

# CHAPTER I

## INTRODUCTION

### A. Background of the Study

Every one in any ages likes to watch movie. Since the presence of the television many people would like to watch movies rather than reading books as a means of entertainment. Watching movie is not only interesting, but it is also more efficient since it only needs 2 or 3 hours to watch a movie. These days many readers, especially youngsters, become more interested in watching than reading. Vale, (1980: 2) says, “for many in today’s young generation, the motion pictures have replaced the novel as century’s form of story telling. “

Children, as a part of young generation, like to watch animation movie. Animation movie, which involves the use of automation, computer and even laser technology to achieve its effects, has been more popular in this era. Winsor Mckay (1999:1).

Values are the fundamental things that motivate people to do the best. Linda Eyre and Richard (1995:xiv), stated the values are the standards of behaviors and attitudes that determine who people are, how they live and how they treat others. They even emphasis that good values would create better people, better life, and better treatment for others. Since values are so fundamental, therefore, it is crucial for people to teach their children as the young generation about

humanistic values then later on, would develop them as better people in society.

Values are the things that can be taught in every moment. At this point, as a part of art that contains values of messages in it, especially movie animation may become one of the ways by children to learn about the humanistic values in the word. Cartoon movie is one part of study for children by informal teaching.

*Sammy's Adventures* is a Belgian animation movie that was produced in 2010 by Studio Canal. *Sammy's Adventures* is a movie which was made in 2010 in English, directed by Ben Stassen. In addition, it is produced by Gina Gallo, Mimi Maynard, Domonic Paris, Ben Stassen and Caroline Van Iseghem. After three weeks in French cinemas, this film has sold a respectable 943.500 tickets. In the first week on release, 577 copies of Sammy were distributed. The budget for *Sammy's Adventures* movie is about \$24 million US.

**Ben Stassen** is a Belgian film producer and director. He founded nWave Pictures in 1994, producing highly successful CGI ride films including the groundbreaking *Devils Mine*. Starting in 1997, Ben Stassen began focusing on large format films usually screened at IMAX theaters, and made some of the most successful large format films to date, including *Thrill Ride: The Science of Fun* and *Alien Adventure*. Contrary to most large format films, which mix education with spectacular visuals, most of Stassen's films are aimed exclusively

at the entertainment market. As IMAX theaters around the world increasingly became capable of screening stereoscopic (3-D) films in the late nineties, Stassen quickly embraced this new technology, and directed a succession of popular 3-D large format films, such as *Encounter in the Third Dimension* and *Haunted Castle*. Upon screening "Haunted Castle", Imax corporation sent a fax to all the exhibitors warning them about the content of the film. Imax went as far as labeling "Haunted Castle" as degrading to the brand. This triggered a strong reaction from both the exhibitors and the press. The film was marketed as "The film Imax corporation does not want you to see". It went on to become a huge success worldwide. In 2004, Stassen produced and directed "Wild Safari", the first 3D wildlife film for the giant screen (Imax). nWave is also the leading producer and distributor of 3D ride films and 4D attraction films with over 30 titles in their library. Over 200,000 people a day see one of nWave's films in theme parks, science centers, zoo, aquaria and musea around the world. Ben Stassen's first feature length animated film, *Fly Me to the Moon*, was released in North America on 15 August 2008 on both regular size and IMAX screens, exclusively in 3-D. According to nWave, On 7 May 2008, nWave announced that its next feature length animated film would be titled *Around the World in 50 Years* and that it too would be directed by Ben Stassen. It was released in 2010 titled *Sammy's Adventures: The Secret Passage*. Stassen is widely quoted as

a leading pioneer of 3D cinema, considering 3D as the 2nd revolution in the history of cinema, second only to the transition from silent film to the talkies. He mostly refers to American 3D film as 2.5 D cinema. In his opinion most filmmakers do not make any effort to use 3D as a new language of cinema. They simply shoot their 2D films with two cameras creating a little depth behind the screen with the odd in-your-face effect. He is also quite outspoken about the inadequacies of the 3D digital theaters. The essence of 3D cinema is its ability to greatly enhance the sense of immersion in the story being told. But there is no way to achieve real immersion unless you have floor-to-ceiling and wall-to-wall screens. The image must fill you field of vision as much as possible. The long term viability of 3D cinema will depend on the exhibitors willingness to build theaters designed specifically for 3D immersion.

