Islamophobia: Discrimination Against Muslims in America in Attempt to Maintain Global Hegemony

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Abstract

Islamophobia emerged in 1992 and has spread since 9/11 when a terrorist attack brought down the Twin Towers of the World Trade Center (WTC) in New York. In its history, America is the inheritor of the "Western Domination" of Europe during the imperialism era. Then with an increasingly advanced era, globalization is increasingly demanding to carry out all foreign policies of a country that does not contain elements of violence and upholds peace. So America uses soft power in issuing all its policies, one of which is related to the issue of Islamophobia. The number of issues of anti-Islam discrimination in the west has attracted a lot of international attention, so this is the reason why the writer investigates this matter. The purpose of this study is to find out the American Strategy on Islamophobia to uphold world hegemony. By using descriptive qualitative research analysis techniques and literature studies such as sources from books, journals, documents, and reports. The author finds that America uses all the power it has to influence other countries. This finding is corroborated by the concept of framing in the media to spread Islamophobia. By relying on its strength, America gets financial assistance from various lines as a supporter of US policy. In addition, the author also analyses the constructivist theory approach where all phenomena that occur are based on construction results with various national interests and actors behind them. In the end, it aims to find out the indications and objectives of the current and future United States foreign policy in its international politics as well as efforts to minimize anti-Islamic sentiment in the west.

Keywords: Islamophobia, United States, Strategy, Hegemony, Constructivist

Introduction

America is the country with the most power in the world after the Cold War. It is undeniably a superpower or can be called one up to this point, and it has set the rules for how the rest of the world works. After World War II and the Cold War, the country, which is called "Uncle Sam's country," continues to grow quickly into an industrial country. In its strategy, the U.S. keeps coming up with new ideas in technological fields like the Internet, nuclear weapons, computers, and airplanes (Hussein, 2013). America is the heir to Europe's "supremacy of the west" during the dark period of European colonialism called "imperialism." Then, as the world gets more advanced, globalization is making it more important that all foreign policies don't involve violence but instead use soft power to keep the peace, like the United States does with its spending. Some of the soft powers that America uses are Orientalism, human rights, and terrorism. These have always been the main ways that America has tried to change the way the rest of the world thinks and use that to further its national interests (SETIANINGSIH, 2015).

According to the book review "Islamophobia In America" (WALKER, 2013), Americans and Europeans have always been afraid of and hated Muslims. This dates back to the slave trade in the 17th and 18th centuries, when Europeans and Americans brought African slaves to the American colonies without realizing that there were Muslims there as well. So, the old, deeply ingrained stereotypes about Muslims that had been planted in the American mind hundreds of years ago came to the surface (Beydoun, 2015). The tragedy at the World Trade Center (WTC) on September 9, 2001, which shocked the whole world because it is the center of world trade for both the United States and the rest of the world, makes this point even stronger. Even after the event, 9/11 was remembered as a terrible tragedy, and all Americans and people around the world, especially in the Middle East. The US government also made fighting terrorism the main focus of its state policy. (Bhaskara, 2018). Since then, the fear of terrorists, some of certain groups such as those who are against Islam has become increasingly widespread, or better known as Islamophobia. Islamophobia is another American strategy in its international politics. This is what we know as Islamophobia today where Muslims are subjected to discrimination, harassment, and physical assault in the western world, where Islam is a minority group.

In this case, we know that Islam and the West are actually at odds with each other. So that by using a strong campaign strategy and promote Islamophobia, the media in America also government of America and some organization and foundation like Donor Capital Fund, Richard Mellon Scaife Foundation, Lynde and Harry Bradley Foundation, Newton D. & F. Rochelle Becker, Russell Berrie, Anchorage and William Rosenwald, Fairbrook. America can become a hero again and move to the front of the international stage. So, in this case, the author looks at how the U.S. uses Islamophobia as a tool to strengthen its position as the most powerful country in the world. The most interesting thing about the topic of Islamophobia in America is what the most powerful people in the country say about it and how they

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vaguely define it. So that fear is just a lesson from the past, and maybe history or past events won't happen again. Certain communities, groups, or foundations who do not like the existence of Muslimsfeelings about not wanting a Muslim to run and lead the U.S., not trusting a Muslim to be elected president, and Muslims already being a problem in the U.S. have become a hot topic in the media and have brought up the issue of Islamophobia in American civic and political circles Union (Zulian, 2019).

