

WHITE FRAMING TO THE BLACK: THE CASE OF RACISM IN USA LEGALS IN THE NETFLIX SERIES *WHEN THEY SEE US* (2019)

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ABSTRACT Racism is a social problem that widespread in society. The existence of racial or ethnic differences makes some people receive discrimination. The fact that race is still relevant in modern society. One of the popular social issues related to racism occurred in New York, America, namely the Central Park Five case. In this case, five black and latina teenagers were victims of wrongful arrest by American police for the alleged attempted rape and murder of a white American woman. The purpose of this research is to analyze the racism by white people especially police and people in American law against black people and how whites frame black people in society which leads to racism in the *When They See Us* series based on the Central Park Five case. The writers used popular literature and popular culture by Ida Rochani Adi (2011) and racial profiling theory by Luiza- Maria Filimon (2015). The research method used is qualitative descriptive. As a result, the form of racism in the series is racial profiling. The components of racial profiling occur in the series, there are police stops, police arrests, police questions, and police brutality. In addition, the frame practice by white people is to demonize black people. It also makes the Central Park Five boys known as the perpetrators in the Central Park Five case.

Keywords: racism, racial profiling, popular literature, framing, police abuse

INTRODUCTION

Social issues often emerge as significant problems that affect communities, demanding immediate attention and resolution. Zastrow (2000) in Prasetyaningrum et al. (2022) defines social issues as conditions impacting a large number of people, necessitating corrective actions. One such pervasive issue is racism. In countries like the United States, racism and discrimination against African-Americans remain persistent challenges. Racism, as explained by Liliweri in Mulyana (2019, p. 76) in Buansari et al. (2021), refers to the unfair treatment of individuals or groups based on their race. While some perceive racism as a historical conflict between Black and White populations in America, a closer examination reveals ongoing oppression and discrimination that undermine the dignity, culture, and rights of marginalized communities. Racism also significantly shapes minority youth's cultural identity, influencing how they view themselves within a stratified society (Garcia Coll et al., 1996; Mistry et al., 2016, in Woo et al., 2020).

African-Americans, for instance, are often stereotyped negatively—labeled as criminals or socially deviant—resulting in systemic injustices perpetuated through media, governance, and public policies. Historically, white supremacy has manifested in the exclusion of African-Americans from political, legal, and social domains, as highlighted by Lestari in Asrita et al. (2023). Public facilities, political opportunities, and social development have been systematically designed to privilege White individuals, relegating African-Americans to marginalized statuses. Moreover, Lavallee and Johnson (2022) argue that occupational systems have played a crucial role in perpetuating racism, where African-Americans have been subjected to controlled and exploitative labor systems for economic gains.

The Central Park Five case in 1989 exemplifies the impact of racial profiling within American law enforcement. This case involved the wrongful arrest of five Black and Latino teenagers—Korey Wise, Yusef Salaam, Raymond Santana, Kevin Richardson, and Antron McCray—for the alleged rape and assault of Trisha Meili, a White woman. These teenagers were coerced into confessing to crimes they did not commit, enduring physical and psychological abuse during interrogations. This case gained widespread attention and was later adapted into the Netflix series *When They See Us* (2019), which critically examines systemic racism in the U.S.

criminal justice system. The series portrays how racial biases and media framing perpetuated public prejudice against African-Americans (Nussbaum, 2019, in Oumaima, 2023).

Previous studies have analyzed racism in *When They See Us* from various perspectives. Melina & Irawan (2023) explored discriminatory discourses, emphasizing positive self-representation of Whites and negative portrayals of Blacks. Oumaima & Sellami (2023) examined the psychological impact of systemic racism on people of color, while Thiem (2023) analyzed the concept of "popular legality" in the series, highlighting its critique of police brutality and structural racism. Furthermore, Favour (2020) applied Critical Race Theory to explore microaggressions and racial biases in the U.S. legal system.

Despite these contributions, limited studies have focused specifically on the practice of racial profiling and its role in perpetuating racism within American law. To address this gap, this research aims to analyze the Central Park Five case as depicted in *When They See Us*, using the racial profiling framework. According to Filimon (2015), racial profiling refers to discriminatory practices by law enforcement, targeting individuals based on race or ethnicity rather than specific evidence of criminal behavior. Cleary (2000) and Jones (2017) similarly define racial profiling as unjustified police actions influenced by racial prejudice, often leading to systemic violence against minorities.

