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Stereotypical Portrayal of *Farang* Men & Thai Women in Stephen Leather's *Private Dancer*

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Abstract

This study analyzes the stereotypical portrayal of *Farang* men and Thai women and is supported by the phenomena in each story. There are three objectives in this study. The first is to explain and see the stereotypes of *Farang* men looking at Thai Women., second is how Thai women perceive *Farang* men in the novel, third is to explain the power relations between *Farang* men and Thai Women. In this research, each problem or objective is accompanied by textual evidence. The writer uses qualitative methods to analyze this study. The writer uses this research supported by existing literature sources from several journals and articles and uses the primary source, namely the novel *Private Dancer*, followed by the theory of gender stereotypes and the theory of power relations. "*Private Dancer*," tells the story of Thai life in terms of nightlife; in this novel, there are two main characters, Joy and Pete. Joy's character is an independent woman who has to be the backbone of the family and works in prostitution. Pete is a British Journalist; everything changes when Pete meets Joy; there is a love story and drama that ends tragically. The research data analyzed are dialogues from dialogue characters in the novel. The results of this study prove that there are many stereotypes between *Farang* men as Western and Thai women as Eastern in the novel, to find out stereotypes of *Farang* men looking at Thai Women, and how Thai women perceive *Farang* men in the novel.

Keywords: stereotypes, *Farang*, Thai women, power relations

Introduction

Background of the Study

People have different ideas and personalities, and no one in this world is the same. Differences can be seen among the people around us. According to Kneevi, Kula, & Duspara (2009), stereotypes exist everywhere, whether on a small or large scale, in the United States and abroad, in Asia and Europe, and every continent. All of the stereotypes they label; some are still valid, and others are being eliminated as it develops. According to Lippmann (1889), one way to think of a stereotype is as a cognitive strategy or process that our mind employs to simplify the intricate onslaught of information it is exposed to. From this point of view, a stereotype can be understood as a mode of understanding that functions through the process of categorizing individuals into groups. A stereotype can be viewed as either a negative or positive way of understanding something, depending on how one chooses to view it.

Farangs are the most common and prominent visitors from space in Thailand, a various term that can refer to foreigners, Westerners, or "white" people; like any term derived from a broad racial category Negro, Oriental has their uses but ultimately defies precise definition. In Thailand, Foreigners are occasionally referred to as *Farangs*, particularly if they have white skin. Non-Indonesian nationals are called *Bule* in Indonesia, while Javanese nationals are called *Londo*. In Thailand, the term *Farang* is most commonly used to refer to people

who have white skin. In the past, the general public despised the term "Farang" and was considered a prejudice to ridicule some white people.

Private Dancer novel, is a portrayal relationship that develops between a European and a Thai bargirl and how both parties have hidden agendas. A young man called Pete works as a travel writer in Bangkok when he stumbles into a go-go club by mistake and finds up meeting the woman he will spend the rest of his life with there. Pete loves Joy and fall in love at the first sight, when he first meets Joy in a go-go bar. Pete's expectation of his love story would be like a fairy tale or happily ever after, but it turns out to be a nightmare love story. After this, Pete learns that his private dancer is not all he claims to be and that rather than being the lady of his dreams, Joy is his nightmare. Pete also learns that Joy has been using him for her gain. The writer chooses the topic, Stereotypical Portrayal of *Farang* men and Thai women, because the writer sees a side with stereotypical elements in the two main characters, which are pretty interesting to analyze. These characters, a *Farang* man and a Thai woman from different cultural and racial backgrounds, deal with their own different views and stereotypes.

The objective in this study will be : (1) To find out why Farang men give stereotypical portrayal to Thai women in the novel. (2) To find out Thai women perceive *Farang* men in the novel. (3) To find out the power relations between *Farang* men & Thai women. The focus of this study is to analyze the stereotypical problem of the characters in the novel as Thai women: Joy and Sunan. *Farang* men are Pete, Big Ron, Prof. Bruno, Nigel, and Jimmy. In order to analyze, the writer focuses more on the two sides of the story: *Farang* men and Thai women about stereotypes.

