

**THE ORIGIN OF SOCIAL MEDIA TO THE WORLD COMMUNICATION IN  
*THE SOCIAL NETWORK* MOVIE DIRECTED BY DAVID FINCHER (2010):  
A SOCIOLOGICAL APPROACH**



**RESEARCH PAPER**

**Submitted as Partial Fulfillment of the Requirements  
for Getting Bachelor Degree of Education  
in English Department**

by:

**Agung Budi Santoso**  
**A320080132**

**SCHOOL OF TEACHER TRAINING AND EDUCATION  
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2012**

**APPROVAL**

**THE ORIGIN OF SOCIAL MEDIA TO THE WORLD COMMUNICATION IN  
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A SOCIOLOGICAL APPROACH**

**By:**

**Agung Budi Santoso**  
**A 320 080 132**

**Approved to be Examined**

**by the Consultant Team**

**Consultant I**

**Consultant II**

Dr.Phil.Dewi Candraningrum, M.Ed.

Titis Setyabudi, S.S, M.Hum.

**ACCEPTANCE**

**THE ORIGIN OF SOCIAL MEDIA TO THE WORLD COMMUNICATION IN  
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by  
**Agung Budi Santoso**  
A 320 080 180

Accepted and Approved by the Board of Examiners  
School of Teacher Training and Education  
Muhammadiyah University of Surakarta  
on.....

Team of Examiners:

1. **Dr.Phil.Dewi Candraningrum, M.Ed.** ( )  
(Chair Person)
2. **Titis Setyabudi, S.S M. Hum.** ( )  
(Secretary)
3. **Drs. Abdillah Nugroho, M.Hum.** ( )  
(Member)

Dean,

**Drs. Sofyan Anif, M.Si.**  
NIK. 547

## **TESTIMONY**

I hereby assert that there is no plagiarism in this research paper. There is no other work that has been submitted to obtain the bachelor degree and as far as I concerned there is no opinion that has been written or published before, except the written references which are referred in this paper and mentioned in the bibliography. If any incorrectness is proved in the future dealing with my statement above, I will be fully responsible.

Surakarta, 20 Januari 2012  
The writer

**Agung Budi S**

## MOTTO

- *“.....truly my prayer and my service of sacrifice, my life and my death, are (all) for*

*God, the Cherisher of the worlds.”*

*( QS. Al An’am: 162)*

- *“Life is like riding a bicycle in order to keep your balance you must keep moving.”*

*(Albert Einstein)*

- *“If you are hard to yourself, insyaallah nature and environment will soften to you.”*

*( The Writer)*

## **DEDICATION**

**This research paper whole heartedly dedicated to:**

- ♥ **The Greatest Allah SWT**
- ♥ **My beloved father in heaven**
- ♥ **My beloved mother**
- ♥ **My beloved brother “Lilik Subianto”**
- ♥ **My beloved nephew and aunt “Om bambang  
and Bulik Karyati”**
- ♥ **My wife will be “Prestiana Asti Pamungkas”**
- ♥ **My beloved friends**

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The writer realizes that there are many weaknesses in this research paper, caused by the limitation of his capability and knowledge. Thus, the writer welcomes any constructive criticism from readers for the perfection of this work. Finally, he hopes this research paper would be useful for the readers.

Surakarta, 10 Februari 2012

**Agung budi Santoso**

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## ABSTRACT

**AGUNG BUDI SANTOSO, A 320 080 132, THE ORIGIN OF SOCIAL MEDIA TO THE WORLD COMMUNICATION IN *THE SOCIAL NETWORK* MOVIE DIRECTED BY DAVID FINCHER (2010): A SOCIOLOGICAL APPROACH. RESEARCH PAPER. MUHAMMADIYAH UNIVERSITY OF SURAKARTA. 2012.**

The problem of this study is how the social media influence in gaining world communication is reflected in David Fincher's *The Social Network* movie. The objective of this study is to analyze the movie based on the structural elements and to analyze the movie based on the sociological approach.

This research is qualitative research. Type of data of the study is text and image taken from two data sources: primary and secondary. The primary data source is *The Social Network* movie directed by David Fincher released in 2010. While the secondary data sources are other materials taken from books, encyclopedia, and internet related to the study. Both data are collected through library research and analyzed by descriptive analysis.

The study comes to the following conclusions. First, based on the structural analysis of each elements, it shows that the character and characterization, casting, plot, setting, point of view, theme, mise-en scene, cinematography, sound, and editing are related to each other and form the unity into good quality movie. Second, based on the sociological analysis, there is a close relationship between the movie story and the reality of American life that America takes the origin of social media in order to expand social communication in the world. This movie also criticizes the tendency of relationships values making a powerful idea on the birth of social network.

Keywords: The Origin of Social Media, *The Social Network*, Sociological Approach.

Consultant I

Consultant II

**Dr.Phil.Dewi Candraningrum.**  
NIK.772

**Titis Setyabudi,S.S, M.Hum.**  
NIK.948

Dean,

**Drs. H.Sofyan Anif, M.Si.**  
NIK.547