The objective of this study is to critically examine how racial profiling, as a manifestation of systemic racism, operates within the American legal system and is reinforced through media narratives. By applying the concept of racial profiling, this research seeks to deepen the understanding of institutionalized racism and its implications for African-American communities.

LITERATURE REVIEW

Racism is a complex social issue that deeply impacts various aspects of life, including psychological, social, and legal domains. Several relevant theories and previous studies provide a foundation for understanding this phenomenon, particularly its representation in media such as the series *When They See Us*.

One prominent theory used to understand racism is Critical Race Theory (CRT). According to Delgado and Stefancic (2017), CRT highlights how racism is embedded in social, legal, and economic systems. The theory challenges dominant narratives of neutrality or meritocracy that often conceal racial biases. In this context, CRT is particularly relevant for analyzing the structural injustices within the criminal justice system, as depicted in *When They See Us*.

Another important framework is implicit bias theory, introduced by Greenwald and Banaji (1995). This theory explains how unconscious stereotypes or attitudes influence behaviors and decisions. Implicit bias helps illuminate how prejudices against Black individuals can shape the actions of police officers and the judiciary.

The concept of intersectionality, introduced by Kimberlé Crenshaw, adds a crucial dimension to the analysis. Intersectionality explores how overlapping identities such as race, socioeconomic status, and gender compound discrimination. This approach is vital in understanding how racism affects different individuals and communities in nuanced ways.

From a psychological perspective, Sue et al. (2007) highlight the effects of microaggressions on the mental health of marginalized groups. Microaggressions subtle, often unintentional discriminatory actions or comments have a cumulative impact that can lead to trauma and psychological distress.

Favour (2020) aimed to analyze *When They See Us* through the lens of Critical Race Theory. This study demonstrated how implicit bias, racism, and microaggressions contribute to police brutality and systemic injustice against people of color in the United States. It emphasized the role of ingrained prejudices in perpetuating the profound inequalities experienced by the

individuals portrayed in the series.

Melina and Irawan (2023) explored discriminatory discourses against African Americans in *When They See Us* using critical discourse analysis. The study found that White individuals often portrayed themselves positively while depicting Black individuals negatively, based on stereotypes and ingrained beliefs. This finding highlights how discourse serves as a tool to reinforce racial hierarchies.

Oumaima Sellami (2023) examined the psychological impact of racism as depicted in *When They See Us*. The findings revealed that racism is deeply rooted in society, making it challenging to identify and eradicate. The study also shed light on the trauma experienced by the Central Park Five, illustrating how systemic inequalities affect the mental health of people of color.

Thiem Annika (2023) investigated *When They See Us* as a form of "popular legality," or the representation of law in popular culture. The study found that the series critiques structural racism within the U.S. criminal justice system, particularly through depictions of police brutality, racial prejudice, and testimonial injustice. It also emphasized how the series invites viewers to empathize with the protagonists' pain and anger, amplifying its critique through emotional engagement.

Recent research has shown a growing focus on the intersectionality of racial studies, the psychological toll of racism, and the role of media in addressing these issues. Scholars have increasingly used critical discourse analysis to examine how language and narratives in media reinforce or challenge racial stereotypes. Furthermore, studies are delving into how racism impacts mental health, emphasizing trauma, depression, and anxiety among marginalized groups. Media like *When They See Us* is also being recognized as a powerful advocacy tool for exposing systemic injustices and fostering empathy.

RESEARCH METHODS

Research Design

This study employs a qualitative research approach, which is particularly suitable for exploring complex social phenomena. According to Creswell (2012), qualitative research is ideal when researchers need to investigate and understand the components of a topic without prior assumptions. This approach focuses on interpreting the meaning behind events and understanding diverse perspectives, with data primarily collected as words, narratives, or descriptions rather than numbers.

The qualitative method used is inductive, where patterns, themes, and concepts are derived from the data without relying on pre-existing theories. The research investigates the conflict depicted in the series *When They See Us*, focusing on social issues in American society, particularly racism. The primary data source consists of scenes from the series that illustrate racist practices. These scenes are documented through written descriptions, dialogues, and monologues, and analyzed using Filimon's (2015) racial profiling theory.

Technique of Data Collection

The data collection process follows several systematic steps to ensure a thorough and organized understanding of the issue.

1) Viewing the Series

The writers begin by watching *When They See Us* in its entirety. During this step, the writers closely examines the content to understand the context, storyline, and underlying themes, particularly those related to racism. Attention is given to dialogues, character development, and the atmosphere of scenes depicting racism.

