

CHAPTER I

INTRODUCTION

A. Background of the Study

Middle school or junior high school is the school after elementary school and before senior high school. A kid starts middle school at the age of 13th years old. 13th years old is the transitional time where the physical, the psychological, and the behavior of a kid changes. The change is caused by many factors.

For a new student, it is very difficult to spend the first process in the middle school. The difficult is found because of the influence of environment factors. A kid meets new environment, new rules, until struggle to be a favorite student. Skinner (in Hall & Lindzey, 1985:468) believes that an understanding of personality will develop from a considering of the behavioral development of the human organism in continuing interaction with the environment. Environmental influences consist chiefly of the intrauterine and physical environment, family, peers, school, community and culture. (Pikunas, 1976:72).

Greg (a major character in *Diary of a Wimpy Kid* movie) is a male kid who starts to study in the middle school. Greg wants to be a favorite student in his middle school. Greg's dominant desire comes from his older brother, namely Rodrick. Rodrick gives much advice to Greg about middle school, and the last Rodrick's advice is Greg never to be with Rowley (Greg's best friend).

Rodrick says that Rowley is not ready to start the middle school. Rowley still likes a puppy, a kitty, gumball machine and bubble-gum. Rowley's attitude is still childish. Actually, Rowley is very kind and care to Greg. Rowley saves Greg from the attacking of Rodrick, because Greg tries to look Rodrick's middle school yearbook.

Greg feels that the middle school is the bad place. The middle school is the place with hundreds of social background. In his middle school, Greg meets morons, bullies, and has lunch at cafeteria's floor near the dustbin. Greg makes a series of experiment to be a favorite student. Greg has a diary from his mother, but he calls his diary as a journal. Greg fills his journal with his opinions, his ideas, his family's story, his story about his experiment to pass his middle school and to be favorite student.

Diary of a Wimpy Kid is the movie which adapted from Jeff Kinney's novel. The movie tells the series of Greg's experiments to be a favorite student in Westmore middle school. Thor Freudenthal is the director of the live-action feature movie, *Diary of a Wimpy Kid*. The casts of this movie are Zachary Gordon as Greg Heffley, Devon Bostick as Rodrick Heffley (Greg Heffley's older brother), Robert Capron as Rowley Jefferson (Greg Heffley's best friend), Chole Grace Moretz as Angie Steadman and Karan Brar as Chirag Gupta. The settings of places of the movie are in New Westminster, British Columbia, Canada and Vancouver, British Columbia, Canada.

20th Century Fox released the movie on March 19, 2010 in Canada. The movie received generally positive reviews from film critics. Observers

praise the cast, acting, and theme. The box office of this movie is \$75,700,498.

Thor Freudenthal was born in West Berlin, on 1972. He is an animation director on short movie, like *Mind the Gap* movie, *Monkey Business* movie and *The Tenor* movie. He also worked on conceptual/visual art work at Sony Pictures Image, like *Stuart Little* movie, *The ChubbChubbs!* movie and *Stuart Little 2* movie. Then, he worked as second unit director on Disney's *The Haunted Mansion*. He was director of the live-action movie, like *Motel* (2005), *Hotel for Dogs* (2009), and *Diary of a Wimpy Kid*, based on the novel by Jeff Kinney (2010).

Jeffrey Kinney was born in Fort Washington, Maryland, United States, on February 19, 1971. His nick name is Jeff. In the early 1990s, he attended the University of Maryland at College Park. *Igdoof* was the popular comic strip that publishes in the campus newspaper, *The Diamondback* by Jeff. His professions are as an American game designer, cartoonist, producer, author of children's books and the creator of *Poptropica* website.

Middle school in Canada usually consists of two or three years (grades 6, 7 and 8, based on the province). Greg Heffley is the major character in *Diary of a Wimpy Kid 2010* movie. He is one of the shorter kids in 6th grade. He studies in Westmore Middle School. Westmore Middle School is an educational middle school which used in *Diary of a Wimpy Kid* movie 2010. For the first time, Greg looks a variety of student's characters in Westmore

Middle School. Then, Greg feels that he is different from his friends. Greg feels better than other students.

Then, In Greg's classroom, he also feels confuse where he must sit. Finally, Greg sits beside Rowley (Greg's old friend). Greg tells to Rowley about the grade of student's popularity. Rowley does not know about the grade of student's popularity. However, Greg wants to be a favorite student and he is listed in Westmore Middle School's yearbook. Then, Greg makes a series of experiment to be a favorite student in his middle school.

