MATERIALISTIC LADY REFLECTED IN JAKE KASDAN’S
BAD TEACHER MOVIE (2011):
AN INDIVIDUAL PSYCHOLOGICAL APPROACH

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by:

WAHYU HESTIANY
A 320 090 279

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   NIK. 410
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Dean,

[Nik. 547]
MATERIALISTIC LADY REFLECTED IN JAKE KASDAN’S BADE TEACHER MOVIE (2011):
AN INDIVIDUAL PSYCHOLOGICAL APPROACH

Wahyu Hestiany
Dewi Candraningrum
Abdillah Nugroho

ABSTRACT

In this research, the researcher discusses materialist of Elizabeth Halsey as major character in Bad Teacher movie. Objectives of the research are: to analyze materialistic lady in Bad Teacher movie based on its structural elements and an individual psychological approach.

The type of the research is qualitative research. There are two types of the data, namely primary and secondary data. Primary data source come from Bad Teacher movie and secondary data come from books, internet, or any information related to the study. Then, the data are analyzed based on structural elements and an individual psychological approach proposed by Alfred Adler theory. In analyzing the data, the researcher use descriptive analysis.

There are three conclusion of this research. First, based on the structural analysis of each element, it shows that the character and characterization, plot, setting, point of view, theme, mise-en-scene, casting, cinematography, sound, and editing are correlated to each other and form of unity. Second, based on the individual psychological analysis are focus on Elizabeth Halsey as major character reflected in inferiority feeling and compensation, fictional finalism, striving for superiority, social interest, style of life, and creative power of the self. The last, based on the materialist theory are focus on Elizabeth Halsey as major character in Bad Teacher movie.

Keywords: Materialistic, Bad Teacher, Individual Psychological Perspective.
A. Introduction

1. Background of the Study

In the society, people know that everyone has personal character each other. There are many people change their life style to glamour and just needed material. It called materialistic. Materialistic was often identical with woman. But actually not only woman but also all of people can be materialistic person.

From the statement above, the researcher can formulate conclusion that materialistic is the way of life that occur in some people who make the things was very important than ever. It caused of some trauma with someone or disappointed by something and just belief on material for instance money. So, they just belief the material or things like money.

*Bad Teacher* movie shows the materialistic lady focus on Elizabeth Halsey as major character. It was conclude in the romantic comedy genre. The first time release of *Bad Teacher* was at June 17\(^{th}\) 2011 in United Kingdom, then June 24\(^{th}\) 2011 in United States and Canada. It was directed by Jake Kasdan and written by Lee Einsberg and Gene Stupnitsky. The movie used English language was expend budget about $20million that distributed by Columbia Pictures. It was very entertain to the viewer.

The researcher has four strength reasons to analyze this movie. First, *Bad Teacher* movie has a good message to the viewer. Second, it was investigate meaning of materialistic lady which describe in the *Bad Teacher* movie. Third, the researcher will be a teacher later and this study helps her to widen, enlarge, and insert more knowledge to her competence teacher. The last, it was give contribution the study especially in literary work to know that literary work was never end.

2. Literature Review

The research on *Bad Teacher* movie is first being conducted in this research. She was searched through local and digital libraries and found
none of it. The libraries such as UGM, UNS, UNDIP, UNNES, have reported zero call on the research on Bad Teacher movie. Thus, this research is first over conducted at least in Muhammadiyah University of Surakarta.

3. **Problem Statement**
   The major problem of this research is “How is the materialistic lady reflected in *Bad Teacher* movie (2011)?”

4. **Limitation of the Study**
   The researcher limit the research focuses on materialistic lady especially in major character Elisabeth Halsey in Jake Kasdan’s *Bad Teacher* movie based on An Individual Psychological Perspective.

5. **Objective of the Study**
   1. To analyze materialistic lady reflected in Jake Kasdan’s *Bad Teacher* movie (2011) based on structural elements of movie.
   2. To describe materialistic lady reflected in Jake Kasdan’s *Bad Teacher* movie (2011) viewed from An Individual Psychological approach.

