lone Ranger* film.

**C. Research Questions**

To facilitate researchers in analyzing the film, researchers developed there formulations of the problem associated with a research focus:

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1. How does *The Lone Ranger* film represent Native American Indian character (Tonto)?

2. What is the ideology that *The Lone Ranger* film conveys through its Representation?

D. Significance of the Research

The significance of this research is to provide knowledge to the reader how the depiction of Indians in Colby-Texas US 18th century. This research can also be used as a reference for understanding the Americans Indians in literary works especially in film. In addition, the result can provide the description about film, which related to Indian representation of Tonto character in *The Lone Ranger* 2013 film.

E. Methodology of the Research

1. The Objectives of Research

   The purpose of this study is to address issues related to the formulation of the problem which was developed by researchers. This study intends to demonstrate the process of research in explaining the representation of American Indians in the late 18th century through Tonto character in film *The Lone Ranger*.

2. The Method of Research

   Referring to the formulation of the problem and research objectives, the method to be used is a qualitative method. The research method used is qualitative-descriptive. Qualitative research methods is the analysis done by linking social facts contained in the literature, involving behavior, appearance,
and social environment related those figures. Analysis was performed on Tonto and several prominent Indian figures that are featuring habits of the Indians.

3. The Technique of Data Analysis

In this study, the authors will describe the data that has been collected by analyzing the character Tonto in The Lone Ranger movie. The approach that will be used is the historical approach. The historical approach seeks to uncover and unmasked the relationship between literature with other works, and with respect to time. How is Tonto displayed differently from the works of other films? And how the Indian characters displayed mannered and cultured through behavior and their habits in this film?

4. The Instrument of the Research

Researcher will involve itself as the main instrument by watching The Lone Ranger film very carefully, and then identify all things related to Indian figures ranging from appearance, behavior, and habits that appear in the film. Researchers will also identify existing social situation in the film is between 2 different racial communities (Indian and white race) who live adjacent in Texas-America in 1869. Researchers will also identify some of the scenes in this film that shows the representation of Indians and the state social Americans in late 18th century to know the history of America concerning social conditions that a field for immigrants who come from various

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continents. The next step, researchers will examine some of the scenes from the film to explain the representation of American Indians and their social circumstances 18th century.

5. The Unit Analysis

The unit of analysis in this study is the Lone Ranger movie produced by Walt Disney Pictures and directed by Gore Verbinski. The author conducted research during the academic year 2014-2015. This research was conducted in Jakarta.

F. Time and Place

The research is conducted for about 7 months (April – September 2015) at Syarif Hidayatullah State Islamic UIN Jakarta, Faculty of Adab and Humanity, English Letters Department. The research was also conducted in home, in a board, and also in several libraries in various universities. The references which is found, gives the writer information about the materials that the writer needed.
CHAPTER II
THEORETICAL FRAMEWORK

A. The Previous research

The representation of Native American had been analyzed by other researchers in another film. The writer found Dian Wahyuningtias, a UIN Jakarta graduate student who analyzed Native American’s representation in *Gangs of New York* film. The researcher used theory of representation to reveal the signs and symbols which are used in the film. The researcher explained how the film represents Native Americans through the gang or the Indian’s community in the story of film. The writer also found a journal as a previous research “Native American Spatial imaginaries and Notions of Erasure in Sherman Alexies’s *The Lone Ranger and Tonto Fist Fight in Heaven*” by Nina Rothberg. The researcher tries to reveal the Indian consciousness in the novel; the writer focused in analyzing of Indian reservation, white urban capital culture, and the world of Indian mysticism in the novel.

So the writer thinks that the specific research needs to be done, it means more specific and detail than the previous research which raised Native Americans in the research. The writer wants to reveal the representation of Native Americans through the characterizations of main character in order to give something different to the readers. The writer used the concept of representation by Stuart Hall to explain how meaning of the Indian is produced and exchanged in the film, and what the ideology
that showed in the film by representing Native Americans with a different understanding. The writer also hopes this research can be considered as a source and reference for next researchers.

B. Concept of Representation

Representation theory is one theory / concept that can be used in the study of culture. In The Oxford English Dictionary shows two relevant meanings for the word representation:

To represent something is to describe or depict it, to call it up in the mind by description or portrayal or imagination; to place a likeness of it before us in our mind or in the senses; as, for example, in the sentence, ‘This picture represents the murder of Abel by Cain. To represent also means to symbolize, stand for, to be a specimen of, or to substitute for; as in the sentence, ‘In Christianity, the cross represents the suffering and crucifixion of Christ.’

According to Stuart Hall, representation connects meaning and language to culture. Representation means using a language to say something meaningful about, or to represent, the world meaningfully, to other people. It means that the representation is to use language to express something meaningful, or presenting something meaningful to others. Representations can be either words, images, sequences, stories, or others who 'represent' ideas, emotions, facts, and so on. In short, the representation can be interpreted as a way to produce meaning.

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While in the book *Studying Culture’s 1999* by Giles and Tim Middleton, they said the representation has three definitions: *to stand in for, to speak or act on Behalf of, and to re-present*. The theory is based on how something symbolized, represents something, and something presented again. In accordance with what the objective of researchers is how the film became corpus described Indian in a film of this theory is relevant to peel representation something in a film work.

Representation is the production of the meaning of the concepts in our minds through language. It is the link between the concepts and language which enables us to *refer* to either the ‘real’ world of object, people or events, or indeed to imaginary worlds of fictional objects, people and events. Representation is a process of meaning production that will be exchanged with other people or the environment. The representation has two processes or two system of representation: there are system and *sign*. There are two systems of representation. First, the system by which all sorts of objects, people and events are correlated with a set of concepts or *mental representations* which we carry around in our heads. Without them, we could not interpret the world meaningfully at all. This system does not consist of individual concepts, but of different ways of organizing, clustering, arranging and classifying concepts, and of establishing complex relations between them. Second, *Signs* are organized into language and it is the existence of common languages which enables

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18 *Ibid*. p. 17
to translates our thoughts (concepts) into words, sounds, or images and then to use these, operating as a language, to express meanings and communicate thoughts to other people.\textsuperscript{19}

According to Stuart Hall in his book, "We construct meaning, using representational system-concepts and signs."\textsuperscript{20} This means that the concept in the mind and the sign (language) becomes important parts used in the construction or production of meaning. Because the theory of representation has constructionist approach, which states that the meaning is constructed through language.

