

CHAPTER I

INTRODUCTION

A. Background of the Study

Bright career and good jobs is the dream of every people. They will do anything in order to get the best position in a company or good job in working. Sometimes they permitted all the way to get through what they want. They will do anything to make the dreams come true. With the good career and position, people can get everything; money, power, and good reputation that can increase their prestige in society. If the people have dominance, they have to do the working hard to keep it still in the place. No one can take it from them as the owner who have power.

These above behaviors inclined make the people become arrogant and stubborn. Usually the people who have the power in almost aspect of life, have high quality and do not like hear disagreement. People like this always want to be the one, as a leader. These behaviors and criteria make people always see anything from money and the wealthy or whether you have benefit or not. This view finally makes people become materialistic because they see everything from material. Now, the materialistic culture be the new trend in society living.

The problem illustrated above is a description of a movie entitled *The Proposal*, directed by Anne Fletcher and screenplay by Peter Chiarelli. This movie was released on June 19, 2009 in America. The running time of *The Proposal* movie is around 107 minutes. This movie has good theatrical-

performance; \$317,358,031 as the worldwide gross and \$40,000,000 as the budget production (Nash Information Service, 2010).

The Proposal has been nominated for four Awards; Golden Globe Award for Sandra Bullock as the best actress, Teen Choice Award, 2010 MTV Movie Award, and People's Choice Award. *The Proposal* movie finally won Teen Choice Award for Choice Summer Movie - Romantic Comedy in 2009. It also won a People's Choice Award for Best Actress and the movie for Best Comedy.

A literary work cannot be separated from human life as it is the description of human life itself. A director of movie and the writer of literary work actually try to make their work of the description of certain reality of life. Therefore, the problem of life is actually the root of any literary work. The problem and character in a literary work is the depiction of people with all their aspect of life.

Nowadays movie has the same position as another literary work such as novel, drama, and poetry. Movie has become a part of daily life of the people around the world; even movie becomes popular in this time. Sometimes movie gives the moral messages for us. It depends on the story of the movie. A movie usually has normal sense of real-life experience.

In *The Proposal* movie, Anna Fletcher as the director found inspiration in the story of what really happened in society, especially in American society. This phenomenon inspires Peter Chiarelli to make the screenplay and used some details from his experience into the movie. *The Proposal* proves

Chiarelli in portraying the reality of human life in the early twenty-first century. In this movie, he is trying to elaborate to the present condition to his screenplay. This kind of problem inspires him to create his works, and then cooperates with Anne Fletcher as the director to make this movie.

This movie tells about Margaret Tate, thirty year-old woman, a Canadian who works in editorial company in United States as the executive editor. She is very perfect but arrogant. Everybody scare with her. Her workers strongly dislike her for her bossy, pushy and cold demeanor. They call her as a witch. She has an editor assistant named Andrew Paxton, an American who comes from Alaska. He is subordinated by Margaret Tate, because Margaret is his boss. Andrew never says no. He also hates Margaret like others, but he cannot do anything. He does not want to rebel Margaret because he does not want to lose his job. If he loses his job, he has to go home, in Alaska, and keep the family business there.

Margaret is being deported to Canada as her visa has expired. She forces her much abused but always efficient and accommodating assistant, Andrew Paxton to marry her. Andrew, reluctant at first, agrees to the deal after Margaret threatens him by saying all his hard work for her the past three years will have been wasted, as a new boss would fire him were Margaret to be deported. Both visit the Immigration Department, where they are introduced to the immigration officer, Mr. Gilbertson. He informs them that the department suspects that the couple are committing a fraud in order to avoid Margaret's

deportation after receiving tip off call from a former employee whom Margaret fired earlier.

After the couple denies the statement, the officer tells them about the process which will be carried in order to confirm that the relationship is not a sham. They are informed that they'll be asked questions about each other separately, and that their families and co-workers will also be questioned. If the answers don't match, Margaret will be deported to Canada and Andrew will be convicted of a felony with a \$250,000 fine and years in prison. After they manage the brief INS encounter, Andrew tells Margaret that he is risking prison time for this deal and requires that she make him the editor immediately after their marriage and also publish his book. Margaret refuses and Andrew begins to walk, so a desperate Margaret does an abrupt about face and agrees to his demands. In order to sell the lie, the couple travels to Sitka, Alaska Andrew's home town to meet his family. During the flight, Andrew goes through the list of questions that they'll be asked and informs Margaret that he knows nearly everything about her but that she has to learn everything about him in just four days.

The Proposal is an interesting movie. There are two aspects that make this movie really interesting. The first is about the cast of the movie. Sandra Bullock and Ryan Reynolds are successfully to act Margaret Tate and Andrew Paxton. They are both giving the good chemistry how to become enemy and how to become sweetheart. Besides that the story of this movie is so funny and

entertaining. This is the romantic comedy and also drama movie that is cute, generic and instantly forgettable.