Theory and Method

This study uses a qualitative method with a descriptive approach. The research was conducted by observing data sources, analyzing data from novel excerpts, and discussing the results. Research conducted by researchers is to find solutions to stereotype problems between two parties: western men and Eastern women. The data source used by the writer in this study was the 2005 novel *Private Dancer* by Stephen Leathers. The writer's steps in this research were to read the novel, several books, articles, and journals. After that, the writer will analyze the source of the data from the novel *Private Dancer* (2005) by using the theories of gender stereotypes.

Stereotype

According to Nittle (2021), Stereotypes are behaviors that are imposed on particular groups of people based on their racial, ethnic, or sexual identity. Although they may seem "positive," stereotypes are destructive even when they oversimplify the groups involved. According to Hamilton, Stroessner, and Driscoll's (1994), research, mental constructions that are referred to as stereotypes are used as a mental shorthand to refer to a range of distinct social groups. Individuals go through a range of processes as a direct consequence of this, contributing to the persons' intellectual as well as their social growth. (p.3) According to the findings of Bigler and Liben (1992), define stereotyping as "*the activity of depicting and judging other people based on predefined and immovable criteria.*" In other words, stereotyping is the act of depicting and evaluating other people based on fixed criteria.

Gender Stereotype

According to Schmidt (2004), Gender stereotypes are formed when people see members of one gender group perform different social roles and believe that those people must have fundamentally different motivations. This idea together with socialization and an individual's own development, contributes to the emergence of and persistence of gender-based behavioral differences between men and women.

According to Schmidt (2004), there are some examples below:

- Characteristics that are genuine to the individual - For instance, it is typically expected of men that they will be assertive and self-assured, whereas it is customarily expected of women that they will be accommodating and emotional.
- Daily adult things - For example, some people have the stereotyped notion that women will take care of the children, cook, and clean the house, while men will take care of the finances, fix the car, and make repairs to the house. Others believe that men will make repairs to the house, while women will make repairs to the car. Some people have the misconception that women are responsible for taking care of children, cooking, and cleaning the house. In spite of this, there are situations in which this is not the case at all.
- Occupations: Some people immediately assume that teachers and nurses are female, while others immediately assume that pilots, doctors, and engineers are male. Some people also quickly assume that teachers and nurses are female. Some people are still too ready to assume that teachers and nurses are female.

Portrayal of Thai Women

According to Sully (2023), The majority of Thais are family-oriented, and the same exists for Thai girls. Thai girls are highly connected to their family. They prioritize family members, especially if they are the

eldest daughters in their homes and must be the primary breed winner of the household. (p.3)

Sully stated Most of these women look after their parents and younger siblings, and some even stay under the same roof after marrying. Unlike in Western countries, Asian culture values children over independence. As a result, it is uncommon for girls to leave their home when they reach adulthood. Another stereotype of a Thai girl that foreigners are familiar with is the 'bar girl.' Girls of this type can frequently be found in prominent tourist destinations such as Pattaya and Phuket. Bar girls are often from low-income families, such as those in Issan, Thailand's north eastern province. (p.2). Sully stated There are gold-diggers everywhere, but Thailand has a lot of them. Absolutely just like every other gold digger, all they care about is money. They look for rich guys, foreigners, and people from their own country who can give them lots of gifts. Many people looking for gold in Thailand wore cheap clothes and went to clubs every night to find their goals. The only things that matter to these girls are money and things that they can buy. Some people date visitors so they can move to other countries.

Farang in Thailand

According to Ahsay (2018), *Farang* is what Thais call foreigners as a sign of how much they despise them. Like the Chinese, Thailand blames all of their country's problems on foreigners, dating back to the Opium War in 1840. They laugh behind their backs and discriminate against them in every way, including "two-thirds pricing," while taking their money and marrying off their poor and unwanted divorces to stupid faring. *Farangs* are always associated with Bangkok's Patpong hooker district and marry bar girls. *Farang*, if in Indonesia is called *Bule*.

