CHAPTER I

INTRODUCTION

A. Background of the Study

Friendship is a good relation that all people can have. It is a bound that is greater than any relation in this world. A friend is always there to support and help people in many problems. But, when people’s ego occurs because of certain things. A friendship can be broken and they can become enemy. If the dispute people have the same purpose, they can become competitors to the other and perhaps they may handing down the other so that her or his purpose is reachen. Competitions always arise in people’s life. It occurs to show that every human being wants to get a better life in his or her future. In addition, it shows that people are never feeling satisfied with what they have got. Therefore, they will do anything to be the winner and have something that will belong to them forever. It means by having such things, for example, an occupation, the society will give a high respect. Moreover, the fee that they accept makes them become a wealthy man. Then, to make their dream comes true they begin to arrange the better way to fulfill their wish. They do not care whether it is right or wrong. When the competition begins and one of the contestants’ wins, of course the other will have the feeling of disappointment. There is another feeling inside of human’s personality that occurs because of it. If they cannot handle that feeling, it can grow fast and become an act that will lead them to take revenge to their rival.
Revenge will become the latest way, when people believe that it is the better way to make their rival down. They will do anything whether it is good or bad for them they do not care about it. The important thing is, they feel satisfied when they see their rival’s life ruined because of it. Revenge can be happens everywhere, eventhough to the days towards wedding ceremony.

In modern day society there has been a huge shift in wedding planning from the actual romance in the relationship to consumerism and is evident in the films, Bride Wars. During the 1990”s, weddings provided the main theme for box office hits around the world. Modern consumerism has developed somewhat because of the romantic component in society. Again, this idea is shown greatly in Bride Wars as well along with the chaos weddings can cause.

Bride Wars, newly released in January, was directed by Gary Winick and stars Kate Hudson and Anne Hathaway. It is merely a love story among two women which is put into the perspective of a romantic comedy. This includes a distinctive friendship that is tested with obstacles that get in their way, but gives the viewer laughs along the way with an uplifting finale (Smith, 50). This movie gives us a clear insight on how the wedding industry has drastically changed over time. This bridal industry is said to have begun in the 1920s and 1950s (Mead, 5). Bride Wars begins with a series of items in shallow focus consisting of white lace, a bride and groom, a box of “Wedding Things”, and a large diamond ring.
The movie begins with the two women getting engaged at the age of 26. They then schedule their weddings with New York's most famous wedding planner, Marion St. Claire (Candice Bergen), but due to a clerical error they are scheduled to have a wedding on the same day, June 6. A week of passive aggressive hostility passes before the two women make it clear that neither will compromise, especially after Liv tries to take advantage of Emma's passive nature and outrages Emma in the process. During this time, Emma's fiancé, Fletcher (Chris Pratt), begins to show signs of being controlling.

Both women attempt to sabotage the each other's wedding, including Liv making Emma's tan turn bright orange, Emma tampering with Liv's hair dye to turn Liv's hair a shocking blue-white colour, Emma showing up to Liv's bachelorette party to out-dance her, and Emma secretly sending Liv candy to make her too fat to fit into her dress. Eventually, Emma and Fletcher get into an argument regarding Emma's manic behavior of sabotaging Liv's wedding and their friendship.

Both brides-to-be are then shown to be in the Plaza very shortly before they are due to be wed, separately. Right before Liv leaves to begin her march to the altar, she encounters Emma's father and receives his blessing; she regrets setting up a wild spring break DVD to play at Emma's wedding. She sends her best man to replace the wrong DVD with the right one, filled with childhood memories. However, thinking that the DVD is for a prank, he does not do so, dropping it into a flowerpot and muttering, "You'll thank me one day."
Emma begins her walk down the aisle but stops when the footage of her spring break is shown. She loses her temper completely and tackles Liv after sprinting to the other section of the Plaza. The two brides wrestle in their dresses on the floor while the rest of the room looks on, the people closest to the brides having decided it would be best to let the brides resolve the problem. After tussling, Emma and Liv lie on the ground panting, and then make up almost instantly. Emma stands up and walks over to Fletcher who is upset at Emma's behavior. Emma tells Fletcher that she is not the same person he fell in love with 10 years ago and that she has now changed. With that, the two tearfully call off their wedding. Liv's wedding resumes with Emma participating and, eventually, dancing with Nate, Liv's brother.

The movie picks up a year later when Emma and Liv meet up for drinks, where it's revealed that Emma married Nate. Emma and Liv also reveal to each other that they are pregnant and that their due dates are the same, March 3.

*Bride Wars* has been panned by critics. The film has received a 12% approval rating on Rotten Tomatoes based on 127 collected reviews. Manohla Dargis of the *New York Times* called the film "dopey if largely painless". She said that Hathaway's presence meant "that there’s a little acting in it, along with a few human emotions" and wondered what the film might have been if the writers had explored a potential lesbian subtext suggested by the opening scenes. Carrie Rickey of the *Philadelphia Inquirer* wrote, "How bad can a movie be, with Goldilocks Hudson and Cinderella Hathaway? So
excruciating that Hudson's sunshine can't warm it and Hathaway's rose redolence can't mask its stink." Ty Burr of the *Boston Globe* was disturbed by the film, claiming that it was "a chick flick that makes its chick characters and by extension its chick audience look like hateful, backward toddlers, and there is something wrong with that."