2) Identifying Relevant Data

The writers identified and compiled significant scenes, narratives, and dialogues that support a deeper examination of the research topic. This involves noting key interactions, character portrayals, and events that reflect racist practices.

3) Descriptive Documentation

The writers meticulously documents the descriptions of each scene, capturing the nuances of the situations and the dialogues. These descriptions serve as the primary dataset, highlighting instances of racial profiling and systemic racism portrayed in the series.

4) Systematic Organization

The collected information is organized methodically, grouping data by themes or incidents to facilitate subsequent analysis. Scenes and dialogues are categorized to reflect their connection to racism and its broader social implications.

Technique of Data Analysis

The analysis process uses Filimon's (2015) racial profiling theory to examine how racism is represented in *When They See Us*. The following steps outline the data analysis procedure:

1) Data Organization

The first step involves organizing and categorizing the collected data. Scenes, dialogues, and symbols relevant to the issue of racism are isolated for focused analysis. Non-essential information is excluded, while key elements, such as character interactions and social dynamics, are grouped for easier interpretation.

2) Identifying Patterns and Themes

Using Filimon's theory, the writers identified recurring patterns of racial profiling and systemic bias, such as how law enforcement and legal systems disproportionately target Black individuals.

3) Symbolic Analysis

Beyond direct dialogues and events, the writers examined symbolic representations of racism, including visual cues and narrative techniques that underscore racial tensions in the series.

4) Contextual Interpretation

The findings are analyzed in relation to broader societal issues, drawing connections between the series and real-world instances of racism. The writers interpreted how the series portrays the framing of Black individuals by law enforcement and the impact of racism on their lives.

5) Drawing Conclusions

Based on the analysis, the writers synthesized insights to highlight the implications of systemic racism as depicted in *When They See Us*. This includes an understanding of how the series reflects ongoing racial issues in contemporary society.

By employing this systematic approach, the study ensures a comprehensive analysis of the themes of racism in the series, providing a nuanced understanding of its social and cultural significance.

FINDINGS AND DISCUSSION

There are five acts that indicate racism done by police and people in law. The acts include physical and verbal. The physical racism is police stops, police arrest, police questions and police brutality. Then the verbal act is framing that was done by white people to black people. Framing in here is made some stereotypes about black people. The stereotype made by white people is bad stereotype that make black people looks ugly.

Five acts that indicate racism in the series, arrange in the table below based on the time in the series.

Physical Acts

Table 1. Physical Acts in *When They See Us* (2019)

No	Components	Scene
1.	Police Stops	Minute 07.19 part 1
2.	Police Arrest	Minute 48.50-48.56 part 1, minute 25.08-25.23 part 2, minute 42.15-43.38 part 2, minute 46.36-47.45 part 2, minute 1.04.54-1.05.11 part 2.
3.	Police Questions	Minute 24.03 part 1, minute 45.30-45-.38 part 1, minute 29.26, 36.54-37.19 part 1, minute 38.42, 38.50-41.00 part 1, minute 26.26

4.	Police Brutality	part 1, minute 54.46 part 1. Minute 07.16 part 1, minute 19.09-19.26 part 1, minute 50.43 part 1, minute 16.49 part 1, minute 23.52 part 1, minute 27.04-27.08 part 1, minute 52.28 part 1, minute 27.27.01-27.03 part 1, minute 27.04 part 1, minute 30.24 part 1, minute 1.03.02-1.03.23 part 2.
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Police Stops

Minute 07.19 in part 1

“I swear I didn’t do...” “Don’t run”

The dialogue above is from scene at minute 07.19 in part 1. It is included in the Police Stop category. The scene shows a detective stopping Kevin Richardson, one of the Central Park Five boys. The detective stops and arrests Kevin forcibly when Kevin is about to run, even the detective hits his head using a helmet.

Police Arrest

Minute 48.50-48.56 in part 1

“... is they’re all guilty”

The monologue above is from scene at minute 48.50-48.56 in part 1. The scene shows about Linda Fairstein, the chief prosecutors at the time, reported to legal counsellor, Elizabeth Lederer about the case. Linda said that the five teenagers were guilty. She confirmed to Elizabeth that their case was that the teenagers were guilty of the rape of runner Trisha Meili. From the scene, she did not care if there is evidence or not. What she wants is make the black teenagers guilty of the case. In addition, it shows that she really want to arrest the teenagers even though there is no clear evidence to prove the teenagers involved to the case.

