

CHAPTER II

REVIEW RELATED LITERATURE

This chapter presents the theories that needs to support this research. The researcher has found some theories used in this thesis. There are Plott, Setting, and Business. Also there is a previous study.

A. Theoretical Framework

1. Movies

According to Effendi (1986), the term movie is an audio-visual communication medium to convey a message to a group of people gathered in a certain place (Effendy, 1986: 134). The movies's message on mass communication can take any form depending on the movies's mission. Generally a movies can include a variety of messages, be it educational messages, entertainment and information.

According to Kridalaksana (1984) movies is a thin, clear, flexible sheet coated with an antihalo layer, used for photographic purposes. And mass media tools that have visual properties (audio-visual) and can reach large audiences (Kridalaksana 1984:32).

Basically, movies can be grouped into two basic divisions, namely the category of story movies and non-story movies. Other opinions classify it into fiction and non-fiction movies. Story movies are movies that are produced based on stories written, and played by actors and actresses. In general, story movies are commercial in nature, meaning they are shown in theaters for a certain ticket price or shown on television with the support of certain

advertising sponsors. Non-story movies are movies that take reality as their subject, namely recording reality rather than fiction about reality (Sumarno, 1996:10).

According to Suksma in the book *Understanding movies* (Pratista 2008), in general, movies can be categorized into 3 types, namely documentaries, fiction movies and experimental movies (Pratista, 2008:10).

Fiction is the second type of movies. Where this type of movies is different from documentaries. Fiction movies are more tied to plots and stories that are presented outside of real events.

Fiction movies have a focus on scenes that have been designed from the start. The structure of the story is bound by the law of cause and effect (law of causality). There are protagonists and antagonists, problems and conflicts and endings or closures.

a. Plot

Plot constitutes an important element in fiction because without plot a story cannot move and change. The good plot depicts character, the soul and background of the novel. According to Kenney in his book *How to Analyze Fiction* (1966),

Plot is of the highest importance in expressing the meaning of a work of fiction. It is through plot that the author organizes the raw material of experience, and an author's way of organizing experience must tell us a great deal about his way of understanding experience that is, about the meaning 9 experience has for him. Surely, our sense of meaning of

experience is closely tied to our understanding of what, because what and it is the business of plot to clarify causal relationship (Kenney, 1966:23).

Further Kenney defines that plot reveals events to us, not only in their temporal, but also in their causal relationship. Plot makes us aware of events, not merely as elements in a temporal series but also as an intricate pattern of cause and effect. By plot in fiction then we mean not simply the events recounted in the slots but the author's arrangement of those events according to their causal relationship (Kenney, 1966:13- 14).

b. Setting

In fiction setting describes the place and time of the events. Setting has a close connection with the character's characterization, theme and plot.

Setting can determine the construction of theme and plot. Setting is everything that happens somewhere at some time, that elements of fiction, which reveals the where and when of events (Kenney, 1966:78). In other words, the term 'setting' refers to the point in time and space at which the event of the plot occurs.

2. Problems

Greeno (1978) notes that Gestalt psychologists, for example, define a problem as a situation in which there is a discrepancy or inconsistency between cognitive representations. Behaviorists, on the other hand, argue that problems occur when the responses needed to achieve certain goals are less powerful than other responses or when a number of responses are actually

needed but tend not to be fully displayed. Meanwhile, adherents of information processing theory see the problem as a condition when the knowledge stored in memory is not ready to be used to solve problems.

Gagne states that problems arise if the goals that have been formulated are not yet known how to achieve them. While Newell & Simon, many experts quoted as stating that the problem is a situation where a person wants something but does not know immediately a series of actions that he can take to achieve it. While Steinberg (1999) states that we are involved in problem solving if we have to overcome obstacles in answering questions or achieving goals. If we can quickly find the answer to a question from our memory then we have no problem. But if we can't come up with an immediate answer, then we have a problem to solve.

a. Variety of Problems

There are several opinions about the type of problem itself. Greeno (1978) for example mentions that there are three types of problems which include:

1) problems of inducing structure

This type of problem is one that requires cognitive abilities to build understanding. The main task of the problem solver is to find the pattern of the relationship between the elements presented in the problem.

2) problems of transformation

There is a specific situation and a goal and a set of procedures for bringing about a change in the situation. The problem solver's job is to find a sequence of procedures to change the existing situation into a new situation that is fit for purpose. Problem solvers are expected to have the skills to make plans according to the method of 'analysis of goals and means' (means-end analysis).

3) problems of arrangement.

This type is a problem that contains a number of elements and which requires the problem solver to arrange or arrange these elements according to existing criteria.