The Power Relations

According to Foucault (1983), The word "power" refers to the relationships between people (and, for the time being, to a group of actions that cause others to act and that follow from each other). It is also important to separate power relationships from communication relationships, pass on information through a language, a set of signs, or some other symbolic medium. Without a doubt, talking to someone is always a way to affect that person or those people. But the production and circulation of elements of meaning can have certain effects in the realm of power as their goal or as a result. The effects in the realm of power are not just a part of the production and circulation of elements of meaning. (p.4) Foucault (1983), says in the first book of *Histoire de la sexualité*, "There is power, there is resistance". This means that power relationships between people can't be simplified down to master-slave or oppressor-victim. (p.3)

Findings and Discussion

This section will explain 3 problems. The first problem is more about *Farang* men giving stereotypical portrayals to Thai women, and continuing by discussing how Thai women perceive *Farang* Men in the novel, and the last issue that is also important is how does the novel describe the relation between west and east.

Thai Women as Objects

Thai women are Asian women who are portrayed as characters in novels and who are sometimes viewed as objects by *Farang* men due to their professions or the factors that cause men to stereotype women as objects. Creech (2001), found There is a stereotype of male *Farangs* traveling to Thailand in search of a young Thai wife. They even have a term for a Thai woman who marries a foreigner. They are referred to as "*Mia Farang*," it translates as "*Farang's wife/ Farang's girl*."

Typically, a significant number of Western men exhibit a preference for women of Asian descent who possess distinctive skin tones, moderately sized eyes, and lengthy, dark hair. Based on the term we know, this is known as the "Asian Fetish". When *Farang* really idolize Asian women, as if they meet sexual fantasies on something they are looking for. Thin's 2021 study found an Asian fetish is the sexualized objectification of the look of Asian women. This interest stems from assumptions about the subordinate nature of Asian women and their relationship to power. (p.175)

Anyway, the guys who seem to make a go of their relationships with thai girls all have one thing in common. They treat thai women like dogs. What does a dog want from its owner? It wants to be fed, and it wants somewhere warm to sleep. It wants to be exercised and entertained, and it wants to know who's boss. (Leather, 2005, p.63).

Big Ron for Pete talks about Thai women as objects. The word "dog" in the quote above is a metaphor for a dog known for being loyal and faithful to its boss. This metaphor of a pet dog is used to describe a Thai woman "It wants to be fed, and it wants somewhere warm to sleep. It wants to be exercised and entertained, and it wants to know the boss" Regarding the quote above, I think dogs tend to want their owners to treat them well and give them the comfiest place to stay. This is similar to how Thai women only want money as payment from *Farang* men. It is connected to what Sully stated: They look for rich guys, foreigners, and people from their own country who can give them lots of gifts. Many people looking for gold in Thailand wore cheap clothes and went to clubs every night to find their goals. (Sully, 2023, p.5). It also shows that Thai women are just things that *Farang* men can use to fulfill their sexual fantasies for the reward of money that will make them happy and drawn to *Farang* men.

For someone to communicate an understanding of what took place, clear stereotypes were created based on what Big Ron said. These stereotypes are statements that are made publicly and explicitly. This is pertinent to the definition that Manaher stated before. When something is said to be explicit, it means that it has been articulated plainly and in great detail or that it can be seen or heard. (Manaher,2022) However, apart from the explicit stereotypes that are revealed in the text evidence presented by Big Ron, they belong to the category of hetero-stereotypes. These hetero-stereotypes are related to what Nalchadzhyan (2004) explained, namely that hetero-stereotypes tend to create a negative picture of "them" or "the alien," as known as the "image of the enemy" Despite this, explicit stereotypes are still is synonymous with the negative trait that Big Ron described, Thai ladies are similar to "dogs." It is plain and openly stated that it utilizes hetero-stereotype types.