Those are two important components that underpin the workings of representation, which is a concept in mind and language. The two components cannot be separated, the first is the thought of something that has been stored in the community and has been recognized society that is the basis of this concept. Furthermore, the term language is being here in a very broad and inclusive way.\textsuperscript{21} The language is a very necessary thing for humans if they want to live in a certain area. This means that human language is a primary need in life. As a tool to interpret the concept of mind, language plays a very important to share the same meaning in a culture. Language itself has a unique diversity in conveying meaning, among others; can be through oral language, writing, facial expressions, clothing, tone, even through electronic media. These languages have their own way to convey meaning, but in practice it takes the same concept so there is no error in meaning.

\textsuperscript{19} Ibid. p. 18
\textsuperscript{20} Ibid. p. 25
\textsuperscript{21} Ibid.
Language is a tool that can interpret the concept of the mind. Without the language, the people will not be able to transmit the concept of the mind that he had to others. It can be concluded that the meaning would not be communicated without language. The two things are complementary and can form the balance of people's lives and cultured.

In human life always gives meaning to objects, other humans, or events that occur in the environment. The process of giving meaning to something like objects, people, and events will never stop as long as there are human beings, live in the community and social role as a member of the community. In conjunction with the culture and the formation of meaning, representation becomes an important part of the process in which meaning is produced and exchanged between members in a culture / group.

In giving meaning to the world and things around him, humans use language medium. Language becomes an important medium in representing and identifying objects or other people. In the process of production and consumption of meaning, language has an important role to express the idea that an exchange of ideas knows their meaning, the meaning which is consumed by other parties.

It can be concluded that the representation is a process for producing the meaning of existing concepts of our minds through language. The production process is made possible by the presence of meaning representation system. However, the meaning of the process depends on background knowledge and understanding of a social group against a sign. According to Stuart Hall,
“Member of the same culture must share concepts, images, and ideas which enable them to think and feel about the world in roughly similar ways. They must share, broadly speaking, the same ‘cultural codes’. In this sense, thinking and feeling are themselves ‘system of representations’.22

According to Stuart Hall, other systems are also important in defining something is to think and feel. Man was created tribes that are not naturally having built a difference in life. Thus, the meaning of the concept can be very different in a different group because each group has its own culture and how to interpret a concept. Therefore, to make sense of something is requiring a background and a common understanding of the concept, images and ideas in group.

A meaning that has been created the group can be exchanged back to other communities with similar backgrounds. Actually, the meaning is the result of a construction. Many ways for humans to reconstruct such a meaning is through the mass media (print, electronic, internet) mass media especially the movie. Construction of a meaning in the film is able to change the previous meaning. The construction of meaning without us knowing formed in the mind of the public so that people believe that the meaning is how it is. Moreover, the meaning is constructed through the film which is the world mass media. Representation of something in the movies was usually contained ideology.

The media was able to build on a sense of public opinion. The media has become a place where people consume and learn salty aspects of the life around. But the media often make mistakes in reporting an event that has changed the public

22 Ibid. p. 22
opinion about the event. Stuart Hall (1981-1989) said that the media is a powerful tool for the elite. The media serves to communicate the ways of thinking are dominant, regardless of the effectiveness of such thinking.

To explain how the representation of the meaning through language works, the writer can use three system approaches of representation: the reflective, the intentional and the constructionist approaches. First, the reflective approach, meaning is thought to lie in the object, person, and idea or even in the real world, and language functions like a mirror, to reflect the true meaning as it already exists in the world. Essentially, the reflective theory proposes that language works by simply reflecting or imitating a fixed “truth” that is already present in the real world.23

Second, the intentional approach, it mean in representation argues the opposite case. It holds that it is the speaker, the author, who imposes his or her unique meaning on the world through language. Words mean what the author intends they should mean.24 This is not to say that authors can go making up their own private languages; communication – the essence of language – depends on shared linguistic conventions and shared codes within a culture.

Third, constructionist approach, it acknowledges that neither things in themselves nor the individual users of language can fix meaning in language.25 This approach serves to reconstruct meaning. For users of this approach does not have to

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24 *Ibid.* p. 25
think about the material world, where things and people exist, and the symbolic practices and processes through meaning and language. In this approach, we do not deny the existence of the material world. Nevertheless, it is not the material world which carries meaning but it is the language system that we are using to represent our concepts. Stuart Hall said in his book,

“Constructivists do not deny the existence of the material world. However, it is not the material world which conveys meaning: it is the language system or whatever system we are using to represent our concepts. It is social actors who use the conceptual systems of their culture and the linguistic and other representational systems to construct meaning, to make the world meaningful and to communicate about that world meaningfully to others.” (Hall, 1997, p. 25)

From these theories, the writer will use the constructionist approach to construct meaning, because the constructional approach is the most suitable for this research to show Indians representation through Tonto character in *The Lone Ranger* film. This approach does not represent the real world but building a new world with the part of the manufacturer's needs representation. Representation is the production of meaning, with this approach is expected to explain who made representations. The constructionist approach is able to construct the meaning and to represent American Indians/ ideas through language, to make the world meaningful to communicate using language meaningfully to others. Because the meaning is something liquid, depending on something and may change at any time, it mean should be construction activities in the process of representation in this research. Indian representation viewed as a subject and an object in *The Lone Ranger* film. In this film the subject and the object is Tonto's character represented Americans Indian.
C. Native American Indian

The history of Native American Indians spans back many centuries and continues until the present day. There are many tribes and climates where indigenous populations (American Indians) left their mark in the form of artifacts, traditions and records made by white explorers. Refugees and often persecuted by European explorers and settlers who followed, Native Americans have struggled to maintain their sovereignty, while increasing their representation in political life and American culture.

In this moment, the world is changing with extending the era of progress; everything is always associated with a technology that is useful for improving the quality of life for humans. The American Indian is one of the world's tribes into the spotlight as a tribe being marginalized by the dominant group. Then many works began to represent and show the American Indians through various media with the aim of showing the existence of the Indians in the public mind.

In academic writings, the usage of representations term refers to how meaning is constructed in our minds through language; be it words (writing, poetry), music (traditional, modern, or rap lyrics), storytelling (spoken words, traditional languages), or visual language (all forms of art, filmmaking, and performance). How Native Americans represent themselves or make meaning of their lives and cultures as Native peoples is very different from how the dominant culture has represented mis-represented them as “Indians” throughout history.
In The Oxford Dictionary, American Indian has meaning; “A member of any of the groups of indigenous peoples of North, Central, and South America, especially those of North America.”

