

**CONFLICT OF INTERESTS IN SPORT AGENCIES AS
REFLECTED IN CAMERON CROWE'S *JERRY MAGUIRE*
MOVIE: A SOCIOLOGICAL PERSPECTIVE**



RESEARCH PAPER

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by

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CHAPTER I

INTRODUCTION

A. Background of the Study

Cameron Crowe's *Jerry Maguire* is the drama, comedy, romance and sport movie produced in United States of America. It was released on December, 13th, 1996 by Columbia TriStar Pictures in two discs which contained one hundred-thirty nine minutes of duration. It uses English and American Sign Language. In *Jerry Maguire*, there are some locations in some cities in United States of America, such as Arizona, Atlanta, Dallas, Manhattan, Odessa, Phoenix and also Texas. Thos movie (as an explanation of the author) is just a fictitious story. Before writing the story, the author made a kind of research by talking to businessmen, visiting big office and interviewing the hard workers. After that, a friend of him showed the picture from *The Los Angeles Time*, it was an old photo of a sport agent and a client, two stern-looking men in shirt and sunglasses. During the next view years with the help of sport attorney, Leigh Steinberg, he met and traveled with athletes and sport agents of all kind, and he began to develop the character of Jerry Maguire.

Jerry Maguire is the sport agent working for Sport Management International (SMI) with seventy-two clients in his arm. He is a well-known agent, everybody knows and loves him before the company management orders him to get fired for his mission statement that is about perceived

dishonesty in the sports management business and because he believes that it should be operated. At the day his mission statement is released, all of the employees are touched by his honesty and greet him with applause, but the management sends Bob Sugar, one of the agents in *Sport Management International* (SMI), to fire him. Since that day, Maguire becomes Sugar's rival in getting all of their existing clients. Unfortunately, only a client stays with Maguire, he is Rod Tidwell (an American football player), because Bob Sugar takes almost of Jerry's entire client. So, Sugar secures most of Maguire's clients as his own.

Leaving the office, Maguire announces he will start his own sport management agency and asks if anyone is willing to join him besides Flipper, the fish in the aquarium. Only Dorothy Boyd, an accounting in his office and also a single parent, agrees and follow him because she knows that Jerry does the best. Over the next several months, they succeed with Maguire's new enterprise. They show that a key of the job is personal relationship and loving well is the best revenge, which one of the points that Maguire made in his mission statement. Finally, Jerry realized that he loves his wife Dorothy Boyd, who has a son (Ray Boyd), and he does not want to lose her. He goes back to Dorothy's house and asks her to give him a second chance and she gives it by saying that she loves him too.

Jerry Maguire is the popular sport movie in 1997. But out of its popularity, there are some communities like to watch it and some do not. Tfrizzell, community from United States do not like this movie. He said that

this is just a sport, sex and money movie. He said that it's only money movie because of the motto "Show Me the Money!" of Rod Tidwell family. Without much money, Tidwell would not do what Jerry wants, which is to be his client. There are a little story in drama, comedy and sport. A good thing is only when the characters change. Here, Maguire starts off completely cynical, abruptly changes to ridiculously idealistic. Keith Miller, from Murrieta also gave comment that *Jerry Maguire* showed the business world of America as its worst, especially in the sports industry because it did not want to give the best for the client, it just gave the best for them (the agents and the company). *Jerry Maguire* was not a perfect film, he said. In fact it was flawed in many ways and was not very accurate in some areas. Debra Barton, a model from Georgia-United States, gave comment that this was the boring movie she had ever watch, she did not get anything at that time, it was just empty. She was disappointed and felt asleep in watching it and she was suggested to not watch it without insomnia. She preferred being in a dentist than to watching it.

The people who like this movie comment in different views. Jodie Catherine, from United Kingdom said that it was fun to watch because the characters, though flawed, were sympathetic. She enjoyed watching them succeed and fail because this movie gave the way to discover what they really cared about. It was complicated, thoughtful and surprisingly and made her cry, laugh and pray when watching it. Camraman, from Oak Park said that this was the excellent from the direction to the production. He liked to watch because Maguire struggled with his separation from the sport corporation although he

was losing his fiancé. However, he survived and learned that living well and loving well were the keys to happiness. He said that this movie was great in scenes, sequences and editing. Liam, from United States thought that this movie made with a purpose, which was to teach the community about real feelings, real relationship that made us feel better because it was more important than money.

