PENGARUH SOCIAL TERHADAP KARAKTER SHREK DALAM ‘SHREK 1’ SEBUAH FILM KARYA ANDREW ADAMSON DAN VICKY JENSON BERDASARKAN TEORI ABRAHAM MASLOW (PENELIYIAN DENGAN PENDEKATAN PSIKOLOGI)

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ABSTRAK


Penelitian ini bertujuan untuk menganalisa pengaruh sosial yang dialami oleh tokoh utama ‘Shrek 1’, sebuah film karya Andrew Adamson dan Vicky Jenson berdasarkan teori psikologi yang di kembangkan oleh Abraham Maslow.

Metode penelitian yang digunakan yaitu penelitian deskriptif. Dalam melakukan analisis data, penelitian menerapkan Model Interaktif yang dikembangkan oleh Miles dan Huberman yang meliputi tahapan (1) pengumpulan data, (2) reduksi data, (3) display data, (4) dan simpulan data karena kriteria ditentukan berdasarkan kegunaannya untuk mendukung analisis data.

Hasil penelitian menunjukkan bahwa (1) Shrek memiliki karakter penyendiri, temperamental, dan apatis; (2) Shrek mengalami perlakuan yang buruk dari masyarakat sekitarnya sehingga mempengaruhi karakternya; (3) Diawal persahabatan antara Shrek dan Donkey, Shrek berusaha menjauhi Donkey namun Donkey tidak putus asa hingga mereka menjadi sahabat; (4) Kisah cinta Shrek dan Putri Fiona yang tidak mempertimbangkan penampilan fisik; (5) Pengaruh social mengubah karakteristik Shrek. Dalam kajian ini peneliti menggunakan teori Abraham Maslow tentang kebutuhan dasar manusia. Kisah dalam film Shrek 1 mencerminkan tentang pengaruh sosial terhadap karakteristik Shrek dari kebutuhan yang paling dasar hingga ketataran kebutuhan yang paling tinggi.


Kata kunci: Psikologi, Film Shrek 1, Pendekatan Psikologi, Hirarki Kebutuhan Dasar berdasar teori Abraham Maslow.
THE SOCIAL INFLUENCE TOWARD SHREK’S CHARACTER IN ‘SHREK 1’ A FILM BY ANDREW ADAMSON AND VICKY JENSON BASED ON ABRAHAM MASLOW’S THEORY (A PSYCHOLOGICAL APPROACH)

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ABSTRACT


This study is intended to analyze the social influence based on psychology development by Abraham Maslow’s theory. It is experienced by the major character in “Shrek 1“, a film by Andrew Adamson and Vicky Jenson.

The method in this study was descriptive method. In conducting data analysis, the researcher applied interactive model proposed by Miles and Huberman, such as (1) data collection, (2) data reduction, (3) data display, and (4) data conclusion. Because the criteria were well determined based on whether they were useful or not in supporting the analysis.

The result of this study showed that (1) Shrek’s character was loner, temperament, and apathetic, (2) The treatment of society surround Shrek has treated him so badly, so it influence the Shrek’s character, (3) The friendship between Shrek and Donkey, first time Shrek tried to make stay away from him but Donkey never gave up and in the end they became friend, (4) The love story between Shrek and Princess Fiona which was not concerned at the appearance, (5) The result of social influence changed Shrek’s character. In this thesis, the researcher used Abraham Maslow’s theory about hierarchy of needs. The story in the film “Shrek1“ was telling about the social influence toward Shrek’s character from the bottom of hierarchy of needs moved into upper stage.

In the process of seeking the needs, Shrek was treated by surrounding him in many way. He was treated as bad creature, as friend, and as lover. Until finally, he could move to the third level of hierarchy of needs.

Key words: Psychological, Shrek 1 Film, Psychological Approach, and Hierarchy of Needs by Abraham Maslow.
INTRODUCTION

Literature (from the Latin Littera meaning 'letters’ and referring to an acquaintance with the written word) is the written work of a specific culture, sub-culture, religion, philosophy or the study of such written work which may appear in poetry or in prose. (In Joshua J. Mark. Literature. 2009. 1 April 2015 taken from http://www.ancient.eu/literature/). According to Salman Rushdie (In Lombardi, Esther. Literature Quote & Sayings. 2014. 1 April 2015 taken from http://classiclit.about.com/od/basicsliteratureintro/a/aa_literaturequ.htm).

Literature is the one place in any society where, within the secrecy of our own heads, we can hear voices talking about everything in every possible way”. So, literature is used to describe about written work about human thinking about everything in many possible way.

