

## **CHAPTER V**

### **CONCLUSIONS AND SUGGESTIONS**

In this chapter, the researcher gives the conclusion as the result of the study. After analyse the movie, the writer try to take conclusion based on the analysis above. Furthermore, the researcher also gives little advice to the reader.

#### **A. CONCLUSION**

As the result of the analysis in this research, finally the researcher can give some conclusion from the analysis. The first conclusion is about the problem faced by Ray Kroc in expanding McDonald's. The second's conclusion is about the ways used by Ray Kroc to expand McDonald's market.

The first conclusion is about the problem faced by Ray Kroc in expanding McDonald's. The researcher finds Ray problems in the movie those are Ray feels difficult to get agreement when conducting franchise, restaurants that held by franchisee have poor of quality, and Ray Kroc find that his business shows a deficit.

The second conclusion is about the ways used by Ray Kroc to expand McDonald's market in The Founder movie. Those are Ray built his new own company, Supervising the Quality in every branches, and he changes the original milk with powdered one. Every way that Ray Kroc does has its own theory. This can be seen in second chapter.

## **B. SUGGESTIONS**

In this study, the researcher give several suggestions. This is for people who like to watching movie, it is advisable to criticize any movies they watch. They can get information or messages that are useful for our lives. Because sometimes movies inspire us to become better human beings and there are also those that can educate us to do something useful. And for the teachers, hopefully the results of this research will be useful to taught the students. This research can teach students to continue to do creative things. The teacher can raise the value of their creativity through Ray Kroc's struggles when experiencing problems and then solving them in his way. Ray Kroc's leadership values can also be applied when students work together on group assignments. In addition, students are trained on the importance of independent learning from an early age.

For the next researchers who want to analyze about *The Founder* movie. There are still many aspects which can be analyzed about business. Finally, the next researchers can analyze other aspects in *The Founder* movie especially in business and the result of this study may be used as early information to conduct further researchers.