The term of Native American Indians has been steadily replaced in the US, especially in official contexts, by natives American (first recorded in the 1950s and becoming prominent in the 1970s). The American Indian also called by Indigenous people. The indigenous people of America are the pre-Columbian inhabitants of north and South America and their descendants. Pueblos indígenes (indigenous peoples) are a common term in Spanish-speaking countries. Indigenous peoples are commonly known in Canada as Aboriginal people.

*Indian* is a concept that was built up in the people’s minds. Images of Native American Indians have divided into two concepts, first, before the arrival of European immigrant, and second, after the influence of European immigrants on American soil. But the images that have been embedded in people's minds is the Indians after the influence of the European nations that are not directly build stereotypes against Indian tribes that would later become a concept in the mind of the public against the Indians.

One of the most important issues facing American Indians concerns the question of identity: What is an Indian? The historical misrepresentations of

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“Indians” has been outside of tribal control and perpetuated by American cultural, political, academic, and social institutions that promote, produce and communicate information to the public. Indians have been misrepresented in art, history, science, literature, popular films, and by the press in the news, on the radio, and on television.

The issue of Native American racial identity is discussed in Russell, "American Indians have always had the theoretical option of removing themselves from a tribal community and becoming legally white. American law has made it easy for Indians to disappear because that disappearance has always been necessary to the 'Manifest Destiny’ that the United States spans the continent that was, after all, occupied.” Russell contrasts this with the reminder that Native Americans are "members of communities before members of a race.”

As a society, do we still have an image of what American Indians should be like? If so, what is that image? The American Indian has long been a popular subject of Hollywood movies. Generally, rule Hollywood “Indian” movies are set in the late nineteenth century America. From the early days of the film industry, Indians has the character of a movie screen filled with ceremonies, dances, and scenes of courage and terror. Native Americans were a central feature of “wild west” shows. Most were from northern Plains tribes such as Pawnee and Lakota; they wore feather headdresses and were characterized as living in tepees, and skilled in horseback riding

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and hunting bison. Known as “show Indians,” the Native performers took part in reenactments of Indian attacks on settlers’ cabins, stagecoaches, and pony express riders.

For hundreds of years, stories about American Indians have been told in various manners, from illustrations, paintings, printing and form art in films. However, the idea and the image of Indians depicted in this representation are purely of construction activities by whites; Indians are stereotypes that have nothing to do with how contemporary Native Americans see or represent themselves.

Stereotypes are a kind of shorthand way to define and describe the entire group of people by emphasizing a few characteristics. Although not all negative stereotypes, they still could give an inaccurate picture or unrealistic from individual members of the group, especially the depiction of the image of the American Indian.

According to Beverly R. Singer, in his book “Wiping the Warpaint Off the Lens: Native American Film and Video” he said:

“The earliest stereotypes associating Indians with being savage, naked, and heathen were established with the foundation of America and determined by two factors: religious intolerance for cultural and spiritual differences leading to the destruction of Native cultures, and rejection of Indian cultures as relevant subject matter by traditional historians in the writing of U.S. history.”

At that moment, American Indians began to appear as main focus (character), more complete identity, but the films were still being produced by non-Indians. After fading from the screen for a decade, the Western began to build a revival in the

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1990s. An example is such as *Dance with Wolf* Films and *The Last of the Mohicans* was box office hits. The success of the new Western allows for genuine independent cinema to develop, with films that depicted contemporary Natives. *Smoke Signals* 1998 movie became a turning point for Native American filmmaker, who began to produce films that showed Indian as a real people, as they are now.

Nowadays, Indian’s films are not just a Hollywood phenomenon. Filmmakers in several counties/continents such as in Australia, South America, and throughout North America have engaged their artistic skills in producing authentic aboriginal films with fully-developed characters facing all the vicissitudes of life. Their works have revolutionized the image of the American Indian and has opened a window on their culture and let the world know that Native Americans people have something to say, that they are not necessarily noble, dangerous, or stoic, but only humans should another man who lived in another area.

The media plays a large role in reinforcing existing stereotypes or imparting new ones. In books, plays, TV, movies, and other media, stereotypes can serve an important function. Native Americans are challenging the stereotypes and misrepresentations of the past are through filmmaking. Many people say that the newest form of storytelling is filmmaking. Native Americans have taken to filmmaking because of accessibility and the ability to represent themselves and tell their own stories.

Therefore, we must realize that the image of the American Indian has suffered from some common stereotyping methods, including romanticized, historically
inaccurate, simplistic characterizations and played by non-Indians. For most of film history, Hollywood has relied on these methods to portray Native Americans as fearsome attackers of white settlers, strong and brave warriors, or primitive people living in tepees, wearing feathers, speaking staccato-like broken English. For the most part, they lived in a long-ago time of noble savages and Indian princesses. And also the white make stereotype of the Indian as a "silent, stoic Indian", but it all is a myth. Because actually Indian love to joke and tease. As Berkhofer demonstrated in his classic 1979 book, *The White Man’s Indian*, images of Indians are a white construction. So, too, is American Indian art, especially what the general public perceives to be Indian art.

In *The Predicament of Culture*, James Clifford delineates the process for assigning value to American Indian art. He postulates that what he calls the Art/Culture system is a "machine for creating authenticity." It means the establishment of American Indian art is the result of a system which created with the aim of creating an authenticity in art. This suggests that the works of art made against American Indian work art is deliberately created with a system to make it look like authentic. In examining the development of Native art as an art historical conceptual category, Brody and Garmhausen postulate that the earliest white mediated forms

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occur in the Southwest between 1900 and 1917. Based on the statements above, it indicates that Native people have a very different perspective than do non-Indian observers especially in film production.

D. The Ideology

Ideology in literally is a matter that refers to the science or ideas. Ideology is a decidedly complicated term with different implications depending on the context in which it is used. In this context, an ideology is basically a system of meaning that helps define and explain the world and that makes value judgments about that world.

Karl Marx's idea is known as "Marxism" has become central in the history of ideology. For Marx, ideology is a concept or ideas contained in "the ruling class", which was held in a system. It means the ideology was seen as a powerful mechanism of social control whereby members of the ruling class imposed their worldview, which represented their interests, on members of subordinate classes. He stated that the ideology is made to be used as a tool for achieving equality and shared prosperity in society.