6. **Benefit of the Study**
   1. **Theoretical Benefit**
      The study is projected to give movie contribution and information to the larger body of knowledge particularly in the literary studies.
   2. **Practical Benefit**
      The study is hoped to enrich the knowledge and experience of the writer and other students at UMS or other university interested in literary studies.

7. **Underlying Theory**
   Individual psychology is a science that attempts to understand the experience and behavior of each person as an organized entity (Adler in Ryckman, 1985: 95).
a. **Theory of Individual Psychology**

1) **Inferiority Feeling and Compensation**

Adler (in Hjelle and Ziegler, 1981: 78) viewed inferiority feeling as the motivational basic for essentially all human striving. It is not surprising that human often receive negative reply when human ask person whether they have a feeling of inferiority.

2) **Fictional Finalism**

Adler’s (in Hall, 1981: 153-154) ideas on factionalism originated with Hans Vaihinger’s book *The Philosophy of “As If”* (1911/1925). He theorized that our ultimate goals (those goals which gives our lives direction and purpose are fictional goal).

3) **Striving for Superiority**

Adler acknowledges that the striving for superiority may manifest itself in a thousand different ways, and that is person has his own concrete mode of achieving or trying to achieve perfection (Hall, 1970: 123).

4) **Social Interest**

Social interest or social feeling (originally called Gemeinschaftsgefühl or “community feeling”) is a caring and concern for the welfare of others that continues, throughout life, to guide a person’s behavior (Hall, 1985: 148).

5) **Style of Life**

According to Adler in (Ryckman, 1985: 98) the life style is originally called “the life plan or guiding image refers to the unique ways in which people pursue their goal”.

6) **Creative Power of the Self**

Hjelle (1981: 87) stated that each person is empowered with the freedom to create his or her own life style.
b. **Theory of Materialist**

According to Burroughs and Rindfleishch (2002: 348) materialism is generally viewed as the value placed on the acquisition of material object.

1) **Materialism as a Value**

Materialism is widely viewed as an important life value (Kasser and Ryan in Burroughs and Rindfleishch, 2002: 349).

2) **Subjective Well-Being**

According to Burroughs and Rindfleishch (2002: 350) this literature, which now encompasses thousands of studies, commonly views well-being as consisting of three separate but related components: (1) cognitive evaluations of the conditions of one’s life (e.g., overall life satisfaction), (2) positive affective states (e.g., happiness), and (3) negative affective states (e.g., depression) (Campbell in Burroughs and Rindfleishch, 2002: 350).

B. **Research Method**

1. **Type of the Study**

In this study, the writer applies qualitative research.

2. **Object of the Study**

The object of this study is *Bad Teacher* movie directed by Jake Kasdan.

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

a. **Primary Data**

The primary data source is the movie of *Bad Teacher* produced by Columbia Picture.

b. **Secondary Data**

The secondary data sources are books or any information related to the practice of materialistic lady that support an individual psychological approach.
4. **Technique of the Data Collection**
   a. Watching the movie several times
   b. Taking notes of important part both primary and secondary data.
   c. Selecting particular parts considered important and relevant for analysis.
   d. Drawing conclusion and formulate its pedagogical suggestion.

5. **Technique of the Data analysis**
   a. Analyzing the data based on its structural elements. Focus will be paid on the structural analysis of the movie.
   b. Analyzing data based on an individual psychological approach. Focus will be paid on the meaning of the materialistic lady.

C. **Discussion**

1. **Structural Element Analysis of Bad Teacher Movie**
   
   Characters are imaginary persons in a fiction story. In a fictional film, humans usually function as characters, but characters can anything with some human features, such as taking animal. (Philips, 2005: 23). There are many character in *Bad Teacher* movie such as Elizabeth Halsey, Scoot Delacorte, Russel Gettis, Amy Squirrel. Each character has characterization.

   Setting is the place of incident (Kennedy, 1983: 38). In *Bad Teacher* movie, there are many place such as JAMS school, Mark’s house, The Cowboy Palace Saloon, Carl’s office, and Abraham Lincoln Presidential Library and Museum. The time of *Bad Teacher* along one year school. Then, Kennedy (1983: 103) states that the theme of a story as whatever general idea or insight the entire story reveals. It was convey the message such as “don’t judge the book from the cover”.