In the first experiment, Greg invites Rowley to join with the wrestling class. Greg fights with his classmate (Fregley), but he is defeated. Greg does not accept the defeated from Fregley. Rowley as Greg's best friend always supports Greg. Then, Greg raises his weight in order that he can join in bulldog level of wrestling. Next, Greg fights with Patty (Greg's enemy), and he is defeated again. Then, Angie comes and takes a picture the fighting of Greg and Patty as the news on school paper. Greg feels so shy and his popularity goes down.

In the second experiment, Greg tries to raise his popularity again by wearing the best dress. Greg says that fashion is easy by wearing shirt and tie. Greg believes his other friends will be interest to him. Greg tries to wear shirt and tie in his middle school. In fact, Greg's opinion is not true. Greg's friends dislike his fashion style. Other problem is when Rowley follows his fashion. Based on the accident, Greg's experiment to be a favorite student is failed again.

In the third experiment, Westmore Middle School opens recruitment for safety patrol. Greg invites Rowley to join with safety patrol. However, Greg just becomes a safety patrol for few moments because of his carelessness. In winter season, Greg and Rowley play the handball. Rowley has an accident because Greg throws the ball strongly. Rowley's arm is broken. All of Rowley's friends in middle school care with him. Greg becomes jealous because Rowley is more popular than him. Greg pretends injury like Rowley but Greg's experiment is failed again. Greg's friends do not believe his injury.

In the fourth experiment, a cartoonist opens the recruitment to continue in making the cartoon's story, because the cartoonist is sick. Greg interests to continue in making the cartoon's story. Greg hopes to be a winner and to be a favorite student. In fact, Greg's opinion is wrong. The winner is Rowley with the figure of "Zoo-we Mama" cartoon. Rowley's popularity becomes higher than Greg.

In the fifth experiment, Greg follows the audition of the school event, entitled "The Wonderful Wizard of Oz". This experiment makes Greg's popularity goes down again. Greg makes the performance of The Wonderful Wizard of Oz becomes bad. The last experiment, Greg covers Rowley who eats the rotten of cheese in front of his friends. Actually, Greg does not make a plan to help Rowley in this case. This experiment is successful and makes him to be a favorite student. Then, Greg and Rowley are listed in his middle school's yearbook as a cutest friend.

Diary of a Wimpy Kid (2010) movie is an interesting movie. There are four aspects that make this movie really interesting. Firstly, *Diary of a Wimpy Kid* (2010) movie is an educating movie. The name of the major character in this movie is Greg Heffley. He is one of new kids in 6th Grade and tries to be a favorite student in his middle school. However, Greg becomes an extraordinary kid because he struggles hard to be a favorite student. Greg makes a series of experiment to be a favorite student. Although, some of Greg's experiments always be failed. Then, this movie gives us a lesson about how to be a favorite student by the best experiment.

Secondly, the stars in *Diary of a Wimpy Kid* (2010) movie are young actors. They are Zachary Gordon, Devon Bostick, Robert Capron, and Chloe Grace Moretz. In the Young Artists Award, Zachary Gordon won as the best supporting actor category in the motion picture *Georgia Rule* (2007). Furthermore, Zachary Gordon appeared in *National Treasure: Book of Secrets* (2007), then Zachary Gordon played in *The Brothers Bloom* (2008), until he played in *Diary of a Wimpy Kid* (2010). Robert Capron is cute and kind boy. Robert Capron starts the experience as young actors in *Diary of a Wimpy Kid* (2010) movie. Robert Capron accepts awards from Young Artist Awards for Best Performance in a *Diary of Wimpy Kid* (2010) movie. Chloe Grace Moretz is the young girl with many awards. She is active in entertainment from 2004 until present.

Thirdly, *Diary of a Wimpy Kid* (2010) movie is a great movie with some awards. *Diary of a Wimpy Kid* (2010) movie was nominated in 2011

Kids' Choice Award. Kids' Choice Award is a prestigious award which gives the award for television, movie and music. In 32nd Young Artist Awards, Zachary Gordon was nominated as best actor in this movie. Robert Capron and Alex Ferris were nominated as best supporting actor in this movie. Laine MacNeil was nominated as best supporting actress. Zachary Gordon, Robert Capron, Devon Bostick, Chloe Grace Moretz, Laine MacNeil, Grayson Russell, Karan Brar, and Alex Ferris were the winner as best Young Ensemble Cast in this movie.

Fourthly, the influence of environment factors to be a favorite student of the major character which is reflected in *Diary of a Wimpy Kid* 2010 movie is very touching. Greg's desire is to be a favorite student in his middle school. To reach his desire, Greg makes a series of experiment to be a favorite student. In his middle school, Greg feels that his best friend (Rowley) who has chubby body as his competitor. It delivers a message to be a favorite student, we must have positive thinking toward all of the friends and do not judge the people by the cover.