This phenomenon definitely garners international interest. Numerous factors, including the history of Islamic and western civilization, the role of western intellectuals, media, and politicians, religious intolerance as reflected in most riots and verbal attacks, anti-Muslim hatred, racism, xenophobia, and anti-Sharia policies, have contributed to the emergence of this issue. High-level terrorist attacks and the rise of right-wing extremists (DAUDA, 2020). In addition, the extremely fundamental approach of Islam is the reason why westerners emphasize the threat of extremist Islam and describe its widespread emergence as a widely discussed trend that is almost a fact of life. They equate Islam with extremist Islam and are the foundation of Islamophobia, which is manifested in many ways almost globally by "continued rhetoric about Islamic 'terrorism,' 'radicalism,' and 'extremism'." Another concern is that the western powers only seek global dominance and power over Islam by means of oppression and media coverage (Seyyed-Abdolhamid Mirhosseini, 2016). This study aims to determine the indications and goals of American foreign policy towards Islamophobia. With the aim that readers and the international community can find out the sentiments carried out by the west towards Muslims, so that Muslims can live in peace and well without misery. Because this will certainly have an impact on the future of Muslims both in America and other countries.

Literature Review

Many researches on Islamophobia have been carried out in an effort to explain that Islamophobia is a form of excessive fear of Islam. Below, there are several studies conducted over the last a few years that have raised the issue of Islamophobia.

1. The first research "Islamophobia as a United States Strategy to Maintain World Hegemony". This article discusses the United States as a world superpower after the 9/11 tragedy. With the rise of America's belief as the ruler of the world where in maintaining the influence of the United States, there are several problems and issues that occur related to terrorism or what we commonly know as Islamophobia today. In this paper, using an analysis based on the strength of the United States and Analysis of framing in the media

2. The second study, "Analysis of the Influence of Islamophobia on United States Foreign Policy in the Donald Trump Administration". This article discusses the leadership of Donald Trump in the United States which is synonymous with Islamophobia. Donald Trump issued various policies such as the transfer of the American Ambassador to Jerusalem, the prohibition of visas for Muslim-majority countries and the data collection of Muslim citizens in America has also become a hot phenomenon both nationally and internationally. This article is corroborated by using constructivist theory where according to constructivists all phenomena that occur are based on construction results with various national interests and actors behind them.

3. The third research, "The Existence of the United States as a Global Power". This article discusses the global crisis that has resulted in many major countries experiencing major crises, including the United States. After the tragedy of 9/11, several countries have added confidence in the brave United States. In 2010, the United States' attempts to escape two wars of its own creation drained its resources and undermined its authority as a superpower. And the year 2010 is a witness to how busy the United States is in maintaining its position as a superpower. In this article, we analyze the assessment of the position of the United States as a superpower and how the United States will develop as a superpower in the future.

Theories Approach

Islamophobia

In the book Islamophobia in West (Helbling, 2012) when asked about 'Islam' and 'Muslim', their minds crossed with the events of 9/11 and other terrorist attacks and were considered a source of violence and the like. The term 'Islamophobia' is often labeled as a negative connotation, the word has enjoyed an extraordinary code over the last decade that has emerged in debates among academics and politicians. This term is used by many people in different ways. There are several definitions of Islamophobia from experts. Still in the same book, according to Maussen that 'Islamophobia' is a reductive 'catchment', uniting various forms of discourse, speech, and action, and showing that they all originate from an identical core. According to book Hegemony The discourse of Islamophobia (Anisa, 2020), Islamophobia can be divided into two words. Islam and Phobias. Islam means religion, while phobia means fear. So in short, Islamophobia is defined as an excessive fear of Islam and Muslims. Islamophobia is also commonly found at the micro level among ordinary citizens. Some of the events that occurred in the west became the fact that Muslim issues became more controversial and became the center of attention during the last two decades which was also caused by political mobilization by the people. Anti-Muslim or anti-Islamic phenomena have existed at various points in European history. Meanwhile, according to Allen, Islamophobia is defined as a fear or aversion to Islam and Muslims. Bleich also presents examples of writers and newspapers who publicly state that they are proud to be Islamophobic. For them, Islamophobia means distrust of Islam as a doctrine, not hostility towards Muslims. Thus, it is unclear whether Islamophobia means a negative attitude

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towards a group of people and is thus a comparable concept to prejudice and xenophobia or reflects a critical and reflexive position towards Islam. Islamophobia has taken root in public, political and academic discourse. Other concepts such as prejudice and xenophobia are sufficient to describe what Islamophobia is meant to be. Halliday, on the other hand, states that however, noting the current state of affairs in Western Europe and North America demonstrates prejudice against Muslims, not fear of Islam. There is no fear of Islam in the strict sense, he argues, because Islam does not threaten to win a major controlling influence in a large segment of the western world. He continued, 'the enemy is not "Islamophobia" but "Anti-Muslimism" as Bleich aptly emphasizes, however it must be an open epirist question, to what extent these two components are interrelated or need to be combined.

