

CHAPTER II

REVIEW RELATED LITERATURE

Review related literature is the second point in this thesis. It presents the theories in order to strengthen or support the research. The researcher involves two theories, they are theory of toughness and theory of leadership.

A. Theory of Toughness

Toughness means hardy personality. Based on the *Oxford Advanced Learner's Dictionary*, toughness means the strength to deal successfully with difficult conditions or situations. Horsburgh et al. (2008) formulated the theory of toughness in which consists of three main components.

1. *Control*, which means the ability to feel and act as if one is in control of various life situations. Control here is a cognitive process that is necessary for regulating one's behavior in order to achieve specific goal.
2. *Commitment*, which means the tendency to involve rather than distance oneself from whatever one is doing. In this case commitment also means the fact of committing one's self to do particular thing such as commitment in cooperation of business, commitment in love, etc.
3. *Challenge*, which means the ability to understand that change is normal. Also, challenge is something that puts someone to the test which when the person can pass the test, s/he will be proud of her/himself.

B. Theory of Leadership

In making something especially Apple Computer, of course as a human, will need others' helps. In this movie, Steve Jobs has the role of leadership in establishing the company. Based on Donald J. Klingborg, Dale A. Moore, and Sonya Vaerea-Hammond (2006: 282), There are some tools of leadership:

1. Knowledge

To lead someone else needs a knowledge. Being a leader for example leader in a company needs a knowledge in order to make the company succeed and gets the target as well as fulfills the vision.

2. Attitude

Being leader is not only manage people to do their work, but also we have good attitude to other people in the company. Because if we have good attitude as a leader in the company, people who work with us will be feel motivated to us and will do their work very well and properly.

3. Communication Skill

A leader shall have good communication skill in order to tell the vision of the company. People should have clear understanding about what we have told to them. So that is why communication skill is really important for a leader.

4. Creative problem solving

The leader also shall have creative problem solving in solving a problem occurred within the company so that the company will remain stable and conducive.

5. Strategic planning

Strategic planning is vital in clarifying where the company is going and how we are going to get there, to get our vision and target. Leader is the one who makes strategic plans for the future, for the goodness of the company, for the success of the company.

C. Previous Research

Rahmawati (2017) conducted the research about the personal branding of Steve Jobs in the Movie "Steve Jobs". The research discussed about eight laws of Personal Branding of Steve Jobs, including *The Law of Specialization; The Law of Leadership; The law of Personality; The Law of distinctiveness; The Law of Visibility; The Law of Unity; The Law of Persistence; and The Law of Goodwill.*

Also, Simbolon (2020) conducted the research about the Leadership of Steve Jobs in the movie Steve Jobs. The research discussed using semiotic theory to analyze the movie.