

CHAPTER I

INTRODUCTION

In this chapter, the researcher presents some points. Those points are Research Background, Research Problem, Research Objective, Research Limitation, Research Significance, and The Definition of Key Terms.

A. Research Background

Nowadays in modern era, there are many people who have the creativity to make something new. The results of this creativity will later be made into something that can be enjoyed by the society. Of course, it can produce many benefits in the future. For example medicine, in the past many people processed herbal plants such as turmeric and binahong leaves to maintain a healthy body. Because creativity and hard work, scientists have succeeded in turning herbal plants into something new, namely pills and syrups. People do not need to bother cultivating plants. Another example is *Ruang Guru*. Indonesian young people have succeeded in creating educational applications that contain learning videos for students. This is especially useful in any situation aslike the Covid-19 pandemic because students do not need to leave home for study.

This shows that creativity and hard work are needed to produce something. All these things we can find from entrepreneurs. Entrepreneurs must be persistent in their work. They build their business from small to big. In fact, many of them can penetrate the world market. Of course, various ways are needed to expand the market.

If we are confused or just starting a business. We can learn a lot from the experiences of successful entrepreneurs such as strategies and methods. Because it can be a good capital for entrepreneurs. But how can we find the right entrepreneur. In this modern era, we don't need to worry anymore because there are many media we can use. The good medium today is movie. Many important things we can see from movie. For example about historical movie so we know about story legend through movie. However, we have encountered many businesses in the culinary field. So the researcher chooses *The Founder* movie as the object of the research.

The Founder is a 2016 American biopic drama movie directed by John Lee Hancock and produced by Don Handfield, Karen Lunder, Jeremy Renner, Aaron Ryder. The script for this movie was written by Robert D. Siegel based on the true story of Ray Kroc. The main actor of this movie is Michael Keaton who played as Ray Kroc. There are some reason of the researcher chooses this movie. Because the main character is a great bussinessman. He can change McDonald's restaurant become international class. Many bussinessman try to imitate his way. It makes him very special person. His bussiness journey is telling in the whole of the movie.

The movie tells the story of Ray Kroc's creativity and persistence in his business. Starting from Ray Kroc who went around to various restaurants to offer his Milkshake products. But nothing was sold until he finally met the Mac and Dick brothers who turned out to be the owners of McDonald's fast food restaurant. Ray Kroc was interested in the system at McDonald's because all the restaurants

he had ever met always irritated him and had no appetite. He begged Mac and Dick to help grow their business. He was also accepted and worked as a marketing coordinator. His dream is to make this restaurant have a large market and not only in one place. There are many ways he has tried until it finally works. Eventually McDonald's was bought by Ray Kroc and is now the biggest restaurant market in the world. Thanks to his persistence and the way he's taken to expand McDonald's market. He became a successful restaurant entrepreneur.

Therefore, it is very important to analyze what ways that Ray Kroc do until he become succeed. The researcher wants to analyze any of the great ways used by Ray Kroc to expand McDonald's through movie. Based all the statement above the researcher decides to have a research with the title **“Ray Kroc Ways to Expand McDonald's in *The Founder* Movie”**.

B. Research Problem

From research background above, the researcher compiles some questions that must be solved by this research. These problems are formulated below;

1. What are the problems faced by Ray Kroc in expanding McDonald's in *The Founder* Movie?
2. What are the ways used by Ray Kroc to expand McDonald's in *The Founder* Movie?

C. Research Objective

Related to the research problem, this thesis has some purposes to be covered. These purposes are formulated below:

1. To find out the problem faced by Ray Kroc in expanding McDonald's in *The Founder* Movie
2. To find out the ways used by Ray Kroc to expand McDonald's in *The Founder* Movie

D. Research Limitation

In this thesis, the researcher will examine *The Founder* movie. The focuses of this research are Ray Kroc problems and his ways to expand McDonald's through the movie. The researcher uses script to support while examine.

E. Research Significances

The researcher hopes that the results of this thesis can provide benefits to:

1. Researcher

The result of this thesis is gained from analyze *The Founder* movie. It will be useful for the researcher to find out how to expand a good bussiness become success, especially in the food sector. It also provide experience to the researcher in analyzing a movie.

2. Readers

Researcher hopes that this thesis can open readers mind to explore their knowledge about bussiness. Because this result of study is find out

the ways of expanding business. They can try to find their own creativity in business. Also always persistent and hard work in doing everything.

3. Next Researchers

Researcher hopes that this thesis can help the next researcher. The next researchers will benefit from this study. They can use this research proposal as a reference. So that it will be easier when doing research. In addition, researcher also hopes that this research can provide motivation to next researchers to be better at analyzing the movie.

F. The Definition of Key Terms

There are some important key terms in this research that need to be explicitly explained. These important key terms are:

1. *The Founder* movie

The Founder is a 2016 American biopic drama film directed by John Lee Hancock and written by Robert Siegel. Starring Michael Keaton as businessman Ray Kroc, the film portrays the story of his creation of the McDonald's fast-food restaurant chain. Nick Offerman and John Carroll Lynch co-star as McDonald's founders Richard and Maurice McDonald. This movie is based on true story.

The film premiered at Arclight Hollywood on December 7, 2016 and was released theatrically in the United States on January 20, 2017 by The Weinstein Company. It grossed \$24 million worldwide and received generally positive reviews from critics, who praised Keaton's performance.

2. Ray Kroc

Ray Kroc is the main character of *The Founder* movie. He is a greater businessman because he is the owner of McDonald's corporation. His characters are persistence, smart, brave, hard worker, and creative through the movie.

3. McDonald's

McDonald's is a big company that have many restaurant in the world. In every restaurant they sell many food like hamburger, fried chicken, milkshake, etc.

4. Expand

Expand is generally defined as an activity to enlarge a business by creating new markets, expanding facilities, adding human resources and so on. The expansion is carried out to increase economic activity in business. With these various advantages, of course, expansion is the goal that is expected by almost every business actor, be it in large or small companies.