

CHAPTER I

INTRODUCTION

Introduction is the first point of this thesis. It introduces what the topic is being researched and why the researcher chooses the topic. Furthermore, in this point there are research background, research problem, research objective, research limitation, research significance, and definition of the key term.

A. Research background

Nowadays, we live in the era of modern technology. One of many phenomena appeared in this era is the technology itself. It becomes more and more sophisticated. The demand towards it increases as well as its development. People consider it as a machine to ease their works or activities and to entertain them as well. For instance, people can achieve pleasure and lesson from watching movie, which the movie itself is produced by the technology.

Technology is always related to the people's need or purpose. It involves in their activities and makes theirs easier. This is similar to Arthur (2009), which he stated that the technology means to fulfill the human's purpose. It means that technology has been a part of their lives and becoming a reliable thing for them. Both technology and human are closely connected each other. This recently can be viewed in this era of where people spend a lot of their time using a machine that helps and entertains them in particular activities, such as using computer to solve mathematical

problems, or perhaps using it to explore the internet to find something interesting and full of joy.

Computer is a part of technology that can not be separated from one another. It represents how the technology looks like in this era of modern technology. With its contribution towards people, shows that the computer is considered as a sophisticated technology, which people always rely on it. In order to understand deeply about computer, we need to look up the definition on the *Oxford Advanced Learner's Dictionary*. It is defined as an electronic machine that can store, organize and find information, do processes with numbers and other data, and control other machines. Based on that definition above, we know that the computer has many roles in doing what people do. It looks like has been designed for human's purpose. It does not simply help them, but it is also able to make something new and easier to do or use. Thus, computer performs people's occupation and helps them in their works.

An outstanding company that produces computer is Apple company/Apple Incorporated (Apple, Inc.). In this case, Apple computer means computer that produced by Apple company. Apple here is simply a brand of a product that carried out by the company. It was started out from idea of an innovative man, Steve Jobs. His friend, Steve Wozniak was an expert technician who accompanied him in making Apple computer. This is in line with Santa Clara Historical Society (as cited in Johnson et al., 2012), stated that the pair team up, while working for Hewlett Packard, to start

Apple Inc. from the basement of Jobs' home. From the statement above, the pair team up here refers to Steve Jobs and his friend, Steve Wozniak. They started making Apple computer from the garage of Steve Jobs' dad. In addition, both were high school dropouts which have now successfully revolutionized the way that people all over the world use a computer, search the internet, listen to music, and even talk on the phone (Santa Clara Historical Society, as cited in Johnson et al., 2012). This indicates that although they are not high-educated people, with their existence, now Apple Inc./Apple company is able to become an outstanding company in the world that involves in developing the technology, especially in form of making Apple computer.

One of the other products that represents the development of technology is a movie. It is a type of literary work which has been engaging people's attention and interest. Furthermore, movie based on true story that tells about a person's life is known as *Biopic*. It is considered as non-fictional or real-life movie. According to Gregg (2016), Biopic provides a platform for not only introducing and reviewing knowledge on a specific person, they also allow for evaluation of themes present within mass media, moviemaking in general, and our culture and society. Based on the statement above, we know that by watching Biopic will definitely provide us knowledge about a specific person and his/her culture in a specific place. Also, we will get implied message from it, which we can take as a lesson for living.

Moreover, the researcher here would like to choose the movie *Jobs* as an object of the research. It is one of many Biopic (movie based on true story of life's person) that is popular in the world. The main character in the movie *Jobs* is Steve Jobs himself. The title of the movie is derived from his last name or surname, that is "Jobs". The story within the movie tells about how Steve Jobs successfully creates the computer which would be branded as the Apple computer. Regarding what makes him so special for the researcher is about his characteristic such as his toughness during making the Apple Computer. However, the reason why the researcher would like to choose the movie is due to the movie itself has a lot of lessons, which the researcher desires to tell and describe to the readers.

In addition, this research aims to find out the toughness of the character "Steve Jobs" and his moments in making the Apple computer in the Movie *Jobs*. Therefore, the researcher would like to conduct a research entitled "**The Steve Jobs' Toughness and His Moments in Making the Apple Computer in the Movie *Jobs***".

B. Research problems

Based on the research background above, the researcher conducts the research problems as follows:

1. What are the moments of Steve Jobs' toughness pictured in the movie *Jobs*?
2. What are the moments of Steve Jobs in making the Apple computer in the movie *Jobs*?

C. Research objectives

Based on the research problems above, the researcher investigates as follows:

1. To describe the moments of Steve Jobs's toughness pictured in the movie *Jobs*.
2. To describe the moments of Steve Jobs in making the Apple computer in the movie *Jobs*.

D. Research limitation

The research limitation is functioned to limit the research in order to lead it in the right direction. Thus, the researcher limits the research as follows:

1. Limited to Steve Jobs (the main character of the movie *Jobs*) only.
2. Limited to Steve Jobs' toughness.
3. Limited to Steve Jobs' moments in making the Apple Computer
4. Limited to the brand of computer, that is the Apple computer.

E. Research significances

The researcher hopes that this research will bring worth contribution to the readers, the researcher itself, and also the next researcher.

For the readers, it can provide deep information about Steve Jobs and his ways in making the Apple computer.

For the teacher, it can be a reference to teach students about good moral value or good character which can be a role model for students.

For the researcher, it can give a lot of knowledge and curiosity to know more and learn more from the story of successful person such as Steve Jobs.

For the next researcher, it can be a reference for the next researcher.

F. Definition of the key terms

There are some key terms in order to avoid misunderstanding. They are explained as follows:

1. Toughness

Toughness here means the strength to deal successfully with difficult conditions or situations.

2. Apple computer

Apple computer is an electronic computer that is produced by Apple company. The word *Apple* here is a brand of the company.

3. Biopic

Biopic is a movie about a specific person's life based on true story. It is classified into non-fictional movie.

4. Steve Jobs

Steve Jobs is the main character in the movie *Jobs*