In general, Islamophobia is an irrational fear that lacks a rational basis for thinking about Islam; one could even call it making things up. From this feeling of fear comes the belief that every Muslim is a fan of the teachings of his religion, has a tendency to commit violence against non-Muslims and also believes that Islam rejects values such as equality, tolerance, and democracy (Muhammad Qobidl' Ainul Arif, 2014). Islamophobia is a controversial term that refers to the fear of Islam as well as prejudice and discrimination against Muslims. There is no logical justification for it, only prejudices that are born as a result of bad perceptions that are continuously instilled in a person that Islam is a religion full of violence, hatred, selfishness, intolerance, and restricts its adherents with rules so strict that there is no freedom in it, leading to the perception that Islam is ancient, extreme, a religion that causes destruction, etc. Islamophobia originates from various circles, including the upper middle class, ranging from critics and detractors of Islam. In the name of ideological justification, every group demonstrates Islamophobia and supports such hatred. Consequently, they view the expression as justification for their understanding. Among the factors that contribute to Islamophobia are:
1. Ignorance
2. Muslim reality
3. The Role of Media
4. Worldly Goals

Hegemony Concept

According to Gramsci (an Italian philosopher), the basic premise of the theory of hegemony is that humans are not ruled by power only, but also by ideas (Bates, 1975). Based on Gramsci's ideas, we can say that hegemony is the power or dominance over the life values, norms, and culture of a group of people. This power or dominance eventually becomes a doctrine against other community groups, which the group that is being dominated follows. Hegemony and domination are sometimes put together (Adamson, 1980). This theory also explains that some dimensions are more influential than others (Anton Earle, 2010).

Gramsci's theory focuses on how acceptance of the presence of the dominant group by the subjugated group occurs in a nonviolent manner. This is where the media becomes one of the most important tools for elevating or degrading other groups. So that the discrimination process occurs as it should and as it is, and so that the public is aware of it. The public does not perceive the media to be deceptive or manipulative. This concept helps to explain how this process occurs, which emphasizes the form of expression and the mechanisms used to defend themselves through their victims, so that they subconsciously influence their minds. As previously explained, the dominant group can propagate a belief through ideology. One of the intensities of hegemony is how to implement a dominant mode of thought that is deemed correct while other discourses are deemed incorrect.

This section describes the operation of hegemony. It follows a reasonable procedure or method of operation. The news production process is subtle, so that what occurs and is reported by the media appears to be the truth, is logical and makes sense, and is readily accepted by all. Gramsci's hegemony theory emphasizes the competition for social acceptance. Because the social experience of the subordinate group differs from the ideology of the dominant group (whether based on class, gender, race, or age, etc.), the dominant group is able to propagate its ideology and truth without opposition. Common sense is one of the most important hegemonic strategies. As shown in article from (Leal, 2020) the concept of hegemony needs to imply comparisons between nations. A country can be stronger than before, but if it is surpassed by another, it is not hegemony. In this regard, the hegemony of the United States in the post-second world war period, particularly in the 1990s, stems from the great advancement of the United States coming together with the retreat of its rivals: Germany and Japan after the second world war, and the Soviet Union in the 1990s.

Constructivism

Constructivism theory is one of the theories in international relations that comes from sociological theory. Constructivism is characterized by an emphasis on the importance of normative as well as material structures, on the role of identity in shaping political action and on the mutually constitutive relationship between agency and structure. Constructivists have taken up the idea that states shape more than systems, that they shape society and they have pushed this idea to a new level of theoretical and conceptual sophistication and has its origins in the United States. One of the reasons constructivism's success in the United States is its emphasis on theory. empirically informed than meta-theoretical critique, an orientation far less at odds with the mainstream (REUS-SMIT, 2005). Constructivism is a theory that holds that everything that occurs in modern society is not the result of natural processes, but rather the result of human construction or creation over a long period of time. Constructivists also emphasize that a strong or great person is one who can create his own history based on the knowledge he possesses, such as the capacity to construct or create a societally accepted viewpoint (NFARIDAHAZIMAH, 2016). In this

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regard, the existence of constructivism is a response to international politics, actors from non-state institutions and human rights issues (Zulian, 2019, p. 142). Islamophobia is a constructivist case study because Islamophobia is the result of a long-standing construction by parties who take advantage of a number of events that they claim are Muslim actions. As a result, they immediately disseminated the notion that Islam is a barbaric and inhuman religion, causing some people, primarily Americans, to believe it, and subsequently helping to spread Islamophobia. The hegemony of global states permits the imposition of a distorted perspective on society. Multiple lies will convince people to believe a lie. Since the average citizen lacks the time to conduct research, they frequently accept what they hear without question (Aminah Khalid Rashid, 2018). This theory only explains thoughts without holding a solution to the problems that occur. Due to the long construction process, there is the phenomenon of Islamophobia as it is today. This phenomenon is concerning because it can cause Muslims to experience discrimination and injustice for people who hate Islam. The implication of this theory is that forced distorted views can be used to correct the problem by showing alternative views.