   Bordwell and Thompson (1990: 119) state that *mise-en-scene* means “starting in action” on arrangement visual element , it is the first applied in directing plays. There are many kinds of *mise-en-scene* namely set dressing and props, costumes and make up, lighting, and figure
expression and movement. It was support the movie looking good. Set dress and props support the setting of the place such as in the classroom like the real situation. There are many chair, table, blackboard, and flag. Costume and make-up shows the character in the Bad Teacher movie. Lighting shows the situation of the movie. It was more brightness to shows afternoon, and little brightness to shows night. Figure expression of the movement shows the expression of the character like, happy, angry, sad, and disappointed.

They have to casting before get some character of the Bad Teacher movie. According to Bordwell and Thompson (1990: 408) cinematography is manipulation of the film strip by the camera in the shooting phase and by the laboratory in the developing phase. It makes the quality of the shot better. The viewer also understand the meaning of the scene. Sound also support the movie in each situation. Editing can explain the situation of the Bad Teacher movie.

After analyzing the structural elements of Bad Teacher movie, the researcher will discuss and relate all of element into unity. All good movies have structural element, so the movie not only entertain the viewer but also give message for put it in our life. Bad Teacher movie is also a good movie. It’s not only entertained the viewer but many kind messages we took there.

The conclusion is Bad Teacher movie is one of the best movie in 2011. It was directed by Jake Kasdan. This movie becoming good movie because the professional structural element that make the movie seem like real. From this movie the researcher also got the message that the thing isn’t everything.

2. Individual Psychological Analysis of Bad Teacher Movie

Individual psychology is a science that attempts to understand the experience and behavior of each person as an organized entity (Adler in Ryckman, 1985: 95). There are divided into six parts, namely inferiority
feeling and compensation, fictional finalism, striving for superiority, social interest, style of life, and creative power of the self.

Adler (in Hjelle and Ziegler, 1981: 78) viewed inferiority feeling as the motivational basic for essentially all human striving. Compensation is a motivation to overcome inferiority, to strive for higher levels of development (Schultz, 1990: 123). Elizabeth inferiority feeling arises when she does not confidence about her breasts. She thinks that majority of man like the big breasts. The first it comes from when her rich boyfriend end their relationship. After that she meets with the handsome and rich person in the school named Scott. Elizabeth is interested in him. But, he shows his ex-girlfriend has big breasts.

Elizabeth

From the conversation above, Elizabeth thinks that a cool and rich man like Scott interested with a big breasts woman. She has strongest reason to breast implant soon. But, she has not enough money. She feels worried if Scott has a girlfriend at the close time. At the running time, Scott interest with Amy that has big breasts. Elizabeth feels disappointed. She wants to breast implant soon.

Adler’s (in Hall, 1981: 153-154) ideas on factionalism originated with Hans Vaihinger’s book The Philosophy of “As If” (1911/1925). He theorized that our ultimate goals (those goals which gives our lives direction and purpose are fictional goal). Elizabeth Halsey as major character has many brilliant ideas. She needs money so much for breast implant soon. After the class end, one of her student named Sasha invites Elizabeth to seven grade car wash on Saturday. Sasha tells that last year she gets profit almost $6.000. After the information, she wants to handle car wash to get many profits. She tells Principal Snur about her desire.
Elizabeth Halsey
I was thinking that I wanna get more involved
You know..I don't know...Something like ...maybe..
supervising the 7th grade car wash.

Principal Snur
Uhh..you know Amy has been running after like.. two years

Elizabeth Halsey
Yea, but she does so much already. It might be nice to give her a little rest

Principal Snur
It's so nice to see you becoming a real member of the JAMS family.

After the conversation above, Principal Snur changed the supervisor of car wash from Amy Squirrel to Elizabeth Halsey. When the day comes, Elizabeth is wearing beach wear in car wash, so many people try to car wash in JAMS school. She has many profits from that. It is almost $7,000. She successes increase her deposit for breast implant soon.