3. Business

Business is the whole series of activities to carry out investment in that resource anything can be done either individually or as a group, for meet daily needs and improve living standards by creating goods or services in order to get the maximum profit or advantage. Business is widely known as a general term that describes an activity and an institution that produces goods and services in everyday life (Rivai, 2012).

According to Hooper (2008: 35) Business is everything and a whole the complexity that exists in various fields such as sales (commerce) and industry, basic industry, processing, and manufacturing and networking, distribution, banking, insurance, transportation, and so on which then serve

and enter the whole (which serve and interpenetrate) the business world thorough.

Business consists of all activities and effort to seek profit by providing goods and services needed for the economic system, some businesses produce tangible goods while others provide services (Rivai, 2012). While behavior is a person's actions in everyday life. Therefore, business is an act of individuals and groups of people who create value through the creation of goods and services to meet people's needs and earn profits through transactions.

The main business elements and are competitive resources for a business consist of four main elements, namely (Rivai, 2012):

- a. Capital, namely the amount of money used in carrying out business activities.
- b. Material materials, namely materials consisting of natural resources, including land, wood, minerals, and oil. These natural resources are also referred to as production factors needed in carrying out business activities to be processed and produce goods and services needed by the community.
- c. Human resources, namely quality resources needed for the progress of a business.
- d. Management skills, A successful business is a business that is run with effective management. An effective management system is a system that is run based on management procedures and work procedures.

From the definition of business, it can be understood that every business organization, both large and small, that produces goods and services will perform the same functions and activities. There are at least six main activities carried out by a business entity, namely (Untung, 2012):

- a. Creating or producing a good or service.
- b. Marketing products to consumers.
- c. Make and account for financial transactions.
- d. Recruit, hire, train and evaluate employees.
- e. Obtain and manage funds.
- f. And processing information.

From the definition described above, there are characteristics of a business activity, namely: Organizational form; Its activities include operations, marketing, finance and human resources functions; Produce goods or services; Conduct transactions of goods or services; There is a transfer of ownership or usufructuary rights; Earn a profit or bear a loss; Facing risk and uncertainty.

1. Franchise

Implementing a franchise is very appropriate to develop a business, especially for someone who wants to expand their business internationally. According to Warren J. Keegen in his book Global Marketing Management states, international business development can be done in at least five ways, namely: 1. by way of export; 2. through giving licence; 3. in the form of franchising (franchising); 4. the formation of joint ventures;

or 5. total ownership which can be done through direct ownership (direct ownership) or acquisition. (Waren, 1989)

Franchise as an alternative form of business development that is especially carried out internationally. Franchising is like licensing, relying on to the ability of business partners to develop and carry out their franchise business activities through procedures, processes and a code of conduct and systems that have been determined by the franchisor entrepreneur.

Bryce Webster put forward the term Franchise (Franchise) from the juridical aspect, namely: license granted by the franchisor with a certain payment, the license granted can be in the form of patent licenses, trade marks, trademarks services, and others that are used for the purpose of the above trade. (Ridhwan, 1992).

Furthermore, the definition of Franchise (Franchise) from the business aspect as stated by Bryce Webster, is a method of producing and distributing goods and services to consumers with a standard and exploitation system certain. Definition of the standard and the exploitation includes the similarity and use of company names, brands, production systems, packaging procedures and the use of distributor names (Ridwan, 1992).

This definition of Franchise (Franchise) is similar to the definition listed in the dictionary namely *Black's Law Dictionnary*, License or permission from the owner of a brand or trade name to or other parties to

sell products or services under its brand or trade name. From the definition according to the business aspect, the following franchise elements can be obtained: 1. the production method; 2. the existence of permission from the owner, namely the franchisor to the franchisee; 3) existence of a brand or trade name; 4) to sell goods products or services; 5) under the trademark or trademark of the franchise. Brayce Webster suggests that there are three forms of franchising, those are:

a. Product franchising

Product franchising, is a franchise, where the franchisor grants a license to the franchisee to sell the goods produced. The franchisee functions as a distributor of the franchisor's products. It often happens that franchisees are given exclusive rights to market these products in a certain area. For example car dealers, gas station stations.

b. Manufacturing franchises

Manufacturing franchise, franchisor provides know-how of a production process. The franchisee markets the goods under the same production standards and brands as the franchisor. This form of franchise is widely used in the production and distribution of soft drinks, such as Coca Cola and Pepsi.

c. Business format franchising

Business format franchising is a form of franchising in which the franchisee operates a business activity using the franchisor's name. In exchange for using the franchisor's name, the franchisee must follow

standard operating methods and be under the supervision of the franchisor in terms of the materials used, choice of place of business, design of business premises, hours of sale, employee requirements, and others. So that the franchisor provides all business concepts which include marketing strategies, business operating guidelines and standards and assistance in operating the franchise. So that the franchisee has an identity that is inseparable from the franchisor (David, 1995).