Minute 25.08-25.23 part 2

“...and they didn’t find one”

The monologue above is from scene at minute 25.08-25.23 part 2. The scene shows that Antron’s lawyer explains that there is no fingerprint of Antron McCray in the place of the case. He denied that Antron is involved in the case and explained that there were absolutely no fingerprints of Antron anywhere at the scene. But the law says that the Central Park Five boys are involved and guilty in this case. It shows that police and law people want to arrest Antron even though there is no fingerprint of him.

Minute 42.15-43.38 part 2

“no but we only tested the cervical swab and the sock”

The monologue above is in minute 42.15-43.38 part 2. The scene shows the doctor who tested the DNA explains in the trial, that there is no DNA of the boys. It shows that the police want to arrest central park five boys even there is no clear evidence.

Minute 46.36-47.45 part 2

“did you look to see if there was any mud on his pants?”

The monologue above is in minute 46.36-47.45 part 2. The scene shows Raymond’s lawyer explains and asks detective who interrogated Raymond in the trial that Raymond involved in the case and put the rape in the wrong part of the park. But there is no mud on the Raymond’s pants. The detective even does not know where the other part in the park is. It shows that police arrest Raymond even he did nothing about the case.

Minute 1.04.54-1.05.11 part 2

“They can still be guilty of rape under the law”

The monologue above is in minute 1.04.54-1.05.11 in part 2. The scene shows Elizabeth Lederer, the legal counselor at that time claimed the central park five boys is still guilty and should be arrest even though there is no clear evidence. It shows that she want central park five boys arrested, even though she knows that there is no clear evidence to prove that the boys is guilty.

Police Questions

Minute 24.03 part 1

“Is my... is my mom here?”

The monologue above is from minute 24.03 in part 1. The scene shows Kevin Richardson interrogating without accompanied by his mother. Even the police are still interrogating Kevin even there are no guardian to accompany him. It shows that the police questions him without seeing that he is still an underage teenager and needs adult assistance. In addition, the police questions Kevin continuously without any pause even though Kevin did not know anything about the case because Kevin was racially different from the police.

Minute 45.30-45.38 part 1

“you left a child unaccompanied by a guardian”

The monologue above is from minute 45.30-45.38 part 1. The scene shows Yusef's mother was angry that the white police detained and questions Yusef without accompanied by adult. In addition, the police questions Yusef over and over even though he said that he know nothing about the case.

Minute 29.26, 36.54-37.19 part 1

“...held her down, I guess”

The monologue above is from minute 29.26, 36.54-37.19 part 1. The scene shows Raymond Santana Jr. forced to admit the act that he did not commits. He answer the questions from the police about the case, and he forced to answer it with the wrong statement because police promised that he can go home if he admit that he involved in the case. It shows that police questions him until he tired and immediately believe the police's promise.

Minute 38.42, 38.50-41.00 part 1

“I think she... I mean, no, she scratched me”

The monologue above is from minute 38.42, 38.50-41.00 part 1. The scene shows Kevin Richardson forced to admit the act that he did not commit. Police questions him over and over and he answers it with the wrong statement.

Minute 26.26 part 1

“Kevin Richardson said you raped the lady in the park”

The monologue is from minute 26.26 in part 1. The scene shows the detective questions Antron McCray and he says the wrong statement to Antron with the purpose Antron want to make a deal with the police. It shows that police want Antron answer all the questions with the confession that he involved in the case.

Minute 54.46 part 1

“from the park... from the field... from the reservoir to the field.”

The monologue above is from minute 54.46 in part 1. The scene shows that Korey Wise forced the act he did not commit. In the scene, Korey is questioning by police and legal counselor and he answer with the wrong statement because police promised he can go home if he answer that he involved in the case.

Police Brutality

Minute 07.16 part 1

“little animal, stop!”

“Stop it! I didn't nothing”

The dialogue above is from minute 07.16 in part 1. The scene shows the white detective forcibly arrested Kevin Richardson and calling him “little animal”. It shows that the police call him with inappropriate name for calling people. At that moment, Kevin, who had no idea what was going on, joined in as the others teenagers ran. Then he fell while trying to jump the fence and ended up being caught by the detective.

Minute 19.09-19.26 part 1

“... and to think we were gonna release these animals to family court.”