Thai Women as Inferior

Besides being seen as objects, Thai women in the novel are also treated inferior by *Farang* men. The way *Farang* men look and treat Thai women shows that *Farang* men have misogynist behavior. According to Krystal (2022) Misogyny refers to attitudes that tend to view women as inferior, comparable to the way some foreigners in Thailand perceive Thai Women as less probable. This relates to Krystal's prior explanation of her perspective. Misogyny is commonly equated with sexism, defined as discrimination against and unequal treatment of women. This phrase is frequently used to describe particularly heinous acts of hostility perpetrated against women. (Krystal,2022). In addition to that, the novel's excerpt conveys the following information to the reader.

The girls, the real girls, are as ugly as dogs, and they dance at the back.
(Leather,2005, p.95)

In the quote above, Jimmy, as a farang man, says Thai women are ugly like dogs. The word "ugly" is a misogynist stereotype. The word "dog" in the quote above is the same as the previous analysis when we use the dog metaphor in the analysis of women as objects. In this one misogynist, it means *Farang* men who think that guys are better than women. In addition, as explained in Chapter 2 by Krystal (2022), misogynists themselves tend to have a bad stigma against women, such as verbal violence used to demean a woman. Krystal's study stated lack of appreciation for women's work and sacrifice is the one of misogynist behavior.

Further from that, the above quote from the book is a type of implicit stereotype that is based on what they think. This thought is the same as what Jimenez (2017) says, is that implicit stereotypes come from the connections people have made based on their past experiences (p. 1). In addition to implicit stereotypes, this is also included in auto-stereotypes, what Jimmy says is based on the opinion of his mind.

They're women all hookers and hookers! don't stay the night. Once I've come, they're out. I'll kick them out if I have to. (Leather,2005, p.188).

In the quote above, Big Ron seems upset with Pete's lack of knowledge about what happened to him. Big Ron has given a strong warning and is often rude when he gives his opinion, as if all the women in the bar are hookers. "I'll kick them out if I have to" This quote shows hatred for women, especially Thai women, that is misogynistic type.

In addition, misogynists can also be seen from the aspect of hating and giving derogatory words to women. Tend not to care what Thai women do, and just nonsense.

Bollocks. Bollocks, bollocks, bollocks. I've known dozens of slappers slash their wrists. It means nothing. They never kill themselves that way, it's just a form of self-mutilation brought on by low self-esteem. It's not even a cry for help. If a slapper wants to end it all, she'll hang herself, or she'll throw herself off a tall

building. I didn't say anything because I didn't want to burst his bubble. But what a sad fuck. (Leather, 2005, p.188)

In the quote above, Big Ron tends to seem to hate Thai women, with the first word spoken in the quote above being "Bollocks". Bollocks is British slang that means the same as Bullshit. "I've known dozens of slappers slash their wrists. It means nothing. The above slappers quote refers to Thai women.

In addition, it is connected with Krystal (2022) said, misogynistic practices such as women seem less important, subservient, or evil can lead to disrespect and bad treatment. Krystal argues that misogyny does not happen suddenly, but based on the experience itself. It also relates to what Pete said to Bruce

It doesn't make any sense, Bruce. There'd be no point in Joy killing herself. It's all about money, and there'd be no profit in her killing herself. It's impossible. (Leather, 2005, p.203)

Pete for Bruce in the quote above shows he would not believe Joy would kill herself with the quote "It's impossible." It looks like Pete doesn't believe in the drama from Joy, and here Pete is very tired of Joy's drama because everything she does has the purpose for money. "There'd be no point in Joy killing herself. It's all about money" even Pete said it's all about money and money. She makes dramas Just for the sake of money, at this point based on the writer's analysis, there is already a misogynistic attitude. The use of stereotypes in the sentence above is an example of an explicit type of stereotype. it is written in terms of how a person thinks and explains what he thinks to others. However, the type described in the quote above is still considered an automatic stereotype in its direct form.

