

**RAY KROC WAYS TO EXPAND MCDONALD'S
IN *THE FOUNDER* MOVIE**

THESIS

Presented to
State Islamic Institute of Kediri
In Partial Fulfillment of the Requirements
For the degree of *Sarjana* in English Language Education



Written By:

YUSRIL MIFTAH ALI
9.322.147.17

**DEPARTMENT OF ENGLISH LANGUAGE EDUCATION
FACULTY OF TARBIYAH
STATE ISLAMIC INSTITUTE (IAIN) OF KEDIRI**

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2021

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I hereby declare that the thesis and the work presented in it are my own and it has been generated by me as result of my own original research. It does not incorporate any materials previously written or publish by another person except those indicated to quotations and references. No portion on this work has been submitted in support of an application for another degree of qualification of this or any other university or institute of higher education. Due to this fact, I am the only person responsible for the thesis of there is any subjection or claim from others.

This thesis is to fulfill requirement for the degree of Sarjana (S1) in English Study Program, State Islamic Institute (IAIN) Kediri.

Kediri, 11 Juni 2021

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9322.147.17

APPROVAL PAGE

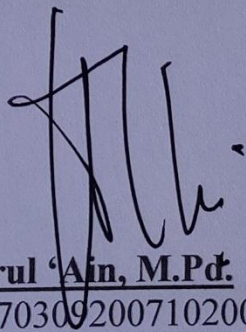
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RAY KROC WAYS TO EXPAND MCDONALD'S IN THE FOUNDER MOVIE

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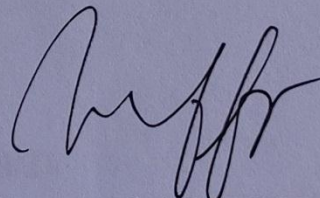
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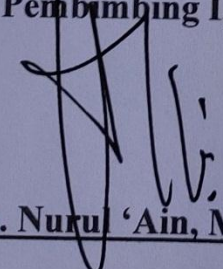
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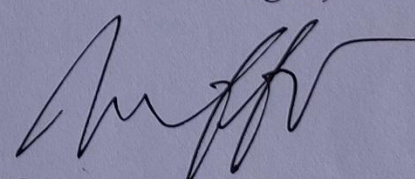
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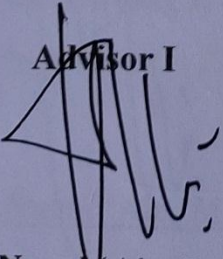
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Demikian agar maklum dan atas kesediaan bapak kami ucapkan banyak terimakasih.

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RATIFICATION SHEET

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IN THE FOUNDER MOVIE**

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Motto

لَا يُكَلِّفُ اللَّهُ نَفْسًا إِلَّا وُسْعَهَا ۗ لَهَا مَا كَسَبَتْ وَعَلَيْهَا مَا اكْتَسَبَتْ ۗ

"Allah does not charge a soul except its capacity. It will have what it has gained, and it will bear what it has earned.."

(QS. Al-Baqarah: 286)

DEDICATION

First of all, I would like to say the grateful to Allah SWT who always give me His bounties and blessings, so I can finish my thesis

Secondly, shalawat and salam always be given to our Prophet Muhammad SAW who has guide us from the darkness to the lightness

I would like to dedicate this thesis to:

***My beloved Father**, Nur Ali, and **My beloved Mother**, Yatemi, thanks for your pray, love, support, finance and for your patients to educate me. You are my strength and I love you so much. May Allah always bless you!*

I really want to make you all happy and proud of me!

For Ma'am 'Ain and Sir Afifi as my advisors. Thanks for your patients as long as guide me to finish my thesis, for your help and praying.

For my beloved family, Pariati, Yahya, Bandriya, Bandriyo, Zuliyatin, Amirul, Aris, and etc. Who always give me support and comfort me.

For my friends, Adji Lintang, Ruhana, Fauzi, Refa, Luqmanul Hakim, Wijiyanti, Risma, and Lailia who have given me support.

For all of my friends in Ma'am 'Ain advisory, Griseldis, Farid, Bagus, Rida and all of kind people who has support me to finish my thesis.

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In conducting this paper, the researcher found a lot of difficulties and problems. She has received many valuable and meaningful contributions, suggestions, and guidance from others. Without much help from the following people, it was impossible for her to finish it. The researcher also would like to thank to:

1. Dr. Nur Chamid, MM, as the Rector of State Institute for Islamic Studies (IAIN) Kediri.
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5. All lectures of IAIN Kediri, especially those English Department for their valuable thought and knowledge and English teaching for my study during Academic year at IAIN Kediri.
6. The chairman at SLC who allowed carry out this research there.
7. For all of my friends of IAIN Kediri, we have been through a lot to finish this thesis. I hope it will useful soon

The researcher realized that the research was still far from being perfect. So, the researcher expected suggestions and comments from all of the readers or other

researcher who want to learn about this study. May Allah SWT the most almighty always bless all of us.

Kediri, 11 Juni 2021

The Researcher

Yusril Miftah Ali
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ABSTRACT

Ali Yusril, Miftah. 2021. “*Ray Kroc Ways to Expand Mcdonald’s in The Founder Movie*”. Thesis, Department of English Language Education, Faculty of Tarbiyah, State Islamic Institute (IAIN) of Kediri. Advisors: (I) Dra. Nurul ‘Ain, M.Pd, (II) Muhammad Afifi, S.Hum., M.Pd.

Keywords: *McDonald’s, Franchise, Quality Control, Product Development, The Founder Movie*

This thesis aims to find out the problem and ways to expand McDonald’s found in *The Founder Movie*. The data is the strategy of Ray Kroc to expand McDonald’s. This research used descriptive qualitative method in analyzing and describing the business ways in *The Founder Movie*.

The researcher analyzed the data by following some steps, first was collecting the data, second was identifying the data, the third was analyzing the data, the fourth was describing the data, and the last was determining the conclusion. Based on the analysis, the researcher found that there are problems faced by Ray Kroc. The researcher also found the way of business strategy toward Ray Kroc’s effort based on Rivai’s theory.

From the analysis, the results of the ways used by Ray Kroc to expand McDonald’s market are Franchise, Quality Control, and Product Development.

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