Longtime BBC Radio Five critic Mark Kermode was notably harsh toward the film, going so far as to say that he would quit film criticism if *Bride Wars* did not end up in his list of 10 worst films of 2009. By the end of the year, even when Kermode included *Terminator Salvation* and *Couples Retreat* on his list by popular demand, *Bride Wars* still finished eighth, allowing him to keep his job.

In one of the few positive reviews of the film, *Time* critics Mary Pols wrote, "At least, and this is something to be grateful for, *Bride Wars* deviates from the usual wedding-flick routine of maids of honor who should be the bride (or groom). And even though the cat fighting goes over the top, the notion that a passionate female friendship can turn ugly in a heartbeat is, sadly, realistic."

Apart from negative reviews, the film was nominated for 2 awards at the 2009 MTV Movie Awards. Anne Hathaway was nominated for Best Female Performance and it was also nominated for Best Fight (Anne Hathaway vs. Kate Hudson). It also had several Teen Choice Award nominations. Candice Bergen was nominated for a Razzie Award as Worst Supporting Actress for her performance in the film.
In its opening weekend, the film grossed $21,058,173 ranking #2 at the box office. As of May 26, 2009, it has made $58,715,510 in the United States and Canada, $55,982,521 in foreign countries and a total of $115,049,554 worldwide a success given its largely negative reviews.

The writer is interested in analyzing the *Bride Wars* movie because of four reasons. The first, this movie tells romantic comedies that tend to present being brides as one of life's serious obstacles and hardly surmounted. The second reason is this movie gives educational aspect to the audience dealing with the life of women in the film if they are able to understand the content of this film. From whole film it has been told that live in well-to-do condition always arises in people's life. But, perhaps people use it to bring down the others. The third, it shows that people never feel satisfied with what they have got. Therefore, they will do anything to have something that will belong to them forever. In the movie, wedding date is the main problem of the major characters. Because of having a same date of wedding, a good friend relation becomes rival. The last is this film shows that friendship is the bond that cannot be separated. Friendships which make two women who compete each other become one unity of beautiful relationship of friend.

Based on the explanation above, the writer is interested in analyzing *Bride War* (2009) movie by using individual psychological theory. This study is conducted under the title “Friend or Foe in Gary Winick’s *Bride Wars*: An Individual Psychological Approach”.

B. Previous Study

As long as the researcher knows, there has been other researcher who did a research about individual psychological approach namely Partini. Her research is entitled “The Coping Behavior in Booth Tarkington’s *The Magnificent Amberson: An Individual Psychological Approach*”. It was emphasized on how George Amberson Minafer, the major character copes with his problem. And also the objective of the study is to analysis the novel based on the psychological approach.

Here, the writer will analyze *Bride Wars* focusing on friendship relation in Gary Winick’s *Bride Wars* by using individual psychological approach.

C. Problem Statement

The problem statement of this study is how the friendship relation of Emma Allen and Olivia Liv Lerner are reflected in *Bride Wars* movie.

D. Limitation of the Study

The study only analyzes the friendship relation between Emma Allen and Olivia Liv Lerner in *Bride Wars* viewed from the individual psychological perspective. It is as a means of analysis with consideration that Emma Allen and Olivia Liv Lerner’s psychological development is influenced by their relationship as good friend.
E. Objective of the Study

Based on the problem statement mentioned above the researcher has the following objectives:

1. To analyze the movie based on its structural elements by finding characters and characterizations, settings, point of view, plot and theme.
2. To analyze the friendship relation between Emma Allen and Olivia Liv Lerner in *Bride Wars* movie viewed on Individual Psychological Approach.

F. Benefit of The Study

The benefits expected from this study are as follows:

1. **Theoretical Benefits:**
   To give additional information and give contribution the larger body of knowledge particularly studies in *Bride Wars* movie by Gary Winick.

2. **Practical Benefits:**
   To give deeper understanding for the writer self about *Bride Wars* movie based on Individual Psychological Approach.

G. Research Method

1. **Type of the Study**
   The type of this research is descriptive qualitative, because it does not include any calculation or statistic; instead, it includes sentence or description of the object as a result. Qualitative research (Moleong,
1995:02) is a research of which data in the form of written or oral word are descriptively analyzed.

2. Object of the Study

The object of the study of the research is that how the friendship relation between Emma Allen and Olivia Liv Lerner in *Bride wars* movie.

3. Type of the Data and the Data Source

These studies consist of two data sources:

a. Primary data source

   The primary data source is the movie itself; *Bride Wars* by Gary Winick.

b. Secondary data source

   The secondary data sources are from the article, internet and references which are relevant with this study.

4. Technique of the Data Collection

The methods of collecting data are as follows:

a. Selecting the movie which will be researched.

b. Watching and comprehending the movie.

c. Choosing the approach which is suitable of the movie.

d. Coding the data.

5. Technique of the Data Analysis

The method employed in analyzing the data is descriptive analysis. It concerns with the relationship between the film and the Individual Psychological Approach theory to show the friendship relation that
becomes rivals between Emma Allen and Olivia Liv Lerner reflected in the story and the characters in Gary Winick’s *Bride Wars*.

**H. Paper Organization**

This study consists of five chapters. It is begun with first chapter, the introduction that comprises the background of the study, previous study, problem statement, limitation of the study, objective of the study, benefit of the study, theoretical approach, research method and paper organization. The second chapter presents the underlying theory and theoretical application. The third chapter presents the structural analysis of the movie, which involves the character and characterization, plot, setting, theme and style. The fourth chapter presents individual psychological analysis and its application in analyzing Gary Winick’s *Bride Wars*. The fifth chapter deals with conclusion and suggestion for this study.