

ABSTRACT

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Stereotypes of desert people as "miser"

Keywords : Cognitive dissonance, Culture Identity, Padang People, Stereotypes.

(xii + 45 + 57 appendices)

The city of Padang is located on the East Coast of West Sumatra with the Minangkabau ethnicity. Stereotype is an unbalanced assessment of a group of people. The assessment occurs because of the tendency to generalize without being differentiated. The stereotype of Padangnese people as a cheapskate person who is often heard in the environment makes you want to know the cause of the stereotype. This study uses a qualitative approach. By using Culture Identity theory with the assumption that messages conveyed by individuals during interaction can contain many things related to their identity. In addition, using Cognitive Dissonance theory assumes any form of knowledge, opinion, belief, or feeling about a person or one's environment. The results of this study indicate that the stereotype of the Padang people can occur because the Padang people are known to be good at trading so that the lifestyle of the Padang people using money is more calculated. So some people who are not desert people think that they are stingy.

References (2007 – 2019)