Adler acknowledges that the striving for superiority may manifest itself in a thousand different ways, and that is person has his own concrete mode of achieving or trying to achieve perfection (Hall, 1970: 123). Elizabeth Halsey as major character in Bad Teacher movie shows the striving for superiority. It’s when the first day meets with Scoot. He shows the picture of his ex-girlfriend as wallpaper of the phone. She has a big breast and makes Elizabeth Halsey not confidence. After that, she was going to the place that can help her.

Doctor
As you can see the weight is evenly distributed and there is minimal scar...

Nurse
Dr. Vogel, best hands in Chicago

Elizabeth Halsey
May I?

Nurse
Absolutely, take em' for a spin

Elizabeth Halsey
God! Wow! yea..these are amazing

Doctor
Thank you.

Elizabeth Halsey
And the nipples..oh..
**Doctor**
I know

**Elizabeth Halsey**
I'll take two

(scene 169-174, 00:15:06-00:15:32)

From the conversation above show that Elizabeth Halsey comes to the plastic surgeon. She wants to enlarge her breasts. She thinks after get a breast implant, her confidence increase. But, she has to delay her breast implant because of money. She has not much money. But someday she will do that.

Social interest or social feeling (originally called Gemeinschaftsgefühl or “community feeling”) is a caring and concern for the welfare of others that continues, throughout life, to guide a person’s behavior (Hall, 1985: 148). Elizabeth Halsey as major character of *Bad Teacher* movie is a teacher in JAMS school. She is a human that does not care with around. Silent is better for her. But, if there is a kind person, she also gives a kind feedback.

**Lynn**
Uh sorry..I just wanted to know
if you wanted to grab some lunch

**Elizabeth Halsey**
I'm kind of in the middle of something, Lynn

**Lynn**
my treat.

(scene 80-81, 00:08:03-00:08:12)

Finally, she wants to leave her activity. Actually, Elizabeth Halsey was reading a woman magazine. She was looking for the sexy woman with the big breasts. She follows Lynn to restaurant for lunch. After getting some conversation for a while, Elizabeth knows that Lynn is a kind and nice person. She is very humble person. Even, she tells about the plan of her breast implant. So, Elizabeth is a kind person if the comfortable with the others.

According to Adler in (Rickman, 1985: 98) the life style is originally called “the life plan or guiding image refers to the unique ways in which people pursue their goal”. Elizabeth Halsey has style of life as
major character in *Bad Teacher* movie. It happen when she knows that Scott has ex-girlfriend with big breast.

**Scott Delacorte**
I actually just got out of a relationship.
Catherine
its been a year, she's still the wallpaper on my phone (showing the picture) she has such a big heart

**Elizabeth Halsey**
Looks like enormous
(Scene 166-168, 00:14:49-00:15:02)

She is not talkative type. It just makes her so surprised that actually Scott has ex-girlfriend with big breast. She tries survey about the breast implant in surgeon. But, breast implant needs much money. Elizabeth does not have enough money. So, she will come back another day. After that, she will get some money by many ways. Then, she succeed get much money. But, there is a moment that makes Elizabeth Halsey cancels the breast implant. Lastly, she becomes a guidance counselor in JAMS school and finds her love there.

Hjelle (1981: 87) stated that each person is empowered with the freedom to create his or her own life style. Elizabeth Halsey feels so worried when called by principal Snur for the state test. It is because of Amy. She tries to get some information. Amy feels that there is unfair about the result of the state test. Carl Halabi said false statement in the meeting because he feels scary about the naked photos. So, Elizabeth saved from this problem. Even, she said that there is a teacher use drug in JAMS school.

**Elizabeth Halsey**
And I know I am not perfect.
But show me the perfect teacher. You can't.
There are even teachers in this very school who use drugs.