*Sammy's Adventures* tells about Sammy, he is a sea turtle, hatches on a deserted beach and tries to climb out of the hole where he hatched. Being caught by a seagull, he struggles for his life and manages to escape, as the seagull clashes in the air with another seagull, also carrying its prey, who turns out to be a female hatchling sea turtle, Shelly.

Sammy falls into an old raft and gets carried into the open ocean, losing Shelly. In the ocean he meets another hatchling, Ray, who tells him the story of a "turtle paradise" on an island called

"Lapagos", and they together start their voyage there. Later, the two get caught by trawls. Sammy is released back into the sea by the fishermen, but loses Ray.

Washed onto the shore in California, he is picked up by a hippie woman and lives as a pet in the hippie commune with Vera, another female sea turtle, who is older than Sammy, and Catoff, a cat, who claims to be French. On a Christmas evening, the hippies draw a peace sign on his shell to sign him as the peace ambassador. When the hippies see that Sammy and Vera will not mate, they release Vera. The police evicts the hippie commune from the beach, and Sammy decides to return back to the sea.

There he meets Vera and a young female sea turtle who is attacked by a shark. Vera and Sammy save the turtle who turns out to be Shelly, his childhood friend. They decide to travel together to the paradise islands, but Shelly gets lost in the sea.

Vera tells Sammy to swim to the "cold waters". Sammy finds an old refrigerator drawn by the humans and uses it to travel to Antarctic. A gull he meets on his journey tells him that the paradise island can be only be reached through a "secret passage where the fresh waters run". In the Antarctic waters Sammy meets a fin whale who barely escapes a harpoon from a whaling ship.

The harpoon destroys the refrigerator, but Sammy is saved by the anti-whaling protesters and placed into the sea animal shelter

where he finds Shelly, Catoff and people from the hippie commune (who now work in the shelter). The ex-hippie recognize the peace sign on Sammy's shell.

Shelly and Sammy are released into the ocean. They decide to find the secret passage and use it to travel to the paradise island. They manage to find the passage (which turns out to be Panama Canal) but get separated as they try to pass a lock. As he searches Shelly, Sammy encounters two sea turtles that urge him to help their friend who got trapped in an intermodal container. Sammy rescues the turtle, who turns out to be his old friend Ray. They swim together to a wrecked Spanish galleon where Ray lives with Rita, his girlfriend.

Being told about Shelly, Rita remembers her and advises Sammy to search for her in the galleon. Sammy finds Shelly being courted by another sea turtle. Disappointed and upset, Sammy returns to his friends only to find out that the turtle who courted Shelly is a playboy but has a strong relationship with another female. Together with Ray and Albert, a shark who lost his teeth, they set up a fake shark attack on Shelly to let Sammy save her again and win her heart. Shelly and Sammy then reunite and, along with Ray and Rita, return to the beach they hatched. The closing scene of the movie shows Sammy helping one of his new-hatched grandsons to climb out of the hole.

The movie was interesting for the researcher. There are many aspects that the writer analyzes the movie. The first is no researcher used *Sammy's Adventures* movie as a research object.

The second is a great movie with amazing animation. It is realistic and very well researched. *Sammy's Adventures* is the most beautiful animated movie. This film is sublime entertainment for kids and equally their parents. It features amazing animation and good characters.

The third, this movie was interested for all ages. The story of movie enjoyed by all people because it about the steps of human life from little to be old. This movie can give many advantages for example the spirit to learn about all knowledge of live, how to live with the others, how to love one with another. This movie gives values for audience. There are many values in this movie, those values are the values of truth, bravely, struggle, peace lover, self reliance, discipline, loyal, respect, love, friendly.

The last, this movie can be as an inspiration. It shows hard work. All of purposes are possible to be real when humans try to do the best, but it will be real by the power of god.