Thai women as Idols

From the previous analysis the writer shows Farang as object and *Farang* as inferior, in this part the analysis would be Thai women as idols in the eye of *Farang*. The previous analysis talks about the stereotypical portrayal of *Farang* as general in this part. In this part it shows Pete as *Farang* to see Joy as Thai women. In the novel Pete's portrayal of a *Farang* is a different person from *Farang* depicts Thai women as inferior, but Pete felt Joy was someone Pete could idolize even from the character to Joy's appearance.

To begin, there was Pete, who seemed hypnotised by Joy's beauty and who appreciated her appearance, elegance, and gorgeous hair.

Joy was bright, she was smart, yet she was reduced to taking her clothes off and sleeping with men because that was the only way she could earn decent money. (Leather, 2005, p.10)

Pete stated Joy is smart and she has the ability to do what she likes and better from falling into the world of prostitution and sleeping with men is not the purpose of Joy is just because this is only the way she could earn decent money for everything.

Furthermore, the writer's analysis such an interesting topic besides the stereotypical of *Farang* focus to what they said negativity about Thai women but in this point, Pete is the main character he just stand for not to judge Thai women but he became blind in love or he didn't realize what he did is idolize Thai women.

I paid her bar fine, and if I took her to a short-time hotel I gave her 1,500 baht. Sometimes more if she had rent to pay or she wanted to send extra money to her family in Surin. Even if we didn't go to a short-time hotel, I still gave her money. (Leather, 2005, p.10)

1,500 baths to a short-time in Thailand that is not too bad even more of money. From the novel tells Pete almost with Joy every day and he had to pay her for 1 night because Pete not sees Joy as a girl in prostitution but her lover, even Pete cares about her family in Surin, so he bound to give extra money.

Beside those how Thai women perceived *Farang* is just visit Thailand only for sex tourism, and just want to look for Thai women as temporary girlfriend it is connected with Lapanun (2019), Thai citizen about the wives of foreign husbands or Mia *Farang*, they will most certainly tell you that the Mia *Farang* married for money rather than true love. "Some could infer that the Mia *Farang* simply became weary of farming and would like to live a life of ease overseas,"

And what do farangs want? Some just want sex, and they're the easiest to satisfy. Sex is easy. You just lie back and open your legs and let them get on with it. Some farangs who come to Thailand on holiday want a temporary girlfriend. (Leather, 2005, p.147)

In the quotes above, Joy stated *Farang* only goes to Thailand just to look for a temporary girlfriend and it is easy to satisfy *Farang* and get a lot of money from them just to flirt with them.

Furthermore, Thai women perceive *Farangs* from this novel almost in the negative side. From the writer's analysis *Farang is so easy* to trap by the appearance of Thai women, how they attract *Farang*, even make a drama to them like crying and so on, at the end of their purpose only for material things.

One-Sided Power of *Farang* Men and Thai Women

Power relations are very influential in love relationships and social matters. It is connected with Foucault (1983), the word "power" refers to the relationships between people (and, for the time being, to a group of actions that cause others to act and that follow from each other). In this part the writer will explain about one-sided power in the relationship between Joy and Pete.

Pete is described as a professional journalist at a company located in London, England who has worked well for several years and was sent to Thailand to cover tours in Thailand.

Pete's been working for the company for more than five years, and he's a good operator. Fast, reliable, and accurate. He did our London guide and assisted with the guides to France and Spain. I've known him since he joined the company; in fact, I was on the panel that interviewed him. He used to be a journalist on a small paper in the West Country, then got into travel writing and he was freelancing for some of the nationals when we hired him. (Leather, 2005, p.8)

The quote above is explained by Allistair. He is Pete's HRD who believes Pete is someone who describes Pete well when Pete was working at the company, before Pete went to Thailand and before everything changed Pete's life.

In the context of serving Pete at the beginning only as business matters of prostitution, Joy did not expect to have sex with farang well even though he was handsome, because Joy had served many farang from several countries who visited Nana Plaza, and Joy and her sister Sunan were only trying to make a lot of money and send the needs of her family in Isaan, and Joy and her brother Sunan lived in Bangkok City.