The second is about the value and the materialistic culture in the movie. Margaret, as the women career, she has everything, money, power, intelligent, but she does not have a good attitude. She will do anything to reach what becomes her destination. Everything is for money, wealthy, prestige, and power. What the Margaret done was the representation of human nature that every human ever do that and always do that; Materialistic. Materialistic now becomes culture in everywhere, especially in America that becomes the object study of this research.

According to those reasons, the writer would like to explore and analyze Materialistic culture in Anne Fletcher's *The Proposal* movie based on the Sociological Perspective, and the title is **MATERIALISTIC CULTURE IN AMERICAN REFLECTED IN ANNE FLETCHER'S *THE PROPOSAL* MOVIE (2009) : A SOCIOLOGICAL APPROACH.**

B. Literature Review

After searching and observing carefully, the writer did not find a research in Muhammadiyah University of Surakarta which has the similar object and title as the writer made: Materialistic Culture in American Reflected in Anne Fletcher's *The Proposal* Movie (2009): A Sociological Approach.

C. Problem Statement

The problem of the research is “How is Materialistic Culture in America Reflected in *The Proposal* movie directed by Anne Fletcher?”

D. Limitation of the Study

The writer focuses this research in analyzing the Materialistic Culture in America Reflected in Anne Fletcher’s *The Proposal* movie based on Sociological Approach.

E. Objectives of the Study

The objectives of the study are mentioned as follows:

1. To analyze *The Proposal* movie based on the structural elements of the movie.
2. To describe the Materialistic Culture in American Reflected in Anne Fletcher’s *The Proposal* movie based on sociological approach.

F. The Benefit of the Study

The benefits of the study are:

1. Theoretical Benefit

The study is hoped to give a new contribution and information to the larger body of knowledge, particularly the literary studies on *The Proposal* movie.

2. Practical Benefit

The study is hoped to enrich knowledge and experience of the writer and other students of Muhammadiyah University of Surakarta or another Universities who have interest with literary study on the movie from Sociological Approach.

G. Research Method

1. Type of the Study

In this research, the writer uses a qualitative research. It is library research while data source are using literary data. It purposes to analyze the movie using sociological perspective. The steps to conduct this research are (1) determining the type of the study, (2) determining the object of the study, (3) determining data and data source, (4) determining technique of data collection, and (5) determining technique of data analysis.

2. Object of the Study

The object of the study is *The Proposal* movie directed by Anne Fletcher and publishing by Touchstone Pictures in 2009. It is analyzed by using sociological approach.

3. Types of the Data and the Data Source

The type of data used in the study is text and picture. In the movie, text is the form of dialogue in movie script. Meanwhile, the picture is

describing overall events and the visualization of the movie. The type of data sources consist of primary data source and secondary data sources.

a. Primary Data Sources

The primary data sources of the study are *The Proposal* movie directed by Anne Fletcher from Touchstone Pictures and the script movie written by Peter Chiarelli.

b. Secondary Data Sources

The secondary data sources are books such as *Sociology of Literature*, *Sociology of Literature and Drama*, *Theory of Literature*, *The Art of Technique*, *Film: an Introduction*, and other sources that support the analysis.

4. Technique of the Data Collection

The technique of data collections are capturing of the picture and note taking, with the steps are:

- a. Watching the movie for the several times.
- b. Reading the movie script.
- c. Determining the character that will be analyzed.
- d. Taking notes of important parts in both primary and secondary data.
- e. Classifying and determining the relevant data.
- f. Taking notes from the material and some other resources related to the movie and the analysis.

5. Technique of the Data Analysis

The technique used in analyzing the data is descriptive analysis. It concerns with the structural elements of the movie and sociological approach.

H. Research Paper Organization

The research paper organization of Materialistic culture in American reflected in Anne Fletcher's *The Proposal* movie (2009) : A Sociological Approach is as follows: Chapter I is Introduction; it consists of Background of the Study, Literature Review, Problem Statement, Limitation of the Study, Objectives of the Study, Benefits of the Study, Research Method, and Paper Organization. Chapter II is Underlying Theory; it consists of Sociology of Literature, The Perspective of Sociology of Literature, Structural Elements of the Movie, and Theoretical Application. Chapter III is social historical background of American society in the early twenty first century which covers social aspect, political aspect, economic aspect, science and technology, cultural aspect, and religious aspect. Chapter IV is Structural Analysis of *The Proposal* movie; (1) The Structural Elements of *The Proposal* movie; it consists Narrative Elements and Technical Elements; (2) Discussion. Chapter V is Sociological Analysis of *The Proposal* movie. It consists of the social aspect, political aspect, economic aspect, science and technology, cultural aspect, and religious aspect. Chapter VI is Conclusion and Suggestion.