**Amy Squirrel**
They do, they do use drugs

**Elizabeth Halsey**
They do

**Amy Squirrel**
They do

**Elizabeth Halsey**
They do

Amy Squirrel
Wally, do you remember how I told you,
there are teachers here who use and abuse drugs?
(scene 960-964, 01:18:07-01:18:30)

After the conversation above, Principal Snur and the superintendent try to check their table by dog. Surprisingly, the dog came to the Amy’s room. Police finds some drugs in the table. Actually, Amy replaces Elizabeth’s table with hers. But, she is unlucky about that. Before come to the Principal’s room. Elizabeth was aware that their table replaced. So, Elizabeth takes a little experience to Amy. Finally, Amy was transferring to another school.

3. Materialist Analysis

Materialist analysis consists of two parts, namely materialism as a value and subjective well-being. Materialism is widely viewed as an important life value (Kasser and Ryan in Burroughs and Rindfleishch, 2002: 349). Elizabeth Halsey decides to leave JAMS school for marriage. She feels no need a job for her life, because her boyfriend is a wealth person. She thinks that her husband will give her much money without work. It makes her so glad and increases the level of her life.

Mark
whether this is always been about the money.
You never loved me.

Elizabeth Halsey
I dont love you?
I have been listening to you
whining about opera for the last year.

Mark
Okay, If the younger generation doesn’t get into opera
then guess what? no more opera!
(scene 58-61, 00:05:48-00:06:02)

But, Elizabeth sees another fact when arrive in Mark’s house. She just meets many coopers and his mother there. She really surprised about that. Actually, his mother knows that Elizabeth just loves his money. So, she cannot increase her level of life because their marriage was canceling.
According to Burroughs and Rindfleishch (2002: 350) this literature, which now encompasses thousands of studies, commonly views well-being as consisting of three separate but related components: (1) cognitive evaluations of the conditions of one’s life (e.g., overall life satisfaction), (2) positive affective states (e.g., happiness), and (3) negative affective states (e.g., depression) (Campbell in Burroughs and Rindfleishch, 2002: 350).

Mark’s mother
I want my ring back.

Elizabeth Halsey
What am i supposed to do? Huh?
where am i supposed to go?
(scene 64-65, 00:06:07-00:06:12)

From the conversation above, the researcher knows that Elizabeth feels depressed when she hears that her boyfriend ends their relationship. It means that facilities from Mark will lose. So, she cannot reach her imagine to married with wealth person. Even, she was leaving from JAMS school as a teacher.

D. Conclusion

The researcher was analyzing the data dealing with materialist of Elizabeth Halsey and an individual psychological approach. Based on the analysis of materialistic lady reflected in Bad Teacher movie by using an individual psychological approach, the researcher draws the conclusion as follows:

First, the interesting point is shown by the message in Bad Teacher movie. Bad Teacher movie directed by Jake Kasdan has a great message. The viewer would get the message in every literature such as movie, drama, and novel. In Bad Teacher movie, “don’t judge the book from the cover” is suitable to express the message. It shows on the Elizabeth Halsey as a major character in Bad Teacher movie. It shows that performance is not shown the personality of the human. Elizabeth Halsey judge every human based on the performance, wealth, and job. It shows when she rejects invitation of Russel
Gettis. The reason is he was becoming her coworker and he only a gym teacher. At the same time, Elizabeth Halsey expects to get closer with Scott Delacorte. He also her coworker in JAMS school and comes from the wealth family.

Second, *Bad Teacher* movie analyze using an individual psychological approach. There are sixth basic concepts to analyze *Bad Teacher* based on the individual psychological approach. It is suitable analyze by using an individual psychological approach because the story focuses on Elizabeth Halsey as major character. An individual psychological approach related to a materialistic of Elizabeth Halsey in *Bad Teacher* movie. It shows that the major character include as materialist character. She shows how materialist in her life. In the end of story, she knows that performance, wealth, and job are not the most important in her life. Personality is the first one.

Lastly, the researcher completes this study with the theory of materialist. There are two basic concept of materialist theory. It was related with an individual psychological approach. Materialist theory discusses about the value and well-being. It is support an individual psychological approach to analyze of major character in *Bad Teacher* movie. Elizabeth Halsey as materialist character was effort to reach her goal of life.
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