

TABLE OF CONTENTS

COVER PAGE	i
HALAMAN SAMPUL.....	ii
TITLE PAGE	iii
HALAMAN PENGESAHAN	iv
PERNYATAAN BEBAS PLAGIAT	v
ACKNOWLEDGEMENT	vi
TABLE OF CONTENTS.....	vii
LISTOF TABLES	ix
LIST OF FIGURES	x
Abstract.....	xi
Intisari	xii
 CHAPTER I.....	 1
INTRODUCTION.....	1
1.1 Research Background.....	1
1.2 Research Questions	8
1.3 Research Objectives	8
1.4 Literature Review	9
1.5 Theoretical Framework	13
1.5.1 Theories in New American Studies	13
1.5.2. Theories on Popular Culture	15
1.5.3. Stuart Hall's Theory of Representation	18
1.6 Research Method	21
1.6.1. Technique of Collecting Data	23
1.6.2. Technique of Analyzing Data	24
1.7 Presentation	25
 CHAPTER II.....	 26
ISLAM IN AMERICA.....	26
2.1 Religious Landscape of America.....	26

2.2	The Beginning of Islam in American Hemisphere.....	32
2.3	Islam in America after 9/11	37
CHAPTER III		45
THE STRUCTURE OF ISLAM REPRESENTATION.....		45
3.1	Arab as the Representation of Islam.....	46
3.1.1.	Islam Representation through Arab Names	47
3.1.2.	Islam Representation through Physical Appearances	57
3.2	Islam Representation through Clothing.....	63
3.2.1.	Kamala's Superhero Costume.....	64
3.2.2.	Head Scarf/Hijab	67
3.2.3.	Ordinary Clothing	73
3.3	Islam Representation through its Conflict with America	76
3.4	Islam Representation through Islamic Religious Rituals and Festivities	84
CHAPTER IV.....		89
THE SOCIAL CONSTRUCTION OF ISLAM REPRESENTATION		89
4.1.	The Changing of Islam Stereotyping.....	91
4.2.	The Changing of Production Processes.....	100
4.3.	The Changing of Audience Demographic.....	106
CHAPTER V		114
CONCLUSION.....		114
REFERENCES.....		119
LEMBAR PERNYATAAN PUBLIKASI		130