Concerning the fact that *Diary of a Wimpy Kid* 2010 movie is one of the popular movies for the all ages of viewer in the world since the movie is presented. The researcher interests to have a research on this movie by describing the influence of environment to be a favorite student of the major character in the story. Thus, the researcher observes *Diary of Wimpy Kid* 2010 movie by using A Behaviorist Approach. The researcher constructs the title **GREG'S ENVIRONMENT FACTORS TO BE A FAVORITE STUDENT IN THOR FREUDENTHAL'S *DIARY OF A WIMPY KID* MOVIE (2010): A BEHAVIORIST APPROACH.**

B. Literature Review

The study on *Diary of a Wimpy Kid* movie (2010) is in first conducted in this research because of its latest publication that is in 2013. The researcher has researched through local and digital libraries and do not be found at all. Library of UGM, UNS, UNDIP, UNNES have reported zero call on the research of *Diary of a Wimpy Kid* movie (2010). Thus, this is the first conducted in UMS.

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 Greg’s environment factors to be a favorite student reflected in Thor Freudenthal’s *Diary of a Wimpy Kid* Movie (2010)?”

D. Limitation of the Study

The researcher focuses this research by analyzing Greg’s environment factors to be a favorite student in Thor Freudenthal’s *Diary of a Wimpy Kid* movie (2010) from the environment factors based on the Behaviorist approach.

E. Objective of the Study

The objectives of the study are the following:

1. To analyze Greg's environment factors to be a favorite student in Thor Freudenthal's *Diary of a Wimpy Kid* Movie (2010) based on its structural elements of the movie.
2. To analyze Greg's environment factors to be a favorite student in Thor Freudenthal's *Diary of a Wimpy Kid* Movie (2010) based on Behaviorist approach.

F. Benefit of the Study

The benefit expected from this study is as follows:

1. Theoretical Benefit

The study is projected to give contribution and information to the large body of knowledge, particularly in the literary studies on *Diary of a Wimpy Kid* movie (2010) especially in the influence of environment factors to be a favorite student.

2. Practical Benefit

The study is expected to enrich knowledge and experience of the researcher and the other students at UMS or other universities who interest in literary studies especially in literary study on the movie from a Behaviorist Approach.

G. Research Method

1. Type of the Study

In this research the researcher applies qualitative research. The data sources are library and literary data. Its purpose is to analyze the movie using behaviorist approach. The steps to conduct the research are as follows (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 finally (5) determining technique of data analysis.

2. Object of the Study

The object of the study is *Diary of a Wimpy Kid* Movie by Thor Freudenthal was premiered in 2010 by 20th Century Fox Picture. It is used in Behaviorist approach.

3. Type of the Data and the Data Source

There are two types of data, namely primary and secondary data, as follows:

- a. Primary Data: The primary data source is the movie of *Diary of a Wimpy Kid* by Thor Freudenthal and produced by 20th Century Fox Pictures.
- b. Secondary Data: The secondary data sources are books and the other sources that support the analysis.

4. Technique of the Data Collection

The techniques of data collection are as follows:

- a. Watching the movie repeatedly.
- b. Taking note of important parts both primary and secondary data.
- c. Arranging the data into several groups based on its theoretical category.
- d. Selecting particular parts considered important and relevant for analysis.
- e. Drawing conclusion and formulate suggestion.

5. Technique of the Data Analysis

In analyzing the data, the researcher applies a descriptive approach. The first step is analyzing the data based on structural elements. It will be focused on the structural analysis of the movie. The second step is analyzing the data based on behaviorist approach. It will be focused on Greg's environment factors to be a favorite student.

H. Research Paper Organization

The research paper organization of "Greg's Environment Factors to be a Favorite Student in Thor Freudenthal's *Diary of a Wimpy Kid* Movie (2010): A Behaviorist Approach" is as follows; The first chapter is introduction. This chapter includes Background of the Study, Literature Review, Problem Statement, Limitation of the Study, Objective of the Study, Benefit of the Study, Research Method, and Research Paper Organization. The second chapter is Underlying Theory. This chapter consists of the Notion of Behaviorism, the Basics Assumption of Behaviorism, Environmental

Influence Behavior, Structural Elements of the Movie and Theoretical Application. The third chapter deals with the structural analysis of the work, which includes the Structural Elements of the movie, it includes; Narrative elements such as (1) Character and Characterization, (2) Setting, (3) Plot, (4) Point of View, (5) Theme; and Technical elements such as (1) Casting, (2) Mise-en-Scene, (3) Cinematography, (4) Sound, (5) Symbol; and Discussion. The fourth chapter is Behaviorist Analysis of *Diary of a Wimpy Kid* Movie. It consists of environment factors; those are family, peers, school and community or society. Finally, the last chapter is closing. This chapter consists of conclusion, educational implication, and suggestion.