In the history of world civilization, ideology actually initially formed from a set of political advice, suggestions that came from the intellectuals who are

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considered to have intellectualistic thought that actually was not practical. However, those thought that later becomes an ideology that is considered to be idealistic.\(^{35}\)

Ideology has many variants definition. For example, an ideology is defined as a system of values or beliefs accepted as a fact or truth by a particular group. Ideology consists of a series of attitudes toward various social institutions and processes. Ideology gives to those who believe in a better picture of the world as it is and as it should be and also the complexity of the world set up to something simple and understandable.\(^{36}\)

The explanation from an expert above, we can interpret that the existence of an ideology built as a good basic design system of the state of people's lives are ideal to be achieved for the sake of a better state than the previous situation. Ideology described as a system, it means that the ideology is the result of the thoughts of individuals or groups that have been arranged in advance.

In this context, there are at least three underlying factors that underlie as the basis of an ideology of thinking, i.e.:

\[ Suatu \text{ ideology berpijak pada suatu kenyataan (realitas), berpijak pada suatu keadaan yang konkrit, berpijak pada suatu keadaan kehidupan manusia yang nyata. Sebuah ideology dapat bersandarkan pada suatu pandangan filsafat tertentu, bertolak dari suatu keyakinan tertentu yang mensarai seluruh pandangan seseorang tentang kehidupan manusia. Sebuah ideology lahir dan tumbuh berkembang dibawah}\]


\(^{36}\)Sargent, Lymann Tower. 1986. *Ideologi Politik Kontemperer.* (Jakarta: Bina Aksara), p. 3
Meanwhile, according to Ian Adams, that ideology often was built and put together in the same space with politics, thus making the ideology becomes a strategic term that is important to understand in order to explain and predict the problems of politics and power. And in this relation it seems that the view of ideology is seen as a term that cannot be separated from the political discourse and practical politics by groups in reaching a power interests.\(^{38}\) (Adams, 1993:20)

However, if we put the definitions of ideology in general, then it shows as something rather comprehensive namely, as a system of beliefs that contains the values and ideas that are organized as the basis of philosophy, science, social political economy program, which are became a view life, the rule of thinking, feeling and acting individuals or groups.\(^{39}\) There are various kinds of ideology that was born and developed in the world. One example is the ideology of Marxism by Karl Marx that aims to fight for the rights of the proletariat over the bourgeoisie. In addition to Marxism, there are many other ideologies such as liberalism, fascism, capitalism, socialism, feudalism, democracy and so on. In general, all ideology upholds the concept of the ideal society, people who will uphold the moral values they hold.\(^{40}\)

From the arguments above, we can conclude that the ideology will arise where there

\(^{39}\) *Loc.cit.*. p. 49
\(^{40}\) *Loc.cit.*. p. 52
is a discrepancy between what is believed and what is scientifically / established as true history.

It means, ideology is made for a purpose. A particular purpose of the ideology is likely to change public opinion. Ideology has become a bridge for emotional chasm between reality as its existence, and reality as people see it.\textsuperscript{41} The ideology is often used by a person or group of people to change public opinion on a meaning, including an opinion on the meaning of which is presented in a film work. The writer found two ideologies which were injected behind story of The Lone Ranger film.

The research wants to show how \textit{The Lone Ranger} film inserts some ideologies of the film to change public’s mind through the representation of Native American Indian. By reading many sources related to the film and the ideology, the writer tries to reveal two ideologies which are inserted in \textit{The Lone Ranger} film work.

CHAPTER III
RESEARCH FINDINGS

In this chapter, the writer would like to analyze the Indian representation through Tonto character that appears in the new of *The Lone Ranger* film 2013. Before the writer explains about the Indian representation through Tonto, the writer will give an analysis that addresses Tonto character as main character. The reason for doing this is to explain that although Tonto was reported as a companion/supporting character of *Lone Ranger Hero*; but Tonto’s appearance is more than *Lone Ranger* (John Reid) in the storyline.

Tonto is a Native American Indian who was born from Comanche tribe in Texas-America. A few years ago, the Comanche which was Tonto’s tribe had been massacred by two white men who he found lying on the riverbank. This makes Tonto was eager to find white criminals who had massacred his tribe. Tonto apparently was not alone in completing his mission, he finds a masked warrior “spirit walker” that he believes the man who has been revived by the spirit horse to be his partner that could help him to search whites called as the *Windigo*. A wish to find the *Windigo* has made him it a distinct Indian, revenge is the final destination of his adventure with the masked knight.

In this film, the writer found Tonto is the main character. Tonto is showed a longer of period scenes than other characters. It proved that he looks dominates John Reid figure who was the hero’s actor. Tonto has the potential in the storyline because
he takes an important role in leading the plot. He is also becoming complex character in this film because he is described as different characters/personalities if compared to others film which feature Native American Indian theme in the film. So the writer states that Tonto is dynamic / round character in this film.

Firstly, in this chapter the writer will reveal how Tonto figure represents Native American Indians in the film. Secondly, the writer wants to reveal how *The Lone Ranger* 2013 film represents Native American Indians through Tonto character, or what is the ideology of the film.

**A. The Representation of Native American Through Tonto**

The writer would like to show a representation of ‘Native American Indians’ which is discussed from the aspect of characteristic through Tonto character. The writer chooses this aspect because Native American Indians have a different characteristic that is commonly featured in other Hollywood films.

*The Lone Ranger* film makes a new perspective on Native American Indians through Tonto’s appearance which represented Native American Indian in the film. Some appearances and dialogue show that Tonto represents the different of The Indian’s characterization; it indicates the film tries to reconstruct the image of Native American Indians through Tonto's characterization.

First of all, in the scene below is described Tonto who has one characteristic; he is smart Indian or a Native American Indian who has high intelligence. From the
beginning of the film, Tonto takes an important role in leading the plot so he proves himself as a smart Indian.

The first scene that shows Tonto as smart Indian is when he aware John about there is political games which played by Texas government on prisoner Butch Cavendish that was clearly unfair. His characterization showed through the appearance and the reaction of other character (John Reid).

Tonto : Where do you go?
John : Into town, to form a posse.
Tonto : I would not to do that, kemosabe.
John : Yeah...
Tonto : There was a gun waiting for Cavendish on the train. Eight men rode into Canyon. I dig seven graves.
John : Collins. He’s known us since we were kids.

