

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Popular literary work is one of cultural products that introduce the mass literary works like film, song, music, etc. These works present ideas through the modern media. Popular culture is also spread to this whole world as a daily consumption. William says “the recent sense of the popular culture as the culture actually made by people for themselves is different from all these: it is often displaced to the past as folk culture but it is also an important modern emphasis” (1976, p.199). According to Strinati (1995, p.35), “popular culture itself has to be seen as a diverse and varied set of genres, texts, images, and representations that can be found across a range of different media.” Thus, popular culture can be created by groups of society to show their own culture through an interesting media such as film.

Film is one of the popular literary works that can be accepted as a useful media to express people’s feelings. In addition, it can entertain, educate, and inspire audiences from the story and the acts of the actors and actress. It can be seen in *Principal Takes A Holiday* film. *Principal Takes A Holiday* film is a comedy film that shows some educational aspects and invites the audiences to know the importance of rules in daily life. Those educational aspects can inspire the audiences to realize the good things in the film and apply them in daily life.

Film is also presented in audio visual that make it interesting to be watched. According to David and Kristin (1950, p.2), film shows people's real life. Film is also influencing the viewer with new experiences that are delivered through the character's personality and behavior. In other words, a film takes people on a journey, offering a patterned experience that engages people's mind and emotions.

On the other hand, film can also be the worst entertainment for people when people are influenced by the negative side from the film, for example, film which shows many bad actions like abuse, violence, and bad moral. Usually people who are influenced by the negative side from a film do not know how to get the point and give appreciation to the film. They just imitate and apply the negative side in their daily lives. This condition gives bad impact for their social life.

Relationship between literature and society can be studied by means of contextualizing literature readings and film studies in social, cultural, and historical settings. Luxenburg, Bal, and Willem GW (translated by Dick Hartoko, 1984: 23) state that: as a social phenomenon, literature written in a certain period of time is directly related to the norms and customs of that era. Nowadays, in the correlation of social and literature, the phenomenon of social life is not only presented in the form of written work, but is also adapted into motion work, like film.

Film as a product of art is not only seen as an entertainment, but also as a portrait of social life where it is made. As a popular culture, film needs people as

the audiences. According to Nachbar (1992, p.5) “the popularity of a given cultural element (object, person, or event) is directly proportional to the degree to which that element is reflective of audience beliefs and values.” Thus, film becomes a unity which can give some moral messages for the audience and also be a reflection of the society.

Generally, the concept of a film becomes an important part because the fundamental thing of making a film is a concept. When people are watching film, they are trying to use their imagination to give some impressions and appreciations about the film such as reaction. Their reaction has a close relationship with social concept. Social concept itself can be described as a concept which can be guidance for people to behave.

As cited in *www.moviefancentral.com* by Data in 2013, *Principal Takes A Holiday* presents about two people who have bad behavior or we can call it as rebellious people. However, those two, John Scaduto and Franklin Fitz, can make a big and good alteration for themselves and many people. The first person, named John Scaduto, is warned by his parents that a single demerit will cause him to lose a \$10,000 inheritance from his grandmother. John races to school to defuse a prank, but is distracted by new student Peter Heath (Rashaan H. Nall). Yet another demerit point's added to his record, John claims that Peter is on the prank. Now, the two must pull together to erase the newly earned demerit points from each of their records. When the principal is mistakenly hospitalized as a contagious patient due to the dye on his skin, John sees an opportunity. After intercepting a fax regarding the principal's temporary replacement, John and Peter

set out to replace him with their own candidate who will provide them the computer access to their records that they need desperately. The laughter begin when an anti-establishment drifter named Franklin Fitz (Kevin Nealon) puts the boys' plan into hilarious action.

The point which makes *Principal Takes A Holiday* interesting to discuss is the characters' development of personality from the beginning to the end of the story. It is interesting to be analyzed since the story is a reflection of what happens in our society. The writer wants to analyze the forms, the causes, and the effect of the characters' development of personality from the beginning to the end of the story. The writer is going to analyze two major characters in this film; they are John Scaduto and Franklin Fitz.

1.2 Problem of the Study

Based on the background of the study, the writer formulates the problems of the study as follows:

1. The causes of John Scaduto and Franklin Fitz's personality development.
2. The effects of John Scaduto and Franklin Fitz's personality development for themselves and to the other characters.

1.3 Objective of the study

Related to the problem of the study, the objectives of the study are as follows:

1. To describe the causes why those two characters develop their personality.

2. To explain the effect of those two characters after they develop their personality in the end of the story.

