

**THE INFLUENCE OF ENVIRONMENT ON PERSONALITY
DEVELOPMENT OF THE MAJOR CHARACTER IN MARK WALTER'S
MEAN GIRLS (2004) MOVIE : BEHAVIORIST PERSPECTIVE**



RESEARCH PAPER

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CHAPTER I

INTRODUCTION

A. Background of the Study

Mean Girls is a movie which tells about the life of high school student in North Shore High School. This movie is directed by Mark Walters and also starred by Lindsay Lohan. *Mean Girls* is based on the non-fiction book *Queen Bees and Wannabes* by Rosalind Wiseman, which describes how female high school social group operate, and the effect they can have on girls. This is also based on the author's experience at Upper Darby High School. This movie is written by Tina Fey who also played a role in it. It was also supported by the cast of Rachel McAdams, Amanda Seyfried, Lacey Chabert, and Lizzy Caplan. *Mean Girls* was distributed by Paramount Picture and released on April 30th, 2004 with running time 96 minutes.

Mean Girls describes the life of the major character Cady Haron who got the influence from her new environment when she moved to public high school in North Shore High School after she just home schooling for few years. In her new environment Cady feels difficult to adapt with the people around her. She feels strange with anything that exists in her new school including the people and also the various habits that she never knows before.

Finally she meets with Regina the leader of “Plastic” group. Regina is the most popular girl in her new school. First time she met Regina, Cady is very impressed with her and she has a desire to be popular like her. Finally she has an opportunity to join in her group and become Regina’s friend. During joining with Plastic Cady learns much about their habit and also their lifestyle. But after Regina hurt her with taking the boy that she loved Cady feels that Regina has backstabbing her and she has a desire to avenge her. Then Cady pretends to be Regina’s friend and with her friend Janis she makes a plan to destroy her. But during with Regina gradually Cady lost her individual personality and she was influenced with her new environment then remakes herself in the image of Regina.

This is the role of the environment in influencing someone’s personality. Here Cady’s friend and also her family are so disappointed with her because of her behavior. In the other side Cady has to face a lot of problem because of her changing behavior. But finally Cady realizes she is not supposed to act like that. Then she fixes all of the problems that she has made and doing her activity as usual.

Based on the story above the researcher concludes that the personality development of the major character here is influenced by the environment where she lives. Here she cannot control herself to maintain her personality from the influence that comes to her.

This movie generally gets some good reception and also critique. A site in internet gave it a rating of 84% based on the viewer that like with this movie. They gave a good response on this movie because they thought that *Mean Girls* is an interesting movie which describes a real life of teenager. They said that it's like watching a reality show on a television. Many review and people have named it as one of the most quotable movies of all time, and has become a classic teen-flick. It currently has frequent re-runs on TBS and ABC Family station.

Beside the good response above some of the viewers who have watched this movie also gave some critique related to this movie. They assumed that this movie is less interesting because the story that is reflected here is too common and they were not quite interested with the type of this movie.

This movie was also declared as a success movie after it was released with the gross revenue \$129,042,871 from the budget \$17 million. This movie had a long life at the box office in US and the film was the 24th highest grossing film of 2004.

Mean Girls has received many awards and nominations. It has been nominated for 13 Teen Choice Awards and won 4 of this nomination. This movie also has been nominated for 4 MTV Movie Awards and won three of

the nomination. This is a good movie which contains some good message inside it. And later it has been nominated for the WGA Award for Best Adapted Screenplay.

There are several points of interest in *Mean Girls* movie. There are the character and characterization, setting, plot and also the theme of the movie itself. *Mean Girls* describes the character changing of the major character which is played by Lindsay Lohan after she joined with the most popular group in her school. It is interesting to examine the process of character changing in this movie because in the beginning the major character here was described as an innocent girl who socially awkward. But then she changed to be a popular girl who was admired by everyone in that school.

The second interesting part of this movie is the setting. The setting of this movie was taken from different places in America. Though set on the North Shore of Chicago, the film was partly shot in Toronto, Ontario, Canada. The school itself was not taken in North Shore High School. It was actually shot at Etobicoke Collegiate Institute. The other settings of this movie are taken in University of Toronto's Convocation Hall and Sherway Gardens. Regina George's house itself is a home in the Bridle Path neighborhood.

The third interesting part of the plot in this movie is the conflict between the major character with the people around her and also the conflict

with herself. The outer conflict here happens between Cady and her friends. The conflict begins when Cady's behavior has change and she becomes so different if compared with her previous condition. This condition makes the people around her including her friend and family feels disappointed with her.

She also does such a rude thing to her friend Regina with sabotage her diet plan which precisely makes her becomes fat. While the inner conflict here is when she feels confused because of her changed behavior. Sometimes she did something which contends with her mind but she cannot control herself to refuse it.