Concerning to the fact that *Sammy's Adventures* is one of animation movies that has been popular among children in all over the world since it presented, the writer is interested to take this movie and finds out the humanistic values in the story. Thus, the writer will

observe *Sammy's Adventures* by using a sociological approach. The writer constructs the title **HUMANISTICISTIC VALUES FOR CHILDREN IN BEN STASSEN'S SAMMY'S ADVENTURES (2010): A SOCIOLOGICAL APPROACH.**

## **B. Literature Review**

No researcher founded who analyzes this movie. But the writer founded some articles which discuss the film. The argument is from James Luxford. This article tells the story of the titular turtle who embarks on a 50-year journey (spanning from 1959 to 2009) across the world, meeting all manner of crazy creatures, but none so unusual as a man. The film is let down by its forced environmental message. Instead of becoming part of the story, it is jammed awkwardly into the narrative. However, putting this aside there is a perfectly fine script, filled with some nice humour, playful exchanges with the various characters Sammy encounters, and talented voice actors (particularly Lowenthal's spirited performance as Sammy). The 3D is also worked well into the story, enhancing the animation rather than trying to provide a cheap spectacle. But in the end, *A Turtle's Tale* is far too reminiscent of films that have gone before it and suffers from being overly didactic about its environmental themes.

### **C. Problem Statement**

The problem that will be analyzed in this research is based on the background. In order to research the goal, the researcher formulates the problem as follows: “How are humanistic values reflected in Ben Stassen’s *Sammy’s Adventures* movie?”

### **D. Limitation of the Study**

To make the study easier, the researcher focuses on analyzing humanistic values for children in *Sammy’s Adventures* movie based on a sociological approach.

### **E. Objective of the Study**

The objectives of the study are mentioned as follows:

1. To analyze *Sammy’s Adventures* movie based on the structural elements of the movie.
2. To analyze the humanistic values for children in Ben Stassen’s *Sammy’s Adventures* movie based on a sociological approach.
- 3.

### **F. Benefits of the Study**

The benefits of the study are:

#### **1. Theoretical Benefit**

This study is expected to give the reader a contribution in understanding the movie *Sammy's Adventures*, especially from humanistic values for children.

## **2. Practical Benefit**

This study is expected to help the writer to give some input to other researchers who intend to do a research on this object.

## **G. Research Method**

### **1. Type of the Study**

In this research, the writer uses a qualitative research. It is library research while data sources are using literary data. It is purposed 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 *Sammy's Adventures* movie by Ben Stassen and publishing in 2010 by Canal Studios movie. It is analyzed by the sociological approach.

### **3. Type of the Data and the Data Source**

There are two types of the data namely primary data and secondary data that are needed to do this research.

#### **a. Primary Data**

The primary data source of the study is movie *Sammy's Adventures* Ben Stassen from Canal Studios Movie.

#### **b. Secondary Data**

The secondary data are taken from other sources, which are related to the primary data that support the analysis. They are criticism of the movie, books and virtual references as documentation.

### **4. Technique of the Data Collection**

The techniques of data collection are capturing the picture and note taking, with the steps are:

- a. Watching the movie repeatedly
- b. Identifying the topic of the movie
- c. Taking notes of important parts both primary and secondary data.
- d. Arranging the data into several groups based on its classification
- e. Selecting particular parts considered important and relevant for analysis.

f. Drawing conclusion and formulation suggestion.

### **5. Technique of the Data Analysis**

In analyzing the data, the writer applies a descriptive approach. The steps taken by the writer in analyzing the data are as follows: the first step is analyzing the data of this research. Analyzing the data of this research is trying to clarify the obtained data by selecting the necessary ones. Second step is analyzing the data based on a sociological approach.

### **H. Research Paper Organization**

The research paper organization of “ Humanistic Values for Children in Ben Stassen’s “Sammy’s Adventures” Movie (2010): A Sociological Approach” is as follows; Chapter 1 is introduction, it consists of Background of the study, Literature Review, Problem Statement, Limitation of the Study, Objective of the Study, Benefit of the Study, Research Method, and Paper Organization. Chapter II is Underlying Theory; it consists of Sociology of literature, the perspective of Literature, Elements of the Movie, and Theoretical Application. Chapter III is Social Historical background of humanistic values for children which covers social aspect, political aspect, economic aspect, science and technology, cultural aspect, and religious aspect. Chapter IV is Structural Analysis of *Sammy’s Adventures* movie: (1) The elements of *Sammy’s Adventures*

movie. It consists of theme, plot, scrip, acting, setting, costumes and make up, sound, photography and editing. (2) Discussion, Chapter V is Sociological Analysis of *Sammy's Adventures* 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.