SUFFERING BEHIND LUXURY IN EDWARD ZWICKS
*BLOOD DIAMOND*: A SOCIOLOGICAL APPROACH

RESEARCH PAPER
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by:

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CHAPTER I
INTRODUCTION

A. Background of the Study

*Blood Diamond* is the film directed by Edward Zwick and written by C. Gaby Mitchell (story) and Charles Leavitt (Screenplay and story). The film was released in December 8, 2006. It has 2 hours 11 minutes of the duration. The genre is drama, romance, thriller, and crime/gangster. This film is produced in USA with flaming location in New York, USA, Mozambique, Sierra Leone, Cape Town, South Africa. This film is produced by Virtual Studios, Spring Creek, Bedford Company, Initial Entertainment Group and distributed by Warner Bross Picture which spend budget $57,366,262 million (http.V/blooddiamondmovie.warnerbross.com).


_Blood Diamond_ is acted by Leonardo DiCaprio as Dany Archer, Djimon Hounsou as Soleman Vandy, Jeniffer Connely as Maddy Bowen, Kagiyo Kuypers as Dia Vandy, Arnold Voslov as Coloner Coefzee, David Harewood as Captain Poison, Basil Wallace as Benjamin Kapana, Steven Collins as Ambassador Welker, Ato Essandoh as Commander Rambo, Percy Matsemela as Commander Zero (http://blooddiamondmovie.warnerbross.com).

There are some responses from the public about _Blood Diamond_ film. The first comment is from Global Witness and Amnesty International. They are supporting that _Blood Diamond_ movie can fuel the conflict, and they hope that the result of watch the movie, people ask more question before buying diamond. The diamond industry will take action to make sure companies can provide consumers with adequate assurances that the diamonds that they sell are conflict free (http://superkimbo.worpress.com/2007/01/27blood-diamond/)

The second comment is from the reviewer in the internet. He said, "I caught a glimpse of the reality of this worlds; it's rotten mess. There is much beauty (Africa is an amazing continent). But there is also much sin (African
children are stolen from their families and forced into slave labor or military service). I think it is important for us to remind of the realities of this world. For me I found it beneficial to feel the emotions presented in the movie and to begin to wrestle with the question brought up (http://www.mylot.com/w/discussion/l O35645.aspx)

*Blood Diamond* film describes a story following Archer, a man tortured by his roofs. With a strong survival instinct, he has made himself a key layer in the business of conflict diamond.

In Sierra Leone, the fisherman Solomon Vandy dreams that one day his young son Dia Vandy will become a doctor. His dreams are shattered where the rebel invades his village and kidnap him to work in the diamond mines. Solomon finds a huge pink diamond and it, the commandant of the rebel sees it, at the same time the rebels are attacked and Solomon is arrested by the government army. While in the jail, the wounded commandant tell the prisoners that Solomon found the stone, and the mercenary smuggler Danny Archer from Zimbabwe releases Solomon and proposes to exchange the diamond by his missing family. Assisted by the idealistic American journalist Maddy Bowen, Danny locates the wife and daughters of Solomon in a refugee camp, but is informed that his son has been recruited by the rebels. Solomon and Danny consolidate a partnership, with Solomon looking for and finding his son, and Danny looks for the diamond and finds redemption.

With background of civil war and chaos in 1990's Sierra Leone, *Blood Diamond* is the story of Danny Archer - an ex mercenary from Zimbabwe and
Solomon Vandy a mende fisherman. Both Africans, their histories are different as any can be, until their fates join in a common quest to recover a rare pink diamond that can transform their lives. While in prison for smuggling, Archer learns that Solomon who is taken from his family and forced to work in the diamond fields has found and hidden the extraordinary rough stone. With the help of Maddy Bowen, an American journalist is tempered by a deepening connection with Archer, the two men embark on rebel territory, a journey that could save Solomon's family and give Archer the second chance.