(The Lone Ranger, 00:51:40–00:52:10)

From dialogue above, it can be seen when Tonto tells the truth to John, the scene describes us how smart Tonto who has ability in viewing the existing possibilities. Tonto says “There was a gun waiting for Cavendish on the train”; it means nobody knows except Tonto who could know there is political game going on between the government/authorities of Texas and criminals Cavendish. Even John Reid as a white that narrated as an educated man, he also did not think that there is the practice of political crime that happen in the government of Texas City. It means *The Lone Ranger* film shows Tonto as smart Native American Indian who can solve problems that disguised as a political issue and conspiracy.
Tonto's intelligence in viewing the possibility also proved when he believes that there is a traitor behind the massacre of the seven rangers at Canyon. Tonto said “Eight men rode to Canyon. I dig seven graves.” It means Tonto is able to reveal Collin as a traitor; it describes that Tonto always have a precise calculation in solving problem, because he thinks that he only found seven bodies in the desert at the time. It shows that Tonto is not just making accusations that are not logic; his intelligence in analyzing the problem can be proved with logical. Tonto has good predictions because it turns out that he has calculated how many rangers came to the Canyon and how many rangers were dead.

Another depiction of his intelligent is described when Tonto rejects John’s statement that states the Indians had attacked white settlements. The dialogue below describes that Tonto is a calm person, and his intelligence in analyzing the problem.

<table>
<thead>
<tr>
<th>John</th>
<th>: Indian savages.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tonto</td>
<td>: Was not Indian.</td>
</tr>
<tr>
<td>John</td>
<td>: The hell it wasn’t.</td>
</tr>
<tr>
<td>Tonto</td>
<td>: Indian makes trade.</td>
</tr>
<tr>
<td>John</td>
<td>: leave him alone</td>
</tr>
<tr>
<td></td>
<td>I said leave him alone</td>
</tr>
<tr>
<td>Tonto</td>
<td>: Indian is like coyote.</td>
</tr>
<tr>
<td></td>
<td>He kills and leaves nothing to waste.</td>
</tr>
<tr>
<td></td>
<td>Tell me Kemosabe.</td>
</tr>
<tr>
<td></td>
<td>What does the white man kill for?</td>
</tr>
</tbody>
</table>

(The Lone Ranger, 01:04:07–01:04:36)

The conversation above shows that Tonto could well identify the doer of the attack on the white settlement. He proves himself that he is truly smart guy, because he understands very well about the Indians who had been ingrained in him, an example is he understood how Indians fight. With his intelligence, he was also able to
identify that there was an agent who deliberately made it as a wild Indian who had attacked white settlements. White settlement that was attacked by the gang of Cavendish believes that the Indian was the attacker. Tonto knows all about the Indian’s fight and he is sure that the Indian was like a coyote that would not leave anything while attacking their enemy.

Tonto asked to John "Tell me Kemosabe. What does the white man kill for? ".

From that sentence, indirectly Tonto has an ability to see the possibility that whites had been the actor of the attack farce and it absolutely describes Tonto as a smart person when he found the answer about who had been the actor of the attack white settlement.

John : Why Cavendish make it look like the Comanche violated the treaty? It has something to do with my brother found in the desert.
Tonto : Perhaps he wants to make it look like Comanche violate treaty.
John : That’s very helpful, thank you.

(The Lone Ranger, 01:13:15–01:13:32)

The conversation above describes when Tonto interrogated by John about why Cavendish and his followers attacked on white settlement with masquerade as Comanche. From the text above, we could conclude how calm and relax Tonto in telling the truth about a crime which is made by Cavendish. It proves that he is very smart in analyzing the exiting incident, so he gives a good understanding to John that there was a conspiracy behind the incident. And from the dialogue above, Tonto proved himself to be a smart Native American Indian. From this scene, we can also
assume that Tonto is expert in identifying the existence of political practice or conspiracy played by the white Americans.

![Picture 1](image)

The picture above describes the main character as a smart guy. There are two persons that described in the picture. First person is the John Reid as the hero in this film, and the second person is Tonto as Native American Indian. The scene above described when they were lost in the desert. John is only standing and nothing to do but Tonto is looking the trace until crawling in the desert. Absolutely from this picture we know what the reason why Tonto becomes a superior character than the masked knight in this film is because he was very smart person in solving a problem. The Lone Ranger film represents Tonto’s characterization as a smart Native American Indian toward his action in finding trace even it was the railroad tracks that have been covered in desert sand. Tonto represents as Native American who expert in the wild. His expertise is evidenced by him being able to find a trail that will be the key for him to find where a criminal Cavendish is located. Tonto found traces in a unique way; he has the skill and intelligence of instinct that may not be owned by ordinary people.
The second characterization that played by main character is the mastermind. Tonto's intelligence portrayed in this film was made him as mastermind, a man who always initiates to give a way or solution to its partner John Reid. This characterization is also made Tonto as the main focus in the story.

Tonto : You find the man who killed your brother.
John : This is my brother’s vest.
Tonto : Eyes, cut by the bullets that killed him.
From the great beyond, he will protect you,
And the ones you love.
John : You want me to wear a mask?
Tonto : The men you seek think you are dead, kemosabe.
Better to stay that way.
John : Alright, but if we ride together
It’s to bring these men to justice in a court of law.
Is that understood?
Tonto : Justice.
Is what I seek, kemosabe.
(The Lone Ranger, 00:52:16–00:53:29)

The conversation above describes the main character as the mastermind in the story of film; he believes and gives John a better solution. The dialogue above describes that Tonto aware of all the things that are not entirely realized by John, he also gives John a mask and explains what the purpose of a mask to John is. From the scene above, we can conclude that The Lone Ranger film shows Native American Indian who always has a good solution; it proved when Tonto arranges a mission to catch a criminal Cavendish. Tonto wants to trick Cavendish with a ranger who covered eyes by a mask, because Cavendish and his followers thought that all rangers had died and no one was left. Tonto prefer suggests this way than John who does not wear a mask. Tonto argues that Cavendish will not recognize John with a mask and it
can make easier to find the criminal Cavendish. Form this event; we can conclude that Tonto becomes a character who could facilitate John with a good solution as the masked knight.

The dialogue below also describes how Tonto as a mastermind; he had masterminded the plan to lead the hunting criminals. Tonto easily indicate the direction in which they can follow where Cavendish and his followers fled.

