2. The Review of Related Literature

2.1 Culture

Culture is a defining in determining how and what people think and act on daily life, in social interaction. It is comprised of ideas, behavior, and material objects that are passed from one person to another and from one generation to the next in a human group or society. In a particular way, culture is often used to refer specifically the symbolic object which indicate one ethnic group is distinguish from another such as body modification, clothing, or jewelry.

Society and culture are related each other. Man has lived out his life as a member of a society from birth to death. In society, man has to live in the whole part of social influence that activities become the core a set of common goals, common beliefs, attitudes, and modes of action. The more understanding about culture society has, the more culture effects help the society to develop a sociological imagination. Those are more concerned with maintaining a sense of interpersonal harmony and, thus, should consider more about how things happened in the world affect tightly one to another. Culture is essential for individual survival and communication with other people as it gives the information that people need to remain alive; how to take care, how to behave, how to get dress, what to eat, which gods to worship, or how to make or spend money. Haviland (1993:30) says that culture has been described as the common denominator that makes the actions of individuals intelligible to the group.
Culture shapes people’s thoughts and behaviors in many ways for living. The differences “the ways for living” upon the individual is indicated by the cultural shaping of perception, memory, and attitudes of that individual self. The social interaction only will acquire “the effect of culture upon individual” to various people that allow the training in the life-ways is acquired. Richerson & Boyd (2005) says that the matter of culture is used in the meaning as a source of any kind of information that is required from members of one’s species through social learning that is capable of affecting an individual’s behaviors.

In this modern era globalization, the idea of “culture” has been widened, not only discuss or analyze about the traditional high culture, but also more fully analyzing about everyday meanings and practices. It applies the wider social sciences. The theoretical perspective of cultural materialism that hold human symbolic culture arises from the material conditions of human life, as human create the conditions for physical survival, and the basis of culture is found in develop gradually biological nature.

2.2 Psychology

Psychology is the scientific study of behavior and mental processes, in fact, from this definition, psychology consists of three main parts that build it up, that is science, behavior, and mental processes. As a science, psychology uses systematic methods to observe, describe, predict, and explain behavior, because psychologists use the same research methods as physicists, biologists, and other scientists, as psychology is a scientific discipline.
The *behavior and mental processes* tells about what people thoughts, emotions, perceptions, reasoning processes, and even the biological activities that maintain the function of body, such as the feeling and thinking of protecting family, the natural affection of loving someone, and how the brain and the nervous system are exist. These all rely on ideas, values, feelings, strategies, and goals that have been shaped by human cultural experiences self. Psychology tries to describe, predict, and explain human behavior and mental processes, as well as helping to change and improve the lives of people and the world itself.

Besides that, the study of psychology and behavior which rooted in and embodied in culture discuss on one field of study that is cultural psychology. The main principle of cultural psychology is that the mind and culture are inseparable and mutually constitutive, which is said in other words that people are shaped by their culture and their culture is also shaped by them.

As the author has described about the vitiligo, that immune system is responsible for the causing of it and the psychologists had studied the relationship among psychological factors, the immune system, and the brain. There are three main consequences that briefing them all. First, Stress has direct psychological results, including an increase in blood pressure, and increase in hormonal activity, and an overall decline in the functioning of the immune system. Second, stress leads people to engage in behaviors that are harmful to their health, as like increased nicotine, drug, alcohol use; bad eating habit; and poor sleep. Finally, stress weakens our health in an indirect way.
As the author has described on the background of study that besides feeling stressful, the vitiligo victims usually have a same struggling in life on a condition of mentally down and very depressed. Coyne (2000) says that depression is one kind of mood disturbance. The mood disturbance can include understanding, behavioral, and physical symptoms, as well as interpersonal difficulties. The depression is a condition when an individual suffered a depressive disorder without ever experiencing madness. As like the vitiligo victim themselves, they are not getting mad of something, but the understanding that feeling attacked, being a topic of others conversation in some places, feeling seeing of many people with an odd staring simply attacked the mind.

2.3 Sociology

Sociology is the scientific study of social behavior which helps people to have a better understanding about the world towards society. Sociology is applied by sociologist to be learnt the whole people in this world with some purposes that given a valuable part of giving the self-understanding and self-improvement in various situation in society, providing a special way of approaching personal problems, the job-related, or political that can help society to make the decisions in everyday life.

Sociology has many subfields that discuss about, and one of them is the Sociology of Health and Illness. World Health Organization (1946) says that health, or lack of health, was once merely attributed to biological or natural conditions. Health is a word to state of complete physical, mental, and social well-
being and not merely the absence of disease, or infirmity. Health is not an easy term to define.

For children and adults, there are three main categories may be considered as defined in illness: physical appearance, emotional disposition, and behavioral traits. Among these three categories physical appearance is the first and most obvious part. The way people react to someone’s face and outward appearance can simply affect that person’s personality. The broadness of the shoulders, hips, and mouth; the length of the nose or legs; the texture and color of skin and hair—all influence the way people treat a person. As unfair as this may seem, such differential responses begin almost immediately in life. Brooks (1989) says that our bias against physically unattractive people is so strong that an organization called Uglies Unlimited was formed to help its members cope with problems regarding self-respect and job opportunities.

Helman (1990: 63-68) says that a world view of many cultural groups integrates physical, emotional, and spiritual well-being, and three all are necessary for optimal health. Even within the biomedical model, cultural values are reflected when it comes to diagnosing and treating disease.

Kleinman (1978) says that where medical research might gather statistics on a disease, a sociological perspective on an illness would provide insight on what external factors caused the demographics which contracted the disease to become ill. Illness refers to the socio-cultural context within which disease is experienced.
2.4 Vitiligo/ the skin disease

Vitiligo is a pigmentation disorder in which melanocytes (the cells that make pigment) in the skin are destroyed. The whitened patches are hypersensitive to ultraviolet light and burn readily when exposed to the sun. As a result, white patches appear on the skin in different parts on the body. This is a spreading kind of disease. The spreading is not for other people, but for only the body of the vitiligo victims. Similar patches also appear on both the mucous membranes (tissues that line the inside of the mouth and nose) and the retina (inner layer of the eyeball). The hair that grows on areas affected by vitiligo sometimes turns white.

For long last time, the cause of the disorder is unknown, and although multiple theories have been suggested as potential triggers that cause vitiligo, continuously, studies strongly imply that changes in the immune system are responsible for the condition of vitiligo. Variations in genes that are part of the immune system or part of melanocytes have both been associated with vitiligo. But sometimes, vitiligo is associated with autoimmune and inflammatory diseases or a disease that is caused as like burnt.