

CHAPTER I

INTRODUCTION

A. Background of the Study

Literature is the expression of society as well as speech as the expression of man. It can be inferred that literature serves as the reflection of the society. Literary work is said to be the cultural manifestation of society. It cannot be separated from social values, politics, economy, social, philosophy and religion. It is a reflection of human life and it's created within certain culture. Literary work therefore is related to cultural facts. (In Burns and Burns, 1973:56).

Social media or facebook is a social networking service and website which serve people in their connection. With facebook, Users may create a personal profile, add other users as friends, and exchange messages, including automatic notifications when they update their profile. Additionally, users may join common interest user groups, organized by workplace, school or college, or other characteristics. Launched in February 2004, facebook is operated and privately owned by Facebook, Inc. In this era, facebook is a daily need of each people in this world. A date from wikipedia on January 2011, Facebook has more than 600 million active users. Now, facebook is functional networking that can be a remark and the places for promote an advertisement. People can promote their business and their inovations.

Movie is a part of literature ,*The Social Network* movie is the popular drama movie about the origin process and effect of facebook as famous social media directed by David Fincher, an American film director and music video director. Fincher began making movies at age eight with an 8 mm camera. Being film director, film producer and music video director, he was later hired by Industrial Light & Magic in 1980, where he worked on productions for *Twice Upon a Time*, *Star Wars: Episode VI – Return of the Jedi*, and *Indiana Jones and the Temple of Doom*. In 1984, he left ILM to direct a commercial for the American Cancer Society, that would show a fetus smoking a cigarette.

The Social Network movie is a drama movie in 2010 that tells about the founder of facebook or social networking website. Adapted from the book *The Accidental Billionaires* that movie features, Best Original Score and Best Picture, Best actor, and an Oscar-winning screenplay. The screenplay of this movie adapted from the facebook founder who comes from Harvard collage university. He is Mark Zuckerberg. In this story, he is the man who breaks up with Erika Albright, Zuckerberg's girl friend. Mark gets drunk and writes a scathing blog entry about her girlfriend, and is inspired to create a website that rates the attractiveness of female students to compare. He downloads pictures and names of female students from the databases of various residence halls. Then, in a few hours, using an algorithm for ranking chess players supplied by his best friend, Eduardo Saverin, he creates a website called Facemash, where students can choose which of two girls presented at a time is more attractive. However, FaceMash's popularity and the fact that Mark created it in one night

while drunk brings him to the attention of the Winklevoss twins, who are members of Harvard's rowing teams. As a result, he gets a job working for the Winklevoss twins as the programmer of their website, Harvard Connection. But, Zuckerberg has an ideology to elaborate more about that decision with facebook.

Besides the good responses, *The Social Network* movie is major critical success, it was made in October 2009 in Cambridge, Massachusetts. Scenes were filmed around the campuses of two Massachusetts prep schools, Phillips Academy and Milton Academy. Additional scenes were filmed on the campus of Wheelock College, which was set up to be Harvard's campus. The movie runtime is 120 minutes, released in the VCD and DVD distributed by Columbia Pictures. The good response from public makes *The Social Network* movie appear on 78 critics' top 10 list for 2010, of those critics 22 had the film in their number one spot. The budget of this movie only had \$40 million and \$224,583,810 for their worldwide gross.

The Social Network movie is an interesting movie, because there are four aspects that make this movie really interesting. The first aspect is the story of this film is based on the real event that Harvard's university student in America is the founder of social network or facebook in twenty one century and exactly in 2004. It is like a historical movie that tells how the way to make a website that happens in dormitory of Harvard. In other words the website can be a formulate. Meanwhile, the people can communicate and interact in this era. David Fincher gives the audiences understanding about how the

process to make a facebook and how the social network is always used by society.

The second reason is the visualization and the cast of this movie. David Fincher and his film crews make the audience wonder in this movie because the pictures describe the situations like the real moment at that time. David Fincher uses two plots scenario of this movie is very easy to understand. He makes a forward plots and back plots. In a forward plots, David Fincher makes a process conditions when Mark Zuckerberg in the first beginning makes a facemash until it becomes a facebook. The other conditions, Fincher makes a condition in Harvard assembly that gives a perspective of each people's assembly that makes an internet connections in harvard error in several times. The cast of this movie also has a valuable part. In this movie, Jesse Eisenberg who plays as Mark Zuckerberg is wonderful actor. He makes the character of Mark Zuckerberg alive. So, when people talk about Mark Zuckerberg, they will also talk about Jesse Eisenberg, because Jesse Eisenberg and Mark Zuckerberg are already like one person. Andrew Garfield also plays Eduardo Saverin very well. His acting is successfully representing the man as the member of the facebook founder and the central person who makes a growth of facebook. At the end of this movie, he also got a treason from his friend. Mark Zuckerberg is not only well acted, but technically superior. The thoughtful of a forward and back plots, the lightning speed of editing, and the wonderful music video director. As good as they are, it is not the acting, the camera work, or the music that makes *The Social Network* be a special movie,

but the meaning of this movie is a process of a young student who wants to be success after broken heart that David Fincher puts into every frame.