The monologue above is from minute 19.09-19.26 part 1. The scene shows Linda Fairstein called the central park five boys “animals”. It shows that she call the boys with inappropriate name for calling people.

Minute 50.43 part 1

“They just got it wrong. These idiots don’t know the park”

The monologue above is from minute 50.43 part 1. The scene shows the white detective called the central park five boys “idiots”. It shows that, as a white police, he thinks that people of color are idiots, which is inappropriate word to call someone who is clearly normal and healthy mind.

Minute 16.49 part 1

“those little bastards shot their wand into a sock”

The monologue above is from minute 16.49 part 1. The scene shows Linda Fairstein called the central park five boys “little bastards”. It shows that she look really hate the boys who is people of color by calling them with the inappropriate word.

Minute 23.52 part 1

The scene is shows white detective pulls Kevin’s hand until hit the table. It shows that white police doing something harshly to Kevin who is black teenagers.

Minute 27.04-27.08 part 1

“wanted to stick your cock in a white lady, huh?”

The monologue above is from minute 27.04-27.08 part 1. The scene shows the white detective roughly touched Raymond’s head until he try to avoid it. At that time, Raymond questions about the case, and he said he know nothing about it, then the white detective is still questioning until the detective yells and touch Raymond’s head roughly.

Minute 52.28 part 1

The scene is shows the white police were abusive to Korey Wise, slapping and dragging him into a pole. It shows that the white police doing something harshly to the black teenagers with no mercy.

Minute 27.01-27.03 part 1

“Raymond saw you hit her!”

The monologue above is from minute 27.01-27.03 part 1. The scene shows the white detective is yelling at Yusef Salaam when interrogating him. It shows that the white detective rough to the black teenagers.

Minute 27.04-27.08 part 1

“Don’t you fucking lie to me”

The monologue above is from minute 27.04-27.08 part 1. The scene shows the white detective is yelling roughly at Raymond Santana Jr. when interrogating him.

Raymond answer that he did not do something that make he involved in the case, then the white detective immediately yelling at him until makes him scared.

Minute 30.24 part 1

“don’t you fucking raise your voice to me”

The monologue above is from minute 30.24 part 1. The scene shows the white detective is yelling at Antron McCray when interrogating him. When Antron answer the questions, he did raise his voice but not too loud, and the white detective immediately yells at him.

Minute 1.03.02-1.03.23 part 2

“... who have not had any food.”

The monologue above is from minute 1.03.02-1.03.23 part 2. The scene shows Raymond’s lawyer is saying in the trial that the detective was talked, questioned the boys who is still minor at that time, who had not eaten, not allowed to sleep, and they questioned them for one hour. It shows that detective did not care about the boys who are still minors. What is being done is torture.

Framing

Table 2. *Framing in When They See Us*

Data	Scene	Monologue
Datum 1	0.43-1.11	“They were coming downtown from a world of crack, welfare, guns, knives, indifferences, and ignorance. They were coming from a land of no fathers. They were coming from the wild province of the poor, and driven by a collective fury brimming with the rippling energies of youth, their minds teeming with the violent images of the streets in the movies. They had only one goal; to smash , hurt, rob, stomp, rape”
Datum 2	1.23-1.28	“the enemies were rich. Their enemies were white”
Datum 3	1.41-1.47	“New York city police say that’s new teenage slang for rampaging in wolf packs, attacking people just for the fun of it”
Datum 4	24.01-24.10	“The defendants are charged with the rape, sodomy, attempted murder, assault, and sexual abuse, of Patricia Meili”
Datum 5	24.35	“these defendants told detectives that Kevin Richardson grabbed the jogger and while Kevin and the jogger struggled, Yusef stepped up and hit her with a pipe.”

Racism practiced by police is not only done directly, but also by framing. The teenagers also received framing from media. The framing by media in the broadcast makes people have bad stereotypes about black people. As stated by Habsari (2013), mass media has a function as a channel that can simultaneously provide information to the public. The media make broadcast about the ugliness of black people. Then, there is a framing about the Central Park Five boys which leads to the case. The police not only tried to get the Central Park Five boys to admit to an act they did not commit, but also made it seen as if they were guilty of the case. Stated by Judhita in (Angelica & Nuraeni, 2022) the media plays a role in providing the identity of what, who, and how a person is both in terms of their physical appearances, their intelligences and their morals. Based on the *New York Post*'s that wrote by Pete Hamill, the teens hailed “from a world of crack, welfare, guns, knives, indifference and ignorance...a land with no fathers...to smash, hurt, rob, stomp, rape. The enemies were rich. The enemies were white.” As stated in Trevisan (2022) In May 1989, a week after the attack, Donald Trump as real estate developer and future U.S. president took out full-pages ads in *The New York Times*, the *New York Daily News*, the *New York Post* and *New York Newsday* with the headline, "Bring Back The Death Penalty. Bring Back Our Police!" Besides that Richardson and Santana, both part of the alleged “wolf pack,” were arrested for “unlawful assembly” on April 19, before police learned of the jogger’s attack.