Media Framing

The packaging of news information in the mass media can be arranged in such a way, and one of those ways is by employing various framing techniques. This is made possible as a result of globalization. The concept of "framing," which refers to the manner in which events and issues are organized and understood, is becoming an increasingly interesting topic in the field of media research. This is particularly true for the media, media professionals, and their audiences.

Media framing according to Eriyanto is a way to see how the media tell stories about the phenomena that occur. The way of storytelling is illustrated in the "way of seeing" the reality that is made news. This "way of seeing" has an effect on the final result of the construction of reality. Framing analysis is an analysis used to see how events are understood and framed by the media, especially the mass media (Amallia, 2018, p. 3)

Also according to the book Framing Public Life: Perspectives on Media and Our Understanding of the Social World (James w.Tankard, 2001), There are several definitions of media framing, which include:

1. The concept of media framing, like other mass research concepts, the term framing also appears in global discourse, which is more focused on media critics, politicians, and campaigners. Media framing analysis is important because it offers an alternative to the old paradigm that helps in understanding the effects of mass communication, and offers communication practitioners advice and alternatives over the years. In addition, this concept is useful because it has the potential to surface news coverage and uncover hidden assumptions. Framing also illustrates the richness of media news and the subtle differences that can occur when certain themes are published in different ways and can understand the role of the media in political life.

2. According to Maxwell McCombs and Salma Ghanem, framing occupies the dominant space as the "second level" which is basically a clear and complete definition of the aspects of the problem, setting the agenda for the second level, allowing it to be arranged in a larger theoretical system that brings order. to the paradigm.

3. In addition, this media framing analysis has several approaches according to experts. According to James Here and Douglas McLeod, take a framing analysis approach with an emphasis on aspects and the role of culture in handling social movements. Meanwhile, Donna Dickerson takes a qualitative approach to examine the news text. Filemon Bantimaroudis and Hyun Ban take a more traditional approach to media content analysis

This analysis is used as media ideology in the process of creating reality, certain elements are highlighted while others are hidden or omitted. The media use framing to present events. Aside from various interests, who cares about the news greatly influences the construction of political reality. The media here allows one reality to remain prominent. And this is the reality planned by the media. In presenting a reality, there are considerations for interested parties. The media choose which news, articles, or writings to broadcast. Journalists, like editors, choose which news to present and which to hide. So the media can shape the world by focusing on certain news stories and ignoring others. The media present an image by providing space or time for reality. In this case, America is a superpower that uses its to influence others. Aside from adequate natural and human resources, America has power over territorial factors, economic capability, military strength, political stability, and international diplomacy skills. The American government's power over various aspects of life in the country shows this. America uses its power to achieve its goals. At home, America uses the media to spread Islamophobia. By relying on its strength, America receives financial support from various lines. Having lived in international politics for a long time, he knows the weaknesses and strengths of various approaches to global issues. America now uses a softer force, namely Islamophobia. Because America realizes that by constructing social structures around the world, it is easier to influence actors' decisions in international relations. America tries to create a reality through social construction on the social world around it. America tries to indoctrinate anti-Islamic values that are distorted. America continues to build this reality broadly, gradually, and continuously. This will easily influence the actors who are America's targets. Then America requires a framing that promotes Islamophobia. The media is required. Today's media is a lethal weapon. We recognize that the role of the media in everyday life and even in the political process is critical to a successful political interest. So America made the most of the media, because we need to know that the world is following America's lead. So the American media can achieve speed in framing the world's thinking. America

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controls various American media globally, so it tries to control the news reported. America is trying to establish a strong media foundation. America's media has a strong ideology. This will help America develop a global ideology.

The research used in this paper is based on library research. Therefore, this research is a qualitative descriptive study by collecting data and information from written data from both English and Indonesian literature that has relevance to the research and makes the results of observations the main object of the analysis. The data collected in this study are in the form of observations to answer the results of the hypothesis and use data analysis methods to test the hypothesis on Islamophobia among the American people which is used as a power to maintain its hegemony in the international world. Through the tragedy of 9/11, the United States constructs the reality of the world with Islamophobia. In addition, the United States uses the media to carry out various campaigns regarding Islamophobia. Thus, Islamophobia spreads throughout the world and it keeps America from having the influence and power that the world needs. Data taken from written data in the form of observation and secondary data. This research data uses qualitative data which is expressed in the form of words or sentences. This research data uses primary data from articles including Islamophobia as a United States Strategy to Maintain World Hegemony, Analysis of the Influence of Islamophobia on United States Foreign Policy in the Donald Trump Administration, The Existence of the United States as a Global Power. The secondary data for books used in this study include Framing Public Life, The Ideological Campaign Against Muslims, Politics of Islamophobia Europe, Theories of International Relations, as well as documents, reports, electronic books, theses, articles, journals, theses, and various news stories that have relevant to the theme of this research.