The theme of *Mean Girls* is the last interesting part of this movie. Rosalind Wiseman as the author and the script writer of this movie tries to convey that the theme of this movie is "be cautious in choosing a friend". Through this movie we can examine that friends also has a great contribution in influencing and determining our character and behavior.

Based on the explanation above, the researcher proposed to conduct a research entitled **"THE INFLUENCE OF ENVIRONMENT ON PERSONALITY DEVELOPMENT OF THE MAJOR CHARACTER IN MARK WALTERS'S *MEAN GIRL* MOVIE (2004): BEHAVIORIST PERSPECTIVE"**.

B. Literature Review

During the research of this movie, the researcher found some researches related with this movie. The research was conducted by Reza Meishella (Undip, 2009) with her research entitled “The Existence of Queen Bee and Her Relationship Towards The Outcasts in Mean Girls Movie”. In her research she tries to examine the existence and the influence of the Queen Bee for the outcasts surround her.

The second research was conducted by Johan. In his blog he wrote a research about Mean Girls movie entitled “The Spiral of Silence of Mean Girls”. Here he applies the spiral of silence theory in analyzing Mean Girls movie. He analyzed how someone has a tendency to be silence in a social life to get the popularity and avoid the possibility of being outcast.

Different with the research above the researcher analyzed this movie by applying behaviorist perspective. This research is focused on the influence of the environment on the personality development. This research will show the role of environment in influencing the personality development of the major character in this movie.

C. Problem Statement

The problem statement of this research is how the environment influences the major character’s personality development in Mark Walter’s *Mean Girls*.

D. Limitation of the Study

In this research the researcher only focuses on analyzing the influence of environment on the personality development of the major character in Mark Walter's *Mean Girls* by applying behaviorist perspective.

E. Objective of the Study

Based on the problem statement above, the writer formulates the objective of the study as follows:

1. To analyze the structural elements of the movie by exposing character and characterization, setting, plot, point of view, theme and style.
2. To analyze the movie based on behaviorist perspective by identifying the relationship between the personality development of the major character and the influence of environment.

F. Benefit of the Study

The study is expected to give benefits as follows:

1. Theoretical Benefit

To give some contribution to the development of the large body of the knowledge, particularly the literary study on *Mean Girls* movie especially by behavior approach.

2. Practical Benefit

To improve the researcher's understanding and competence in applying Behaviorist Perspective in literary study.

G. Research Method

1. Type of Research

The research about this movie belongs to qualitative research. Qualitative research is a type of research that does not include calculation and enumeration. According to Moleong (1983: 3) "Qualitative research is a type of research that has descriptive data in the forms of written or oral from observing people or behavior".

2. Object of the Study

The object of the study is *Mean Girls* movie which is directed by Mark Walters.

3. Type of Data and Data Source

a. Type of Data

The type of data which the researcher used here is divided into two types which are text and also image. The text data here include the subtitle of the movie itself and also some article that related with

this movie. While the image here just include the image that described some scene of the movie itself.

b. Data Source

In this research the researcher used two type of data source, there are:

1. Primary Data Source

The primary data is taken from a movie entitles *Mean Girl* which was released in 2004 and written by Rosalind Wiseman and directed by Mark Walters. This film was produced by Paramount Pictures.

2. Secondary Data Source

The researcher takes the secondary data source which includes the script of the movie and other information from book and website from internet that were relevant to the subject matter.

4. Method of Collecting Data

The method of collecting data done by the researcher is note taking and also image capturing. In note taking, the researcher tried to find the subtitle or dialogue that include in this movie. Finding out the

article or books related to the movie also important to complete the data here. While image capturing is done by finding out the image which describes every scene of this movie.

The technique of collecting data of this research is conducted through some steps as follows:

- a. Watching movie and finding out the important sentence on the dialogues.
- b. Reading script of the movie.
- c. Reading the books that are connected to the research.
- d. Browsing to the internet to get some information or articles that related to the research.
- e. Finding out the important data.
- f. Arranging the important data based on its.
- g. Developing the data that are provided.

5. Technique of Analyzing Data

The data analyzing technique of this research is descriptive, qualitative analysis of content analysis. The analysis is started from the structural analysis of the work and finally the behaviorist analysis of the literary work.

H. Research Paper Organization

The researcher divides this research report into five chapters. First chapter is introduction. Here, the researcher elaborates the background of the study, problem statement, objective of the study and research paper organization. Second chapter is underlying theory. It discusses the notion of behavior perspective. In this chapter the researcher explains the notion of behaviorism, behaviorist perspective and also the principle of behaviorism.

The third chapter is structural analysis. In this chapter the researcher explains the structural elements of the movie and also the discussion. The fourth chapter is behaviorist analysis. In this chapter, the researcher tries to analyze the movie by applying behaviorist perspective. While the last chapter are conclusion and suggestion.