The third is the loyalty for everything that happened in this movie. There are many lessons that the audiences can take from this movie such as a friendship. The audiences do not only watch the treason action, but also watch the real life like love, friendship, success and also loyalty. The friendship between Mark Zuckerberg and Eduardo Saverin is tested by presenting the innovation about facemash. Fortunately, the true friendship is always strong even they expand a facemash to a facebook. The loyalties of them are proved. Someday, when they get a meeting with Sean Parker, Eduardo doesn't like with Parker idea that they must introduce facebook in the world. Parker is still with his ambition, to grow up a facebook by his technique. This movie tells the audiences that treason can make hurt the inside of human being like the relation of friendship. Loyalty and friendship are the keys to be success together. David Fincher wants to show the audiences how important loyalty is in making success the founder of facebook.

The last is the origin of social media to the world communication that is done by fresh student in University which is reflected in *The Social Network* (2010) is one of interesting movie to be studied. David Fincher wants the audience to give attention that a fresh student university in Harvard can make a social network and they can be a success man. The origin of facebook is done by some people, but the effect are great aspecialy for America and also to the world communication. Until now, all people in the world enjoy in

facebook. With this websites, people can do everything, such as being connected with the long friend, making a group, getting a many news in the world, not only that, President America, Barrack Obama also uses this sites for his campaign before he becomes an American President. This effects can be studied in sociological term which studies the social life of a human.

Based on the previous reasons, the writer will observe *The Social Network* (2010) movie by using sociological theory. So the writer conducts the tittle **THE ORIGIN OF SOCIAL MEDIA TO THE WORLD COMMUNICATION IN *THE SOCIAL NETWORK* MOVIE DIRECTED BY DAVID FINCHER (2010): A SOCIOLOGICAL APPROACH.**

B. Literature Review

The Social Network movie (2010) by David Fincher is an interesting movie. As far as the writer concerns, in Muhammadiyah University of Surakarta, there is no one that analized it before. According to the reason, the writer tries to analyze implication of facebook for Harvard colleagues in *The Social Network* movie by a sociologycal approach in literature perspective.

C. Problem Statement

The problem statement of this research is “How is the origin of social media to the world communication reflected in *The Social Network* movie based on a sociological approach?”

D. Limitation of the Study

The writer focuses this research in analyzing origin of social media to the world communication reflected in *The Social Network* (2010) movie based on a sociological approach.

E. Objectives of the Study

The objectives of the study are mentioned as follows:

1. To analyze *The Social Network* (2010) movie based on the structural elements of the movie.
2. To describe origin of social media to the world communication in *The Social Network* (2010) movie based on a sociological approach.

F. Benefits of the Study

The benefits of studying *The Social Network* (2010) movie are:

1. Theoretical Benefit

This study is hoped by the writer to give a new contribution and information to the larger body of knowledge, particularly the literary studies on *The Social Network* (2010) movie.

2. Practical Benefit

This study is hoped to give deeper understanding and enrich both knowledge and experience especially for the writer, generally for other students of Muhammadiyah University of Surakarta and also can be used

as reference by other universities that are interested in literary study on the movie based on a sociological approach.

G. Research Method

1. Type of the study

In this research, the writer uses a qualitative research. It is a library research while data sources 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 Social Network* movie directed by David Fincher and publishing by Columbia Pictures on October 1, 2010. It is analyzed by using a sociological approach.

3. Types of the Data and the Data Source

The types of data used in the study are 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 social network* movie directed by David Fincher from Columbia Picture and the script movie written by Aaron Sorkin.

b. Secondary Data

The secondary data sources are books such as the Billionaire novel, the data movie from internet, and other sources that support the analysis.

4. Technique of The Data Collection

The techniques of data collection 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, and
- 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 data is descriptive analysis. It concerns with the structural elements of the movie and sociological approach.

H. Research Paper Organization

The research organization of The origin of social media to the world communication in *The Social Network* movie directed by David Fincher (2010): 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 Late Nineteenth Century which covers social aspect, political aspects, economic aspects, science and technology, cultural aspect and religious aspect. Chapter IV is structural Analysis of *The Social Network* movie; it covers (1) The Structural Elements of *The Social Network* movie; it consists of Character and Characterization, Casting, Plot, Technical Elements of the Movie, Point of View, Style and Theme; (2) Discussion. Chapter V is Sociological Analysis of *The Social Network* 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.