There are some communities said that *Jerry Maguire* is only a cheap movie and does not fun to watch. They refuse to watch it for several years after this movie has been released, but when finally they watch on television, they are blown away when Jerry Maguire, a sport agent, realized that quality is more important than quantity. This movie, they say, is about hope, struggle, love and finding out the meaning of life. Jerry Maguire is someone with nothing to loose, and the role of Rod Tidwell brings tears to their eyes. Dorothy gives the best performance by having great chemistry with Maguire. This film works because it's so real and easy to understand. This is about personal relationship between the sport agent and client. They show that they can succeed from it (<http://www.imdb.com/title/tt00116695/#comment>).

This movie is almost excellent because it gets 7,2/10 in rating in 1997 and one compared three of the 58,730 IMDB (Internet Movie Data Base) community like to watch it and give the weighted average to this movie. *Jerry Maguire* won *the Oscar* in a very competitive year in *Best Actor in a Leading*, *Best Film Editing* and *Best Supporting Actor* category played by Cuba Gooding, Jr. as Rod Tidwell, because he was giving the best performance in it.

Besides that, this movie won some other awards, such as *ASCAP Awards* for *Top Box Office Film*, *American Comedy Awards* for *Funniest Supporting Actor*, *Blockbuster Entertainment Awards* for *Favorite Actor*, *Favorite Supporting Actor* and *Favorite Supporting Actress*, *Golden Globes Awards* for *Best Performance in a Motion Picture*, *Broadcast Film Critics Association Awards* for *Best Child Performance*, *Best Supporting Actor* and *Breakthrough Artist*, etc. It's also nominated as *Best Picture*, *Best Original Screenplay* and *Best Actor* in *Oscar 1997*.

Jerry Maguire is interesting to watch dealing with social relationship. The power of attraction on this movie is the actor (Tom Cruise) who's handsome and also famous. He often stars in action movie like; *Top Gun*, *Mission Impossible*, *Minority Report* and *Vanilla Sky*. He is very deepening and understanding his characters and there is no doubt for his play in every movie. Tom cruise is a perfect choice to play Jerry; he has the look, the energy and the talent to get inside this guy's skin and make him tick, and tempering his performance just enough to make it really works. Cruise's fans or not will like this movie. An Oscar is not bad given to him because he gives his best performance here.

Beside the actor, the plot, conflict and climax of this movie are also interesting. This story is so real with our life. It begins when the famous agent behind the scene is fired because of his mission statement. He has to build his own enterprise with only a client and a staff, and also his business journey until he succeeds in his new enterprise with his personal relationship. The

conflict in this movie is so real in social life. Conflict is not understood as an uncompromising fight between two individual or collective actors, each one committed to a specific goal and each trying to realize this goal against the resistance of the opposing party without any willingness to give up even a part of his or her intent (Munch, 1994:111).

In this life, conflict will always happen and comes close to everyone and cannot be avoided because people have to interact, communicate and socialize with others. People cannot live alone in the world, they need other people to share full of or some problems they face. Furthermore, they must face the problems when there is no similarity in viewing problems. There are so many kinds of problem can cause the conflict, and it can come from every relationship such as friendship, family, society or even in business. For example, there are two people working at the same enterprise and have different goal in business, so they are trying to defend or stand at their position until one of them is defeated.

In this movie, the conflict begins when the company management orders Jerry to get fired for his mission statement and everything changes. Jerry has to build his own business without any staff except Dorothy Boyd and only a client, Rod Tidwell, who always wants Jerry to show him the money before he becomes Jerry's client. He also has to compete with Bob Sugar; someone discharges him from *SMI* (Sport Management International), to get the clients with their own way. The climax is in a restaurant at lunch when Jerry has to face the true that he is fired from his job.

There are so many other points that make the movie interesting to watch, such as lighting, editing and properties. There are the important things in making the movie. It is using the soft qualities of lighting because it makes the audience see the object in the good view and also good looking for them. Editing is used to get the best image in the movie. Properties that the actress uses make the audience attracted to watch.