The sex? I don't even remember doing it with him. I try not to think about what I'm doing when I'm in bed. I blot it out, just think about the money. It's not making love, it doesn't even feel like sex, if you know what I mean. (Leather, 2005, p.7)

In the quote above Joy clearly says "just think about the money." It's nothing more than that, and only needs money even for Joy. What she does is not like sex and it's not making love, just like prostitution transactions or business matters.

Balanced Power of *Farang* Men and Thai Women

Balanced power is said to be balanced in having power; in this context, there is a flat side between the power possessed by Pete as a *farang* and Joy as a Thai woman.

Starting with Joy and Pete's relationship, based on the writer's analysis. They have entered into a relationship that is more than just business matters, but rather a romantic one; Pete can marry Joy and get Joy out of prostitution. When their relationship has entered into a fairly serious relationship, Joy tends to take advantage of the opportunity to take advantage of Pete's materials, such as money and others. Joy thought Pete was familiar and like any other *farangs*. In their relationship, Pete's sincerity was just like a toy until Pete became Joy's *farang* husband; Joy still went out with *farangs* and betrayed Pete.

She's dead. Joy's dead. Joy's dead and I killed her. I can't believe it. I killed her and now I don't know what I'm going to do. I don't know what I'm going to do without her and I don't know what's going to happen to me when they find out she's dead. They'll know it's my fault. (Leather, 2005, p.6)

In the quote above, the role of balanced power is clearly seen when Pete is used by Joy and betrayed by Joy, finally Pete kills Joy. And Joy's death was in Pete's hands. In the quote "I can't believe it. I killed her and now I don't know what I'm going to do." Pete had killed Joy and he deeply regretted what he had done and was very panicked that the woman he loved all this time who he gave everything to even sacrificed time and material had to die at his hands.

Conclusion

In this chapter, the writer concludes the analysis results in the previous chapter. The writer chose to analyze the stereotypical portrayal between *Farang* men and Thai women from the novel *Private Dancer*. Besides that, the writer of this study sees a side that has stereotypical elements in the two main characters that are quite interesting to analyze. These characters, *Farang* men and Thai Women, come from different cultural and racial backgrounds, and they are united in love and separated in love. In the end, the purpose and goals of this study are for the reader to learn more about the stereotypes.

In Stephen Leather's *Private Dancer* novel, this portrays the relationship that develops between a European and a Thai bargirl, and how both parties have hidden agendas. Pete, a 37-year-old British travel journalist, enters a go-go bar in Bangkok's infamous red-light district Nana Plaza in the 1990s. Joy, a 21-year-old girl from Isaan, the poorest region of Thailand, danced naked on stage. Pete fell instantly in love with Joy.

There are three objectives in this study. The first is to explain and be able to see the stereotypes of *Farang* men looking at Thai women. The second is how Thai women perceive *Farang* men in the novel. The third is to explain the power relations between *Farang* men and Thai women. In this research, each problem or objective is accompanied by evidence. The author uses this research supported by existing literature sources from several journals and articles and uses the main source, namely the novel *Private Dancer*, followed by the theory of gender stereotypes, and the theory of power relations. The first question of the problem phenomenon is to analyze the stereotypes given by *Farang* men to Thai women supported by the phenomenon of Thai women as objects and other things. Furthermore, answering the second question analyzes how Thai women perceive *Farang* men as immigrants, especially those from Europe. Finally, answering the third problem question by looking at the power relations between *Farang* men and Thai women, both from balanced power relations and only one party as evidenced by the textual in the novel.

However, concludes with a look at how an Asian-themed novel written by a Westerner (Stephen Leather) represents Thai life and culture location and standards. Looking at it from a character's point of view, stereotypes are very real for each other both in relationships, culture, and class. As well as how stereotypes are expressed explicitly or arise from one's own thoughts implicitly. The existence of stereotypes and how people of different cultures perceive one another.

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