Based on the explanation of the findings above, the racial profiling component that the writers found is the police stop, where the police and detectives stopped black teenagers and arrest them at the scene in Central Park, New York, America. Then, the second is the police arrest, where police and law enforcement arrested and found the Central Park Five boys guilty even though there was no evidence that they were involved. The third is police questions, where the police question the Central Park Five boys continuously and try to get them to lie or in other words they confess to acts they did not commit. In addition, there is police brutality, where the police discriminate by torturing, abusing, and labeling the teenagers with inappropriate names. The framing done by the media made the central park five case famous at the time. It was a case of racism, that racism as a social culture became famous and published.

The framing aims to increase the fame of the news in America so that the news released gets a lot of viewers. The case is one of that involves popular culture, there is racism itself which is popular social culture. Therefore, the framing by the media made the case very famous and the media also get benefits from it. So the purpose of framing itself is none other than for the benefit of a media itself. The media deliberately created a framing that lead to racism against black people, because it was mentioned at that the perpetrators of the case were black and Latina teenagers. In this research, the writers examined the form of racism and framing that lead to

racism in the series that based on the Central Park Five case as original story of the series.

The racism act that depicted in the series is conducting by white police and also the white people in the law. It shows that the scene in the series categories as racial profiling. It stated by Delsol (2021) in Amelia& Gulo (2022), the term "racial profiling" refers to the practice of police making generalizations about a person's color, ethnicity, religion, or country of origin rather than looking at an individual's behavior, particular questionable characteristics, or intellect. It is an act that is associated with race and is committed as a result of racial discrimination.

CONCLUSION

The 1989 Central Park Five case in New York, America, served as the inspiration for the 2019 When They See Us television series. The series uses racial profiling to illustrate racism. where a white female runner called Trisha Meili was raped and attempted to be killed, leading to the false arrest of five Latina and Black adolescents. The Central Park Five Boys or the Five Teenagers are shown in the series being made to confess to crimes they did not commit. The coercion was also accompanied by torture, which constitutes discrimination. The central park five boys are minors at that time, and when interrogated they were not accompanied by parents or lawyer.

This study contributes to the improvement of well-known culture discussion and literature related to the issue of racism, particularly within the setting of racial profiling shown in visual works such as the When They See Us series. By using the theory of racial profiling by Luiza-Maria Filimon, this study succeeded in uncovering how systemic discrimination against minorities is portrayed in popular media. However, this research has several limitations. First, the research object is limited to one television series, so generalization of the findings needs to be done with caution. Second, the approach used is descriptive qualitative, which does not allow for measuring the broader impact of media framing on public perception. Lastly, this research only focuses on racial profiling theory without considering other perspectives, such as cultural critical theory or social psychology, which could enrich the analysis. In contrast to this research, there are some suggestions for future research. This research opens up opportunities for further study regarding the issue of racism represented in popular media. One of things that can be taken is to apply racial profiling theory to different research objects, such as films, novels, or other works of visual art that also raise the issue of racial discrimination. This can broaden insight into how racism is represented in various forms of media and popular culture.

In addition, future research could combine qualitative approaches with quantitative methods. For example, surveys or experiments can be used to measure the impact of representations of racism on audience perceptions. This approach allows a more thorough analysis of the relationship between media framing and the formation of social stereotypes. Integrating cross-disciplinary approaches is also a relevant step. This approach, such as combining critical cultural theory with social psychology or mass communication, can provide a more comprehensive understanding of the influence of media representations on audiences' social identities and emotional responses. Furthermore, future research could explore audience responses to representations of racism in popular media, including the emotional effects and impact on social consciousness. Such a study will provide insight into the role of the media in building public awareness and advocacy for social justice. Cross-cultural comparative analysis is also an interesting direction to see how the socio-political context in various countries influences the framing of the issue of racism in popular media.

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