a. The data collection in this research is by using the documentation method. Looking for data about things or variables in the form of notes, books, books, and so on. Through the documentation method, data related to research were obtained based on the concepts of the writing framework that had been prepared previously. The data is in accordance with the focus of the discussion being studied (Islamophobia in America in an Effort to Maintain Global Hegemony) based on the study of prejudice. The things that are done in this research are determining the problem to be discussed, collecting data in accordance with the research, compiling data according to the research, understanding the data collected and compiling the discussion in a perfect framework, and studying and classifying data according to problem formulation and analyze data using prejudice studies.

b. Data processing techniques through steps such as checking back the data that has been collected, managing the data, and the analysis process by compiling all the data collected in a systematic and detailed manner so that it is easy to understand. In this

The media broadcasts lie made up of America's own interest.

Method

case, the researcher analyzes the data that has been collected and explains it in detail.

c. The method of analyzing the data obtained from the research will then be analyzed using qualitative descriptive data analysis techniques, namely by providing a rational and objective interpretation of the data obtained, followed by a description of the relationship between one variable and another studied variable in order to describe a particular phenomenon more specifically and exhaustively.

Result and Discussion
- The Tragedy of 9/11, As the Beginning of the Emergence of Islamophobia

Nowdays, Islam is one of the religions with the largest number of adherents in the world, which is around 1 (one) billion people. Based on the 2017 Pew Research Center demographic survey and research, In America there are approximately 3.45 million Muslims of all ages living in the US or about 1.1% of the total US population. The lift is expected to still increase in 2050 (Mohamed, 2018). The presence of Islam as a growing religion poses great danger to other religions and its rapid spread in a short period of time makes it appear as a 'problem' for the world and give rise to new conflicts (Iqbal, 2010). Data from the Institute for Social Policy and Understanding show that because they are minorities, Muslims in America often experience religious discrimination compared to other religious groups, both in institutional and interpersonal settings (Nashrullah, 2020).

A complicated problem arose in the September 11, 2001 tragedy, which was the initial milestone in the popular discourse on the emergence of Islamophobia after being popular in the 90s. Where the tragedy of the collision of the Washington Trade Center (WTC) building and the damage to the Pentagon building occurred, this tragedy was a tragedy that was never expected by the people of the United States, which claimed thousands of lives (Ainurrafiq, 2019). This tragedy is the beginning of the emergence of Islamophobia. Islamophobic sentiment has become very popular in America since 9/11 and has had a huge impact. According to the book Islamophobia in West-Measuring and Explaining Individual Attitudes (Helbling, 2012, p. 12) following the events of 9/11 the Runnymede-supported British Muslim Commission in 204 found that Islamophobia has increased in scope and intensity since Runnymade's 1997 report on Chlamophobia. In addition, the rate of implicit or indirect discrimination increased by more than 80 percent. In response to the tragedy, George W. Bush then formed a policy of "War on Terrorism". The policy of "War on Terrorism" or often known as "Global War on Terrorism" was announced by President George W. Bush in his speech to Congress on September 20, 2001. In this regard, President Bush said that:

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"Every nation in every region now has a decision to make, either you are with us or you are with the terrorist. From this day forward, any nation that continues to harbour or support terrorism will be regarded by the United States as a hostile regime" (Kusmawardani, 2017).

In addition, President George W. Bush also stated in his speech at the White House:

"We will make no distinction between the terrorists who committed these acts and those who harbor them. America and our friends and allies join with all those who want peace and security in the world and we stand together to win the war against terrorism"

The statement has created a new value where terrorists and non-terrorists are separated. This means that countries that don't want to work with the US to fight terrorism will be seen as supporting terrorists (AKBAR, 2017). The tragedy of September 11, 2001, was a turning point in U.S. foreign policy toward the Islamic world, and it made the problems much harder to solve. This also affects the fight between the US government and Islam around the world. Many people all over the world believe that Muslims are terrorists, which is a bad stereotype. A lot of power comes from Muslim-majority countries, as well as from countries in the Middle East that are having problems with their governments and their societies. The reason is that when the United States follows this policy, it also limits the number of young Muslims with Arabic names from Muslim countries and countries where Muslims are the majority. Since the incident, prospective students who want to study in the United States have had trouble getting into them. This means that they have to decide whether to study in the United States or in another Western country. This policy has a huge effect on the Muslim people all over the world (Ainurrafiq, 2019, pp. 9-10).