John : How am I supposed to find Rebecca and Danny now?
Tonto : Tracks lead north, toward Indian country.
John : That’s 400 square miles of rock and desert.
      Even an Indian can’t track through that.
Tonto : We follow horse, kemosabe.
      (The Lone Ranger, 01:09:35–01:09:45)

The picture and dialogue above indicate that Tonto has a good skill to find a track of Cavendish. He was a great Indian warrior, because when John confused where he could find Rebecca and Danny, Tonto is present as a carrier solution for him. Tonto argues that the trail leads to the northern region which was the Indian region and they have to go to that place despite having to pass through the 400 square miles of rock and desert. In addition, Tonto arranges the plan by following the horse that he believes would carry John and himself to the destination location where he could find Cavendish and his gang. It means Tonto represent a smart Indian who has good skills that are not owned by John Reid. From the scene above, we can assume that The Lone Ranger film tries to represent Native American Indian which is full of skill so he becomes the mastermind of the masked knight especially in vastness of the desert.
In this film, Tonto also shows his characterization of mastermind by giving the brilliant solution to defeat Latham Cole’s plan. Tonto has a brilliant solution in this case; bombing the bridge that connects the border of Texas and the Indian region to break the plans of master criminal (Lt. Cole). It can be seen from the following picture and dialogue below:

The picture above shows that Tonto becomes the brain of a genius plan to destroy a bridge. And from the dialogue between Tonto and Will above, we could see when Tonto is asked by a child (Will) a question about does Latham Cole get away. As genius guy, Tonto calmly explain that he had a plan that he wants to blow up the bridge that will pass the train transporting tons of silver. Tonto is also asked by Will about how he gets the explosives for bombing the bridge. The picture below describe how genius Tonto in getting the explosives.
The picture above proved that Tonto is the mastermind of the masked knight journey. He plans the bank robbery to get the explosives, because that bank had conspired or worked together to save the explosives belonged to Latham Cole. The second picture above describes Tonto who applies genius plan to destroy the railroad bridge to derail and killing Latham Cole as the master criminals. From those pictures above, we can conclude that Tonto is the mastermind in the story of the film; who has a lot of the best solutions, so that he becomes the regulator of all strategies in the course of a lone ranger in crushing crime at the time.

Thus, we can see that *The Lone Ranger* film show his main character as the mastermind in the story. The film represents the Indian through the character of Tonto as a Native American Indian which is not only represented as a fool character or a character which is always being a tail for his master. Tonto is described in this film as an Indian who has a lot of sense, so over all he becomes an important actor in leading the plot.

Besides Tonto is reported as Native American Indian smart, *The Lone Langer* film also reconstruct the Indian as a man who has high ambitions, or can be called he is an optimist guy. In the picture below, illustrates when Tonto is being
threatened by criminals Cavendish with a gun, but he did not seem scared at all by what is going to happen. He just stayed calm and said something explicit like a guy who has no fear. It means, although Tonto is under Cavendish’s threat but he did not react like a man who afraid even he still continued a strange habit of feeding dead crows which is the attribute on his head.

The picture and statement above describe an Indian guy who does not fear to death. Tonto is described as an ambitious Indian in the story. When Tonto under the Cavendish's threat, visible from the look on his face that Tonto is very ambitious to avenge his ancestors. Tonto was told in the film as a Native American who has been hunting Cavendish for 26 years, criminals who had taken the whole of his nation in the past and made himself into Indian wasted and lives alone. So he was never afraid to Cavendish although lives as a stake. *The Lone Ranger* film shows Native American Indian through Tonto character that is not afraid to die in crushing crime that took the life of his ancestors.
In the next scene below tells that there were a dispute between Tonto and John, they argue and disagree with each other. Tonto showed again his characterization on the train which brought him to the construction of railroad.

John: That’s the end of the line.
Tonto: We jump.
John: What about the passengers?
Tonto: They jump.
John: There are children on board.
Tonto: All jump.
John: Have you no decency?
Tonto: Windigo getting away!
John: No, You’re not going anywhere.  
(The Lone Ranger, 00:20:29–00:20:50)

The conversation above tells Tonto who has an ambitious trait when he clased with lone ranger. It could be seen when Tonto ignores John’s invitation to think about how the train passengers could be survived from the train crash. Imprinted on Tonto’s face and high tone, he is very serious to be selfish man. From this scene, we can conclude that The Lone Ranger film represents Tonto as a character that does not care about the people's interest. It indicates that Tonto only has an ambition with the matters that related to his business; looking for criminal Cavendish.

Tonto: I am Tonto of the Comanche. Last of the Windigo hunters.
John: So, what do you want with me?
Tonto: A vision told me a great warrior and spirit walker would help me on my quest. I would prefer someone else.
Your brother, perhaps. He would have been good. But who am I to question the great father, hmm?  
(The Lone Ranger, 00:49:43–00:50:09)
From the picture and conversation above, we can see that Tonto was an ambitious and optimist guy. The film reflects Tonto’s characterization as an optimist guy when he said that himself the only one Windigo hunter. The dialogue above describes Tonto who believes to great father, he believes that the presence of a spirit walker could help him in completing his mission. It proved Tonto as optimist person who believes to great noble that John can be hero and can help him to find & kill criminal Cavendish.

The next characterization that The Lone Ranger film represents through the main character is strong character. In Native American Indians culture, tranquility or silence is a value that serves a lot of purpose in their lives. In social situations, when they are angry or uncomfortable, many Indians would rather be silent than to be angry. In The Lone Ranger film Tonto described as Native American character that turned silent person and did not speak much, but in some scenes he is also shown as a strong trait. But it doesn’t mean this film wants to represent Native American Indian as bad-tempered person, the writer assumes that this film actually features Native American Indian who has firmness and could hold tightly to his establishment. We can see this characterization from the following picture and dialogue below:
Mrs. Red: Homer, help these morons find the door.
Tonto: Windigo getting away.
Mrs. Red: What the hell is he talking about?
John: Nothing. It is an Indian thing.
Tonto: Man who has taste for human flesh.
Mrs. Red: Butch Cavendish.
John: That’s right.
Mrs. Red: Why didn’t you just say so?
(The Lone Ranger, 00:57:15–00:57:42)

The conversation above shows that *The Lone Ranger* depicted Tonto’s characterization directly in that scene. We can see exactly that Tonto got angry while his arrival was neglected by Mrs. Red. Tonto decided to explain what the purpose of his coming to the Mrs. Red's place. A strong trait is also described when he sticks dagger on the Mrs. Red's table. From the scene above, we can concluded that in this film Tonto featured as a Native American Indian who has a strong character, he will be very angry when his existence was not appreciated or underestimated even he would commit a violence. *The Lone Ranger* film shows Native American Indian who has a firm trait through Tonto as the main character.