In the book (IFBM) International Franchise Business Management (2007, p.4), there are several basic concepts that need to be understood to understand franchising comprehensively, namely:

- a. Franchising: A strategy or method for distributing goods or services.
- b. Franchise : Rights or privileges granted by certain individuals or groups.
- c. Franchisor: Owner of certain business management rights and privileges.
- d. Franchisee: Users of the rights and privileges of the franchisor because they pay a fee or fee to the franchisor.

These basic concepts emphasize that franchising is different from other marketing strategies or methods or distribution of goods / services, such as: "branch" or "subsidiary".

2. Quality Control

When running a franchise, the businessman must set a standard that all franchise units must have. Especially fast food restaurants, in the film

The Founder the franchisor must implement procedures to maintain McDonald's standards, especially the food.

Mark Siebert in betheboss.com said that maintaining quality in your franchise system should be a focus for a franchisor, and separates great franchise brands from those that don't succeed. Here are some experts that state their opinion about the term of quality control.

According to Gaspersz (2003, p4) "Quality control is an activity that is oriented towards preventing damage, and not focusing on efforts to detect damage only but more focused on preventive action before the occurrence of damage by carrying out activities properly and correctly at the first start. carry out an activity."

Quality control according to the opinion of Sofyan Assuari (1993; p. 274) said that Quality control is an activity to ascertain whether discretion in terms of quality can be reflected in the final result. In other words quality control of the goods produced, so that they are in accordance with specifications products that have been determined based on the policy of the leadership company.

Meanwhile, according to Agus Ahyari (1994; p. 239) says that: Quality control is an activity to maintain and direct so that the quality of the company can be maintained as it has been planned so that quality control is an integral part of company. And according to Feightbom, Quality Control is one activities in which there are activities that are aims to maintain and develop quality in a organization.

The franchisors can ensure consistent quality throughout their organizations. Jason Callaway states in International Franchise Association website that there are some point The franchisors can ensure consistent quality, one of them is identify All-Star Franchisees. He said that The success of any franchise begins with the franchisee. A franchisee should act as an extension of the brand and, at the same time, bring his or her unique perspective to the team. It is important that franchisors look for potential franchisees that are not only committed to being franchise partners, but are also motivated to thrive. This in turn, will ensure quality, because an all-star franchisee will be driven to offer customers high-quality products consistent with the brand's standards.

3. Product Development

Every restaurants have a lot of food and beverage products for sale. However, not all products only have advantages but also disadvantages. These shortcomings must be overcome with a solution. So the right way is for them to develop existing or new products. Product development is a way to replace or change a product that aims to cover its shortcomings and increase its advantages.

According to Irawan and Wijaya (1996, p.97), "Product Development is an effort that is planned and carried out consciously to improve existing products, or to increase the variety of products produced and offered"

In a product development strategy, the firm develops a new product to cater to the existing market. The move typically involves extensive research and development and expansion of the company's product range. The product development strategy is employed when firms have a strong understanding of their current market and are able to provide innovative solutions to meet the needs of the existing market.

This strategy, too, may be implemented in a number of ways:

- a. Investing in R&D to develop new products to cater to the existing market
- b. Acquiring a competitor's product and merging resources to create a new product that better meets the need of the existing market
- c. Forming strategic partnerships with other firms to gain access to each partner's distribution channels or brand

B. Previous Study

Diska Ayu Tri Retnaningsih (2019) conducted a research study analysis of personality of Hiro's Hamada's life from Big Hero 6 movie. In this research discussed about personality of Hiro's Hamada's through the Big Trait theory.

Try Suseno (2019) examines the semiotic analysis of moral messages in the founder movie. In this research discussed about the signs in the founder movie. The sign contains many meanings and moral values. Which this movie provides a lot of morals that can be reflected in real life.

The researcher differentiates the research from the previous study above. The first and second previous study are analysis about movie. The first study

focussed on personality of the main character through movie. The second study focussed on moral value with semiotika analysis. In the current research, the researcher focussed on the effort of Ray Kroc to make the new ways for expanding McDonald's in *The Founder* movie. He decides the research on the problems that faced by Ray Kroc and the ways that used by him to expand McDonald's in *The Founder* movie.