After the researcher watched the *Blood Diamond* film, the researcher is interested to analyze it. There are six reasons the researcher analyzes the *Blood Diamond* film by Edward Zwicks.

The first reason is about character and-characterization. There are three characters in *Blood Diamond* film. The first major character is Danny Archer by Leonardo DiCaprio. He is 32 years old; he is smuggler from Rhodesia (Zimbabwe). He is a short hair, white skin, blue ayes and handsome man. He is an intelligent and educated. Danny characterization is as an ex mercenary from Rhodesia (Zimbabwe). His business is trading diamonds for arms under Colonel Coetzee (Arnold Vosloo). He works and helps smuggling the diamonds to diamond company Van Der Kaap in New York.

The second major character is Solomon Vandy by Djimon Hounsou. He is 30 years old. He is a fisherman and good father for Mende village. He has a black skin, black ayes, baldhead and tall. He has honest and loyal man.
Solomon Vandy is characterized as a father who struggles to find his son Dia Vandy (Kagiso Kyupers) which forced by the rebels. And he tries to give a clue for Danny Archer where he hide the pink diamond.

The third major character is Maddy Bowen by Jenifer Connelly. She is 28 years old. She is an American journalist. She has brown long hair, white skin, blue ayes, and beautiful women. She is an intelligent and educated woman. Maddy Bowen is characterized as an American journalist in Sierra Leone trying to expose the truth behind the conflict of diamonds that Danny Archer sells, hoping to prove an unholy alliance between diamond industry leaders and the rebels who are using diamonds to buy guns to war.

The second reason is the cinematography. Blood Diamond film has good cinematography from the setting picture, sound mixing, sound editing, special effects, visual effect, music illustration, and other aspects that support in the making of this film. Because Blood Diamond film has best sound mixing, best sound editing, and best film editing, so, gets the awards and nomination in 79th Academy Award in USA. (http://www.movie-yahoo.com/movieI800272377/info).

The third reason is the theme. The theme of the Blood Diamond is the important of awareness to stop buying diamond from the conflict The emphasis of the Blood Diamond film is not only the conflict diamond, but also there is something universal that a man of trying to save his family. For the person, it might be a stone, to someone else a story in a magazine, to another, it is a child. The juxtaposition of one man obsessed with finding a valuable
diamond with another man risking his life to find his son is the beating heart of this film.

The fourth reason is because this movie has relationship with the life society and the social problem with all the aspect. This movie is telling about values, ambition, politic, law, humanity, crime and other problems or concept that exist in society.

The fifth reason is the message which is in this movie. This movie criticizes American public/people in seeing a diamond. The people especially American just see diamonds as sparkling, beautiful and highly prized. They are symbols of love and fidelity, affluence and glamour. But in the African country of Sierra Leone, where many of the world’s diamonds are mined, they have taken on a much darker connotation, brutal truths and sacrificing innocent victims. It seems that almost every time a valuable natural resources are discovered in the world, whether they are diamonds, rubber, gold, oil, it will give a tragedy for the country in which they are found. It is not limited to Sierra Leone. This story could apply to any number of places where ordinary people have been caught up in political events beyond their place there are just so many innocent victims.

The sixth reason is Blood Diamond is intended to be "message movie". That message is that the trading of "Blood Diamond" (a diamond is mined in a war zone and sold to help finance of sides involved in the conflict). It has a devastating effect on the lives of millions of Africans.

Based on those explanations, sociology approach can provide more
needed complete information. Sociology approach is used in this thesis since it will be useful to understand the common phenomena and issues exposed in Blood Diamond movie by Edward Zwicks. In this study the writer intends to conduct a study entitled "SUFFERING BEHIND LUXURY IN EDWARD ZWICKS BLOOD DIAMOND: A SOCIOLOGICAL APPROACH".

B. Literature Review

Blood Diamond is a film that is interesting to be analyzed. As long as the researcher knows, there is no research which has been conducted to study the movie Blood Diamond at least among the students in all around Surakarta and Yogyakarta. So this research is the first study.

