

# CHAPTER I

## INTRODUCTION

This chapter presents the introduction of the research which covers the background of the research, the scope of the research, research questions, the aims of the research, the research procedures, the clarification of the terms, and the organization of the paper.

### 1.1. Background of the Research

Literature was only referred to a written medium, as the time goes by the definition of 'written medium' or "text" has grown; it shows the development of the new way of literary expression. Nowadays, literature includes visual and acoustic element (audio). Movie is one of media which is influenced by literature. Movie is influenced by literature in the form of script (Klarer, 1998: 1-3).

Script, as mentioned in *Britannica Encyclopedia*, is a written text that provides the basis for a film production. Script usually includes not only the dialogue spoken by the characters but also a shot by shot outline of the film's action. Script may be adapted from novels or stage plays or developed from original ideas suggested by the screenwriter or their collaborators. However studying a movie script is just like studying other literary works in which we can learn to understand the character and characterization and other elements of a movie script.

Character is a personality invested with distinctive attributes and qualities, by a novelist or dramatist or author (Hawtorn 2001: 18). Character is something that is revived in a literary work such as a novel and a drama and also movie script.

On the other hands, character-creating or mainly called characterization has an important role in the story. Characterization is the process by which the writer reveals the personality of a character. Thwaites (2004: 128) states that like other aspects of narrative such as plot and closure, characterization often illustrates the ways in which narrative works through conventions.

Characterization has become the essential part and the most intriguing element in connecting an understanding between the author and the reader. The author applies several ways in order to connect the understanding between the author and the readers. The author presents the attitude and behavior of an imaginary person in order to make it credible to the readers. Thus, the readers would pay attention to the character and arouse their curiosity to author's intention in creating the characters (Perrine, 1970). It means characterization is the main thing in the literary works besides diction, setting, and plot.

As for the topic of this paper, the researcher is interested in investigating and analyzing the characterization of Mark Zukerberg character in *The Social Network* movie script. *The Social Network* movie script is a movie script written by Aaron Sorkin for a Hollywood movie entitled *The Social Network* released in 2010 and directed by David Fincher.

## **1.2. Reason for Choosing the Topic**

The researcher is interested in analyzing and investigating the characterization of Mark Zuckerberg character in *The Social Network* movie script because previously, the researcher only knows Mark Zuckerberg as the founder of *Facebook* which is a popular social network service and website where people may create a personal profile, add other user as friends, exchange message, live chatting, make a group, and so on. Now, the researcher tries to find out the characterization of Mark Zuckerberg in *The Social Network* movie script.

## **1.3. Scope of the Research**

This research is limited only to investigate and analyze how *The Social Network* movie script constructs Mark Zuckerberg character in the story.

## **1.4. Research Questions**

This research is designed to answer the following research question:

1. How does *The Social Network* movie script construct Mark Zuckerberg character?

## **1.5. Aims of the Research**

Considering the research question, the aim is to uncover how *The Social Network* movie script constructs Mark Zuckerberg character.

## 1.6. Significance of the Research

This research is important to find out the characterization of Mark Zuckerberg character in *The Social Network* movie script. It is important because the movie script tells about Mark Zuckerberg in daily life. Mark Zuckerberg is considered as innovative young man because he has invented *Facebook*.

*Facebook* is a social network service and website in which according to the official *Facebook* Press Room company timeline of July 2010: *Facebook* has reached over 500 million active users, 50% of our active users log on to *Facebook* in any given day. Average user has 130 friends. People spend over 700 billion minutes per month on *Facebook*.

Based on explanation above, the researcher is interested in investigating and analyzing the characterization of Mark Zuckerberg character in *The Social Network* movie script because Mark is considered as current social phenomenon. Above all, there are several advantages by doing this research. First, people who previously do not know who Mark Zuckerberg is, for now, may have the knowledge about the character traits of the man who invented *Facebook*. Second, Mark Zuckerberg's positive characteristics can motivate people to be a successful person as well as Mark who becomes one of the world's youngest billionaires after creating and owning *Facebook* (Forbes Online 2010). The positive character traits of popular figures can be taken as a good sample for the readers. For example, by knowing the character traits of Mark Zuckerberg through *The Social Network* movie script, readers can get new spirit to be rich or to be someone who is innovative. Those are the significance of this research.

## **1.7. Methodology**

### **1.7.1. Data Collection**

The data are in the form of words, phrases, and sentences. The data are collected by reading *The Social Network* movie script closely, then selecting the words, phrases, sentences, and dialogues which are served as textual evidence that answers the research questions.

### **1.7.2. Data Analysis**

The collected data are sorted out into categories. The collected data are then analyzed by using the framework of Rimmon-Kenan's theory of characterization.

In conducting the research the following steps have been taken:

1. Reading the movie script thoroughly.
2. Selecting words, phrases, sentences, and dialogues which serve as textual evidence.
3. Classifying the textual evidence.
4. Analyzing the data by applying relevant theories.
5. Interpreting data.
6. Making conclusion based on the findings.

## **1.8. The Organization of the Paper**

The research is organized as follows:

### **Chapter 1: Introduction**

This chapter consists of background, research questions, aims of the research, scope of the research, research procedure, clarification of terms, and the organization of paper.

### **Chapter 2: Theoretical Foundation**

This chapter consists of the theoretical foundation related to the research.

### **Chapter 3: Research Procedure**

This chapter consists of method of the research, research procedure, subject of the research, technique of data collection and technique of the data analysis.

### **Chapter 4: Finding and Discussion**

This chapter consists of finding and discussion of the research.

### **Chapter 5: Conclusion and suggestions**

This chapter consists of conclusion and suggestion of the research.