The theme in this movie is emphasized on financial and professional success at the expense of personal relationships. Actually, from personal relationship, an agent and clients can develop good relationship like a new family and it makes the relation better than just business relationship. Cameron Crowe suggests that "reaching out to the people around us is the key to professional as well as personal success" (<http://www.imdb.com/title/tt00116695/theme>). Sometimes, people or group has differences in viewing this. For example, one thinks that personal relationship is better than just business relationship because personal relationship, based on this movie, can bring someone to his personal success; other thinks that business relationship is better than personal relationship because it can give them much money; it is a quarrel condition which causes the conflict of interest.

Conflict of interest cannot be denied from human being's life in social community. Actually, interest not only brings conflict, but also gives support when each other feel comfort. In fact, different interest more often brings conflict than support. Because of it, conflict and interest cannot be separated from society.

Based on the explanation above, the writer is interested in analyzing Cameron Crowe's *Jerry Maguire* based on the sociological perspective. The writer uses this perspective in holding the research because this movie tells the social life in business which personal relationship is better than business relationship itself. To achieve these objectives, the writer chooses a title "CONFLICT OF INTEREST IN SPORT AGENCIES AS REFLECTED IN CAMERON CROWE'S *JERRY MAGUIRE* MOVIE: A SOCIOLOGICAL PERSPECTIVE".

B. Literature Review

After holding the research in Muhammadiyah University of Surakarta, Sebelas Maret University and the State University of Semarang, the researcher found that there were no literary researches relevant with Cameron Crowe's *Jerry Maguire*.

Based on this statement, the researcher is interested in analyzing Cameron Crowe's *Jerry Maguire* by using sociological perspective.

C. Problem Statement

Based on the title and the background of the research classified above, there is a single problem statement. The main problem in this research is how the conflict of interest is reflected in Cameron Crowe's *Jerry Maguire*.

D. Limitation of the Study

The researcher focuses her discussion on the conflict of interest reflected in *Jerry Maguire* by using sociological perspective.

E. Objective of the Study

The objective of the study can be formulated as follows:

1. To analyze the movie based on its structural element.
2. To analyze the movie based on its sociological perspective.

F. Benefit of the Study

The result of this research is expected to provide some benefit as follows:

1. Theoretical Benefit

This study is expected to give a contribution to other literary researchers especially in study of Cameron Crowe's *Jerry Maguire*.

2. Practical Benefit

This study is expected to give benefit to the writer in comprehending Cameron Crowe's *Jerry Maguire* that consists of structural elements viewed from sociological perspective.

G. Research Method

Dealing with the research, there are five points that need to be involved as follows:

1. Type of Research

In analyzing the conflict of interests in *Jerry Maguire*, the researcher uses qualitative research that expresses sociological perspective. It is a research that does not need a statistic to collect the data.

2. The Object of the Study

The researcher takes *Jerry Maguire* film as the object of the study. The movie is directed by Cameron Crowe and released on December 13th, 1996.

3. Type of the Data and the Data Source

The data of this research is the form of disc and text. While the data sources are divided into two kinds, there are:

a. Primary Data Source

The primary data source is the film *Jerry Maguire* by Cameron Crowe.

The data are taken from the dialogue, scene, setting, and all of the statement related to the problem.

b. Secondary Data Source

The secondary data sources are taken from other sources related to the primary data source such as website about the film, internet, books of sociological theories and another, related to this research.

4. Technique of the Data Collection

The researcher takes the data by doing some observation:

- a. Watching the movie to understand about it.
- b. Combining the movie and the dialogue of the movie.
- c. Writing down the data related to the research.
- d. Identifying the conflict of interests reflected in Cameron Crowe's *Jerry Maguire*.

5. Technique of the Data Analysis

In this case, the researcher tries to describe the structural elements of the movie and to analyze the sociological aspect in it using descriptive analysis based on the underlying theories.

H. Research Paper Organization

To make it easy to understand, the researcher arranges the research paper into six chapters. The first chapter is introduction that consists of background of the study, literature review, problem statement, objective of the study, limitation of the study, benefit of the study, research method, theoretical approach and research paper organization. The second chapter deals with underlying theory covering the sociology of literature, the principle of sociology of literature, the structural elements of the movie, and the theoretical application. The third chapter is the historical background of America in the latest twentieth century. The fourth chapter is structural analysis. The fifth chapter is sociological analysis. The sixth chapter is the conclusion and suggestion.