President George W. Bush made the USA Patriot Act of 2001 as one of his policies in response to the 9/11 attacks. The main goal of the policy set up by the USA Patriot Act is to stop threats from both inside and outside the United States. Like the USA Patriot Act, which was passed in 2001, the policy of the Homeland Security Act of 2002 is a set of ways to carry out the War on Terrorism. In order to keep domestic security safe from the threat of terrorism, the United States set up a special department to handle state security issues. The goal of this department is to stop terrorist attacks in the United States from happening again, lessen the damage caused by terrorist attacks, and get the United States back in good mental and physical shape after they happen. The United States is a superpower that has a lot of power over the world. As a result of what George W. Bush said, there was concern and vigilance around the world about the threat of terrorism, especially against Muslims with thick beards for men and the niqab (veil) for women. This is because George W. Bush's words indirectly show that Muslims are the ones who should commit terror

acts should be carried out. An volume of Communication Research (Muzni, 2020, p. 18), Terrorism is one of the biggest problems in the world that is still the main focus in several international media. Indonesia Indicator released in RMOL.co on December 27, 2015 said that international terrorism was the most widely reported crime in online media throughout the world throughout 2015. It is proven by dominating coverage in 1,230 national online media and international online media in English. Cyber crime and drug trafficking ranked second and third, respectively. Most issues of international terrorism become global issues and involve the leaders of major countries, such as the United States, France, Israel, Australia, and Britain. This is supported by Stephen Sheehi related to the campaign carried out by the government related to the spread of the issue of theorism which is identified as Islamophobia which was held as a means to strengthen the legitimacy inherent in the Roman papacy by using more secular powers (Churchill, 2011).

Sheehi said that Islamophobia is not just a problem of suspicion and prejudice that started after 9/11, but that it is also a problem of the American government and its allies spreading Islamophobic ideas. During Obama's era, the number of Islamophobia actions and ideas grew. However, Islamophobia was not just a problem for Obama or Bush. Sheehi thinks that America's political culture has deep roots in a culture of fear called "Islamophobia." Even when Donald Trump was president, who had a lot of the same ideas as George W. Bush, a lot of effort was put into making the United States look better by putting other countries down. This is shown by his use of slogans like "Make America Great Again" and "American First," which show that he wants to stir up trouble by praising his own country and making people hate other religions and countries, especially Islam (Ismail, 2018, p. 13). Some of the foreign policies during Donald Trump such as the prohibition of Muslims from entering America, the prohibition of visas for Muslim-majority countries, and the registration of Muslim citizens in America (Zulian, 2019, pp. 150-152).

The issue of Islamophobia is a case study of constructivism where everything happens as a result of construction. This points to the question of how Islamophobic objects are constructed. According to Arun Kundani in his paper (Kundnani, 2016), In a conservative setting, the idea of infiltration may be more important, and "Islam" may be seen as the enemy. Also, the creation of an Islamophobic object is always accompanied by the creation of an Islamophobic subject. This is the same as narcissism, which sees Islam and Muslims as the opposite of whatever the Islamophobic subject sees as important. So, for liberals, Islam is about not being tolerant, being racist, and putting women down. Conservatives think that Islam is extreme, foreign, and cruel. In this way, Islam is just the perfect "Other" that helps people feel good about themselves. Also, Islam is shown as "differentiated," which is a hegemonic way of talking about it in public. For example, Muslims are seen as a group that is hard to mix with the locals, as people who care more about Islam than being citizens of the country where they live, as the source of terrorism, and so

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on. And that's how Islamophobia spread in the U.S. and even around the world.

- Framing Islamophobia Using Media

After the tragedy of 9/11 Islamophobia became a widely discussed discourse in Europe, America, and even the international world. To spread the issue of Islamophobia, America uses the media to report events that directly or indirectly have shaped public opinion that corners Muslims as a whole. The series of news has an impact on Muslims around the world. In the United States, the role of the mass media is quite capable of shaping public opinion (Amallia, 2018, p. 50). The immediate impression of this event is that it breeds hatred against Muslims as well as creates a culture of fear in the political atmosphere. As a result, society gives a negative response to countries and Muslims, giving rise to the term Islamophobia (Ismail, 2018).

In the United States, and even throughout the world, it can be seen how actions in large numbers have colored the news in the media. Various discriminations have hit Muslims (AKBAR, 2017, p. 7). From deportation to making it illegal to wear religious symbols like headscarves, beards, and so on, as well as threatening people and doing other things, there are many ways to treat Muslims. Even to the point where the word "Islamophobia," which means a lot of fear of Islam, came into use. Jealousy and hatred have been around since the beginning of time, but they got worse after 9/11. This led to propaganda attacks that blamed Islam for all violence and terrorism on earth, along with extremist acts. In the book The Role of Media in Constructing the Meaning of Islamophobia as a Terrorist and Extremist Religion (Muzni, 2020) Islamic phobia is a type of fear of Islam that leads people to be hostile toward or hate Islam because they don't know much about it. Also, because more people are becoming aware of Islam, which has a strong chance of taking over the world. Islamophobia is getting worse in the US, according to a recent study by CAIR and the University of California, Berkeley. The US survey also showed that most Americans don't know much about Islam and that 43% of Americans have at least a little bias against Muslims. Many western news outlets are talking more about Islamophobia because people are starting to worry too much.