*The Lone Ranger* film once again shows Tonto as an Indian with strong trait in the storyline. Although he was described as a character with few words, but he was also described as a character with a high temperament especially he would be angry while others opposed his opinion.
John: Indian savages.
Tonto: Was not Indian.
John: The hell it wasn’t.
Tonto: Indian makes trade.
John: leave him alone.
  I said leave him alone
Tonto: Indian is like coyote.
        He kills and leaves nothing to waste.
        Tell me Kemosabe.
        What does the white man kill for?
(The Lone Ranger, 01:04:07–01:04:36)

The scene above shows that *The Lone Ranger* film shows a strong trait through Tonto self. Tonto firmly rejects what was John predicted, and also he states clearly about who the perpetrators of the attack on the white settlement is. Not only from the dialogue, but also we can see his strong characterization from his action. Tonto slammed John's body and hold up a blade on the John's neck, it has been demonstrated that Tonto actually displayed a Native American Indian with harsh character. The writer assumes that *The Lone Ranger* film wants to show Native American Indians through the aspect of emotional, he would be angry when his opinions were not appreciated by others.
In the other scene Tonto shows his strong trait when he caught Cavendish and ordered John to kill him. Tonto is not concerned with what has been agreed with John that would bring Cavendish to court of law.

Cavendish : See. You’re no spirit. You’re just a man in a mask. You’re no different than me.
Tonto : Finish him.
John : No. This isn’t justice.
Tonto : Justice is what a man must take for himself.
John : No. I can’t believe that. I won’t.
Tonto : Windigo cut out brother’s heart. Where is brother’s justice?
John : I am not savage.
Tonto : You are not a man. I will do it.
John : Wait!
Tonto : You keep me from my destiny once. It will happen again.
Now, Windigo must die.
(The Lone Ranger, 01:33:3 –01:34:29)

The conversation above explains that Tonto is harsh and firm person in his stance. He did not think of what has been agreed between him and John. The nature of severity appears when he asserts that his plan to kill Cavendish is justice that cannot be replaced. Tonto is featuring Indian who always clings firmly to the establishment; he displays the Indian who dared to oppose white people that deter his opinion or plan.

Thus, through the main character portrayal in The Lone Ranger, the film wants to state the statement that Native American Indians are not common tribe in general and should not be underestimated even be suppressed arbitrary. Almost scenes in the film story have described the character of Tonto who possess firm, harsh and opinionated fixed, so that it can be concluded that The Lone Ranger film intends
to reconstruct the image / perspective Indians as a nation that needs to be respected and honored. This film described Native American (Tonto) as a smart person, optimist, strong and as the mastermind of Hero in the storyline. Tonto became Native American figure that displayed as a dominant character in the wild and urban area. It means Native American which shown in the film is not only who is dominant in the wild, but also in urban environment that is very foreign to a Native American.

B. The Ideologies of The Lone Ranger 2013 Film

*The Lone Ranger* film which is released in 2013 seems have an ideology related to Native American Indian's struggle on the arrival of the white European in America that has made Indians increasingly marginalized. The ideology in the film can be found from the whole of the film, from the film's screens until to the dialogue contained in the film.

The ideology in *The Lone Ranger* film is that the film wants to change the people’s perspective about the Indians; the film tries to represent the Indian with the different characterizations. The different characterizations that represented in the film will open the discourse that the Indian were not stupid tribe or underestimated like when they were displayed in some previous Native American's films. Otherwise, *The Lone Ranger 2013* film comes and makes people believe that Tonto who represent Indian is more than just a supporting character, because he can lead almost scenes with his characterizations which will make him as a major focus in the story. It proved by Tonto with leading lone ranger (white man) in plot of the story.
Through presenting Tonto as the Indian, the film tries to give opinion that the Indian is more superior to white people in the film. It showed from Tonto who displayed as dominant character in the storyline so he was able to lead throughout the plot of the story. Tonto is also shown as the Indian who have ingenuity, high intelligence, full of optimism, careful in action, and also he is shown as a character that always provide the best solution for his partner, so it was made him looked more superior than his white partner (Lone Ranger).

From the explanation above, we can conclude that *The Lone Ranger* film tries to give an idea to public and make them believe in the story of the film. *The Lone Ranger* film wants to deliver some messages that Native American Indians has power so the character of Tonto had a big hand in the story.

In the film, Tonto clearly shows that he is a real hero, because of the previous explanation above; we can conclude that Tonto figure is truly represented as the real hero who becomes the superior actor if compared with John Reid that told as the masked knight. The writer argues that Tonto is a great Indian who has capability of being a single fighter to defeat the American force when it is being haunted by the problem of racism or racial differences at that moment. The following picture below explains us how two characters Tonto and lone ranger are shown differently in some scenes of the film.
The first picture above describes John (the masked knight) who was standing on the train, while the Tonto looks depends on the hook between the train cars, Tonto managed to remove the hook carriages and rescue train passengers. This indicates that Tonto is more superior to John that narrated as a hero in this film. The second picture illustrates Tonto who was leading the trip to find Rebecca and Danny. Tonto is seen riding on the front of a horse while looking for where the direction they should take, while the hero (John) just sits behind Tonto and holding an umbrella like a woman not like a male hero. This picture is also show that Tonto is depicted as superior character in this film.

The picture above explains how the film is showing two figures with a clear distinction. First character is John Reid that told as a masked knight is described as a man who stood in the middle of the desert and do not know what to do. While the
second character (Tonto) is seen as a figure with full of skill, in the picture above described Tonto crawling find a way out. He should be to have important role in the storyline but when viewed from almost scene above we concluded that Tonto is precisely more shown to have a role than lone ranger as the masked knight so Tonto deserves the title of hero in the story.

The question is what the film's purpose to represent Indian character as a superior in those scenes. The writer assumes that this scene was intentionally portrayed in the film in order to show a message that Indian actually not always described as a subordinate figure that is often underestimated in a film work. *Walt Disney Picture* also wants to deliver a message that Indians are also included one of the races that exist in the world and must be synchronized with other races.

<table>
<thead>
<tr>
<th>Tonto</th>
<th>Tracks lead north, toward Indian country.</th>
</tr>
</thead>
<tbody>
<tr>
<td>John</td>
<td>That’s 400 square miles of rock and desert. Even an Indian can’t track through that.</td>
</tr>
<tr>
<td>Tonto</td>
<td>We follow horse, kemosabe.</td>
</tr>
</tbody>
</table>

(The Lone Ranger, 01:09:35-01:09:46)

The dialogue above describes that the film represents a lone ranger as inferior character who cannot find a way to face a problem. And the dialogue above describes when lone ranger is responding Tonto's suggestions with hesitation as if he represents whites who do not have optimism when compared to his partner (Tonto).