C. Problem Statement

Considering the explanation and reasons, therefore the writer formulates the problem as follows: "How is suffering behind luxury reflected in Edward Zwicks' Blood Diamond viewed from sociological perspective".

D. Limitation of the Study

Based on the title and background, the writer focuses on analyzing the social life and the all aspect on Blood Diamond, viewed from the sociology approach, especially sociology of the society.
E. Objective of the Study

The objectives are as follows:

1. To analyze the movie in term of its structural elements
2. To analyze the movie based on sociological approach

F. Benefit of the Study

By presenting this research paper, the writer hopes it gives some benefits as follows:

1. Theoretical Benefit
   a. To give some information which can be used by the other researcher who are interested in analyzing the literary work.
   b. To give contribution to other literary research especially in studying movie Blood Diamond.

2. Practical Benefit
   a. For getting deeper understanding about social issues in movie Blood Diamond.
   b. For developing the writer’s ability to applying the sociology approach especially sociology of the society in movie Blood Diamond.

G. Research Method

1. Type of the Study

Based on the problem statement and the discussion, this study can be classified as descriptive qualities research. It is suitable with Surahmat’s
opinion about descriptive method. He states that one characteristics of
descriptive method is that the data are collected, described, and then
analyzed (1995: 3).

In brief, descriptive qualitative research is research employing the
method of collecting, describing, classifying, and analyzing the data and
then drawing conclusion. The data can be sentences, discourse, picture,
diary, and memorandum. By using the descriptive method, this research is
aimed to describe the social life as reflected in the movie *Blood Diamond*
through a sociological approach.

2. Object of the Study

The object of the study is the original movie *Blood Diamond*
directed by Edward Zwicks and written by Gaby Mitchell and Charles
Leavitt the movie was released in December 8, 2006. It has 2 hours and 11
minutes of duration and produced by Virtual Studios, Spring Creek
Picture, Bed Ford Falls Company and Initial Entertainment Group.

3. Type of the Data and the Data Source

a. Type of the Data

The data in this study can be divided in two kinds of data,
namely primary and secondary data sources. Primary data is the main
data consisting the dialogue, and the section of the movie. Secondary
data is supporting data which consist of the other data relevant to this
research.
b. Data Source

1) Primary Data Source

The primary data source of this research is the original film of *Blood Diamond* and the script of the film written by Gaby Mitchell and Charles Leavitt. The main data consist of character and characterization, dialogues, body language, visual image, behaviors, plot, and all of the statement related to the problem.

2) Secondary Data Source

The secondary data sources consist of the other data, which with the study, such as essay, comment, article, internet, historical information and thesis that are related to the research.

4. Technique of the Data Collection

The method used in this study is library research which collects and records both of the secondary data. Some steps of collecting data applied in this study are as follows:

a. Watching the movie repeatedly

b. Identifying the main idea of the movie

c. Determining the major character that will be analyzed

d. Reading some related books to finds out theory, data, and information required.

e. Taking notes of important information in both primary and secondary data sources.
5. Technique of the Data Analysis

The technique of the data analysis used in this study is descriptive qualitative. The writer uses sociology approach and adds his structure analysis of the data work. Firstly, the data are collected by seeing and observing the film as the main data carefully and repeatedly to get a deep comprehension of the issue. Secondary, the researcher will take a note from the main data of important fact that are statements which are analyzed in this research. Thirdly, the researcher will analyze all of data using selected approach, and finally, a conclusion is drawn.

H. Research Paper Organization

Research paper organization is divided into six chapters. The first chapter is introduction, which consist of the background of the study, literary review, problem statement, objective of the study, benefit of the study, research method and paper organizations. The second chapter is underlying theory, which consists of notions of sociology or literature, and major principles of sociology or literature. The third chapter consists of social historical background of African society in the 21st century. The fourth chapter consists of discussion of the analysis based on structural element. The fifth consist of analysis based on sociology perspective and the last chapter is the conclusion and suggestion.