The primary factor to the emergence of Islamophobic stereotypes in the West is the media's construction of messages or meanings about the Muslim community. Mass media can be one of the driving factors in making a foreign policy in a country. The role of the mass media is so influential, so that it has a capability that is quite calculated, occurs in the United States (Amallia, 2018)This is comparable to a number of articles commonly heard or seen in the news about Muslims, such as "extremists" or "terrorists." These words are particularly anti-Islamic and misleading. Rarely do the media use more neutral terms like "revival" or "progressive." The majority of media reports on Islamic fundamentalism typically characterize the majority of Muslims as extremists. For instance, Time magazine

published a photograph of Muslim soldiers performing prayers while armed. The caption beneath the image reads, "In the fundamentalist conflict, weapons and prayer go hand in hand." The Magazine section omitted the fact that Muslim soldiers prayed on the battlefield in Afghanistan and that the soldiers were required to be armed at all times in case of an ambush. One of the functions of the media is to serve as a forum for discussing and broadcasting various types of discourse or topics, as well as the development of ideas or concepts in a country's society. Typically, the dissemination of ideas in the form of ideology is conducted objectively, agnostically, and value-free, or by manipulative means, engineering, and leading and shaping opinions. In the end, it is difficult for the media to remain neutral and report on both sides. Micro media ideology is not a reflection of social reality, but it can represent media ideology. In actuality, the media can become subjects who construct reality according to their own interpretations and definitions, which they then disseminate to the public. The topic of humanity and Islam is now a type of discourse that has never been discussed before. This informational distortion creates an image for the global community, leading to misinterpretations when receiving information. Due to the dominance of the discourse on Islamic terrorism, Western mainstream media fail to portray the vast majority of Muslims who live simply and peacefully without resorting to violence. Western media such as the BBC and Foxnews continue to employ the term "Islamic terrorist." Obviously, these Western media outlets almost never mention Jewish, Catholic, Hindu, or Buddhist terrorists. This negative label is used to convey that Islam is a violent religion. Previously published in Republika 2005, a study by the European Center for Monitoring Racism and Xenophobia, an EU-established institution, discovered that Muslims are frequently the target of negative stereotypes, including in the media. In addition to film media, the most common way western media discredits Islam is through print or electronic mass media. Islam is consistently portrayed as a terrorist threat to western civilization. Some western media are attempting to indoctrinate the international community into believing that wherever there are Muslims, there are terrorists, and wherever there are terrorists, there is a threat accompanied by extremist behavior. The daily The Guardian conducted a survey at the end of January 2010 and found that the media and politicians are the two factors causing an increase in Islamophobia in the United Kingdom. Director of the Muslim American Society's Freedom Foundation in North Carolina, Khalilah Sabra, stated in the same year that the Muslim community remained concerned about Islamophobic treatment there. Those fears were realized in the same location, North Carolina, some time ago. An atheist, Craig Stephen Hicks, shot and killed three Muslims. As usual, western media appeared to be silent. Nonetheless, they frequently refer to themselves as democratic media. For instance, CNN, a United States-based media outlet, is considered a mecca for the news of the new world, as it reported the incident the day after it occurred. Asrinda

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(Asrinda Amalia, 2019) too says tha the discourse dimension of the media is stuck in trying to discredit Islam.

- The United States' Domination of the Development of Islamophobia in the International World

America's dominance in spreading the issue of Islamophobia can be said to be a strong hegemonic entity. This is appropriate in Orientalism regarding the colonizer having the qualities that are possible to subdue and suppress the colonized. The practice of domination is colonialism which involves the subjugation of one person to another (Reddy, 2006). At the beginning of the relationship between the colonized and the colonizer, there was no equality. There is not even a degree of similarity or difference. The colonizers have a strong hegemony allowing them to exploit the colonized people to the limit. Hegemony colonizers practice different methods to increase their power and maintain their ability to continue to survive above the colonized. They use religion as a means to attract the colonized to theological teachings and traditions that can improve the lives of the colonized. This is based on the concept of hegemony which is supported by the issue of colonial power in post-colonial writings. Postcolonialism describes the colonial power used to construct hegemony over the colonized people. In this case, Islamophobia underwent a radical transformation by western hegemony. When they oppressed the colonies, they began to spread their religious and cultural traditions. This may include language, religion, customs, traditions and so on (Othman, 2019).