The other conversation that shows lone ranger as an inferior person is when he accepts a mask from Tonto.

<table>
<thead>
<tr>
<th>Tonto</th>
<th>Eyes cut by the bullets that killed him. From the great beyond, he will protect you and the ones you love.</th>
</tr>
</thead>
<tbody>
<tr>
<td>John</td>
<td>You want me to wear a mask?</td>
</tr>
</tbody>
</table>
Tonto : The men you seek think you are dead, kemosabe.
Better to stay that way.
(The Lone Ranger, 00:52:25-00:52:52)

The picture and dialogue above tells that the film tries to represent lone ranger as inferior character. We could see that *The Lone Ranger* film is truly wants to represent white man as an inferior character, because when Tonto suggested him to wear a mask, John Reid / lone ranger is only looks like a man were confused and questioned for what he should wear a mask. It seems like John did not understand the purpose of using the mask, whereas it is actually one of the genius plan that Tonto suggested him. It is indirectly represent a white who was not a smart guy.

From the revelation in the two scenes above, we can conclude that lone ranger cannot do anything without Tonto who is depicted as smart and perceptive Indian in the story. The writer assumes that *The Lone Ranger* film wants to show American would be better without a racial differences or racism.

In addition, the film also tries to show how the two races compared, namely whites and the Indians race. How the Indian compared to the white race which is represented as villain who played the bad politics in the story.
The picture above describes the political game that played by white people to destroy the existence of the Indians in the story. In the picture above, we could see the white man who dressed as a Native American. They did it with the intention to attack the white settlement in order as if it would be seem that the Indians was the attacker. In fact, all is not right because it is political whites who deliberately do it on their behalf. White race represents through character Latham Cole and Cavendish’s gang that told having worked together to achieve the goals; taking the wealth of the silver mountain of the Indians. It means indirectly, they also get rid of the Indians from the American soil.

Lt. Cole: Let the Comanche make no mistake. We will not be dissuaded from our task. From here on, all treaties with the Indian Nation are null and void. We will summit ahead of schedule, three days from today. Now, go ahead. Put that in your paper.

(The Lone Ranger, 01:16:52-01:17:24)

From the Lt. Cole’s speech above, we can see how tricky Latham Cole as white man when he made a speech in front of Texas’s society. After his plans succeed, he gave a speech to the citizens of Texas with the purpose of inciting all citizens that the Indians had violated the agreement. Latham Cole has succeeded in
pitting the citizens of Texas with Comanche Indians, thus causing an inevitable war between them.

From the scene above, we can conclude that *The Lone Ranger* film wants to show that the white race was actually became the maker of social inequality on American soil. Through the revelation of the evidences above, the writer assumes that *The Lone Ranger* film also tries to prove Tonto as a superior character by comparing him with white people that the film shows them as a shifty people (Latham Cole & Butch Cavendish).

From those evidences above, the writer concludes that *The Lone Ranger* film generally tried to lead the audience understanding to build a different perception to the image of Native American Indians that had been built over the years. The film tries to invite the audience to realize that racism and discrimination were the acts of violence and were not from the nature of humanity. So far there are still heard the issues of racism everywhere, including in the land of Uncle Sam; America that has always haunted by the problem of racism, because after the revolution, the United States face many problems such as slavery until the problem of civil war which ranged from 1861 to 1865. And thousands of miles track trains were also built in the United States in 1860. It adds to the problems of the territorial disputes with the Indian nations. From the explanation above, the writer argues *The Lone Ranger* films that were released in 2013 intends to build an ideology to sensitize the public that Native American Indian is one of the races in the United States that must be acknowledged its existence and rights.
Through the exposition of the ideologies above, the writer assumes that the film also intends to raise the issue of peace in the film; where the whites are not always display as more superior than the red skins/the Indian. With the display of Tonto as Indians who have superior character that has made him as a single fighter to crack down on crime in the story. It means Indian can also be displayed as a hero in the film work.
CHAPTER IV

CONCLUSIONS AND SUGGESTIONS

A. Conclusions

*The Lone Ranger* is a film that produced by Walt Disney Picture in 2013, is the film with the theme of Native American/the Indian. In this research the writer revealed how the film represented the Indian through the main character of Tonto in this film. The writer answers the research questions by using representation theory and ideology concept. The research also tries to reveal the ideologies that inserted in the film.

From the findings in previous chapter, the writer finds a conclusion that *The Lone Ranger* film represented the Indian from another perspective. Through Indian characterizations such as appearances, dialogue, actions and the reaction of another character, this film construct the meaning of existing concept of public mind about Indian through sign/ language, while people watch this film, they probably will consume a new representation of the Indian in the film.

*The Lone Ranger* film tries to open discourse about Indian in the story of film to change public mind about Indian. Because along the years, Indian is always portrayed and described as a character with a little role, thus make the Indian as unimportant character in some film works. It makes people think that Indians are ordinary characters and not so important in the work of the film, such as Indian is
always displayed as a supporting character, high temperament, reckless character, looks stupid and antiquated when compared with other characters.

*The Lone Ranger* film shows a construction of Indian as a new character which can be seen from some of the characterizations those were shown through the character of Tonto. From the findings, Tonto is depicted as Indian who has complex personality traits, such as he represents a smart Indian who has high intelligence, the mastermind of the lone ranger who always take the initiative in giving solution for lone ranger, Tonto is also shown as an optimist and firm character in the story. Those characterizations have made Tonto takes an important role and make him as the superior character in the story. However, this film still has not been able to avoid the stereotype of the Indians that commonly described as "savage". It clearly illustrated when Tonto is describing his nation with "coyote", kind of wild dogs that kill and leave nothing to waste.

**B. Suggestions**

The writer thinks that *The Lone Ranger* film is quite interesting film work, because the film is not only for entertainment in life but it also can be used as a corpus of study or research. The writer hopes there are other studies that continue this research by analyzing the stereotypes of Native American. Finally, the writer hopes this research gives significant contribution to all students of English letters who want to analyze Native American in a film work.
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If you want, we should be out here in the first light.

I do not fear what comes next.

Man who has taste for human flesh.

He killed leaving nothing to waste.