Today Islamophobia serves the US and its allies politically (GADA, 2020). Which in the end, the spread of Islamophobia carried out by America is able to encourage a very widespread anti-Islam. After the 9/11 tragedy, there were many Islamophobic issues that occurred in the west or America, for example the Western media, especially the media in the US, which tended to be unbalanced in reporting on the issue of global terrorism. There is a tendency for some media in the West to identify Islam through its reporting as the teachings of violence and Muslims as the mastermind behind global terrorism. Then the phenomenon that shows the existence of Islamophobia in American society, more precisely among presidential candidates from the Republican Party. In this regard, a report from the Cordoba Foundation (Wajahat Ali, 2011) cite for example that most Americans don't know much about the small number of anti-Muslim organizations and people in this country, but that they have a big impact on national and international political debates. Their names are often brought up in places where people are actively working to fight Islam and Muslims in the United States. Together, this core group of closely related people and groups makes and exaggerates the threat of "creeping Sharia," the dominance of Islam in the West, and calls for the Koran's mandatory call for violence against all non-Muslims by Al-Qur'an.

This hate network has been around for a long time in the United States. In fact, over the past 10 years, he has become much better at using grassroots organizations to organize, coordinate, and spread his ideas. Also, the group's ability to shape politicians' talking points and hot-button issues for the 2012 elections has made language that was once thought of as extremist more mainstream. And it all started when money from a group of foundations started coming in. Islamophobic networks in the United States are kept alive by a small group of wealthy foundations and donors. They give money to a group of right-wing think tanks that spread hatred and fear of Muslims and Islam through carefully written books, reports, websites, blogs, and talking points carefully crafted talking points used by anti-Islamic grassroots organizations and some right-wing religious groups as propaganda for their constituents. America's hegemony in the spread of Islamophobia can be described as a single post-cold war force, according to the 1950 National Security Council document (Schwarz, 1993) who articulated America's Cold War strategy "as a strategy designed to foster a global environment in which the American system can survive and thrive".

According to Sheehi (Sheehi, 2018) in his narration:

> *Islamophobia is about power. It is about American power; the power of global capitalism; it is about demonizing Muslims as they symbolically represent in the American mentality the brown of resistance to US empire, global capitalism and, to paraphrase Public Enemy, the sometimes not-so-unconscious fear of a brown planet*

Sheehi also argues that the critical construction of Islamophobia in the United States was born out of Orientalism; Orientalist beliefs have never escaped from the Western world, but rather have taken new forms and have taken shape in recent years. Anti-Islamism behavior based on Islamic Orientalist ideas like religion, sword, barbaric, outmoded, oppressor, enemy of Christian and Western civilization has developed in the United States for a long time. As quoted by (Putri, 2020), Islamophobia in America has psychological implications for American Muslims, as racism and discrimination harm mental and physical health. In 2012, Middle Eastern Americans Balbir Singh Sodhi and Sunando Sen were killed at the Wisconsin Sikh Temple, and hundreds of homes and places of worship, such as mosques and gurdwaras, were vandalized. Anti-Muslim propaganda laws have become a reference for far-right activists who attack well-funded Islam.

Nevertheless, no boundary of American hegemony has been more clearly visible, and with more serious results, than in the Middle East over the past four years. Iraq is the region where the real boundaries of American hegemony are seen most clearly. For example, since the US and its allies invaded Iraq and overthrew Saddam Hussein's government, America's position in the region has shifted from advantageous to disadvantaged, from nearly unstoppable to highly restrained. The decline in America's ability to influence events in the Middle East has not occurred because America's military capabilities or economic capacity have declined. In contrast, America's

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influence in the region has been weakened by the failure of political reconstruction efforts in Iraq, by war exhaustion at home, by relative neglect of the Arab-Israeli peace process, and by the influence of US regional policies on that influence. from Iran. The result of these developments is the emergence of new fault lines in the region (Wittes, 2007).

Conclusion

Islamophobia emerged in 1992 and has spread since 9/11 when a terrorist attack brought down the Twin Towers of the World Trade Center (WTC) in New York. In its history, America is the heir to the "Western Domination" of Europe during the imperialism era. Then with an increasingly advanced era, globalization increasingly demands to carry out all foreign policies of a country that does not contain elements of violence and upholds peace. So America uses soft power in issuing all its policies, one of which is related to the issue of Islamophobia. The many issues of anti-Islam discrimination in the west have attracted a lot of attention from the international community, therefore the author examines them. The results of the discussion show that America uses all the power it has to influence other countries. This finding is corroborated by the concept of framing in the media to spread Islamophobia. By relying on its strength, America gets financial assistance from various fronts as a supporter of US policy. In addition, Islamophobia refers to a constructivist theoretical approach where all phenomena that occur are based on construction results with various national interests and actors behind them. One of them is a strategy that started from the reign of George W. Bush to Donald Trump. It is hoped that with this article, readers can find out about the foreign policy of the United States in its international politics and have efforts to minimize anti-Islam sentiments in the west and the world.

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