According to William Henry Hudson there are 3 genres of literature, there are poetry, drama, and fiction. But today film becomes the part of drama. Film is one of genres of drama or literature. From watching film, people can learn and increase their knowledge. Film is a media which is transfer many moral messages that is contain many aspects of human life. Some of them are the reflection of human life in their daily life.

In the film of SHREK1 by Andrew Adamson and Vicky Jenson, Shrek as the main character thinks that he is the worst creature in the society, but it change after he meet the character Donkey and both of them rescued Princess Fiona. From the psychology aspect, Shrek has characters lonely creature, scary, and apathetic about society so he chooses to life alone in his swamp. SHREK 1 film explains
about an ogre in fairy tale. This film is directed by Andrew Adamson and Vicky Jenson.

This film is focusing on the era when a Lord Farquaad wants to find a wife from royal stock, so he can be a king. This film released on May 18, 2001 at America. This film tells about when Lord Farquaad gathers fairy creature. In the middle of gathering process, Donkey ran away from soldier and meet Shrek and he sticks with Shrek after Shrek saves him from soldier. After that, Lord Farquaad throws the fairy creature to Shrek’s swamp. In order to get back his swamp, Shrek and Donkey go to the Lord Farquaad Castle. Then, Lord Farquaad order Shrek to rescue Princess Fiona from a tower which is guarded by a fire breathing dragon, so he can get back his swamp. After Shrek saves the princes, he is falling in love with her.

In this film, we will find many aspect like social aspect, cultural aspect, and psychological aspect. Especially, psychological aspect which show about Shrek’s character which formed by the social influence surround him. The psychological aspect like rude, lonely, and tempered. But in other hand, Shrek as a living creature also has need about hierarchy of needs. According to Abraham Maslow hierarchy of need is people are motivated to achieve certain needs. When one need is fulfilled a person seeks to fulfill the next one, and so on.

**RESEARCH METHODOLOGY**

In this studies, researcher used the descriptive qualitative type of library research. Nawawi, (1995:651) is stated a descriptive qualitative research, “descriptive method can be meant as a problem solving procedure which detected
with describe the subject condition or present observation based on the real fact or however it is.” This research employed the method of collecting, describing, classifying, analyzing, and drawing conclusion based on real fact or however it is.

According to Miles & Huberman (1992: 15) the data were collected in many ways (observation, interview, document, recording tape), which usually processed before it gets ready to be used. The data in this research are classified into two groups, there are primary data and secondary data. The primary data sources of the studies is the film directed by Andrew Adamson and Vicky Jenson and the script film was written by William Steig and Ted Elliott. The Secondary data sources are books, internet sources, script and other sources that supported the analysis.

Technique of Data Collection, according to Miles and Huberman (1992:50) the researcher has to reach the major part of event all of the data for getting the answer on the solution of the problem to gather the data, the researcher used some techniques stated as follows: watched the movie several times, read the film script, determined the character that would be analyzed, took notes of important parts in both primary and secondary data. classified and determined the relevant data, took notes from the material and some other resources related to the film.

In this study the researcher employed: Interactive Model of Analysis proposed by Miles and Huberman (1992 : 20), which includes: data collection, data reduction, data display and conclusion were interacting each other.
From the figure above, it could be explained that: **1. Data Collection**: data collection is the process of systematically search all data and then move to between data reduction, data display, and conclusion drawing, data collection was appear form of words and not a series of numbers, usually organized into extended text (Miles and Huberman, 1992: 15). The researcher gathered the data likes the Shrek 1 film, the script of the film, and the other data from internet, books, and by lent from his friends. **2. Data Reduction**: Data reduction is the selection process, focuses on simplifying, abstract and transformation of data "hard" that was appears from a written record field (Miles and Huberman, 1992: 16). After the researcher gathered the data, he processed the data from the film and the other based on Abraham Maslow’s theory. **3 Data Display**: Data display is a structure set of information that gave the possibility of drawing conclusions and taken action (Miles and Huberman, 1992: 17). After the data reduction process, the researcher got the data he need to draw conclusions. **4. Conclusion: Drawing / Verifying**: Drawing conclusion had meanings that was appear from the data must be verifiable.
Conclusion refers to a strategy carried out by a researcher in his effort to “confirm meaning” or assure the quality of interpretation presented in the data display. Here, a researcher must checked and rechecked the matching of relationship between the collected data and the established concept to see if there be any coherence.

The making of conclusion here also involved the process of verification for the sake of supporting and justifying the data that had been collected. Verification was an inspection to the note verification happened during the process of writing (Miles and Huberman, 1992: 19).

After the researcher made conclusions, he verified the data. He checked and rechecked matching of relationship between the collected data and Abraham Maslow’s theory.

DISCUSSION

In this part the researcher would discuss about the social influence toward Shrek’s character. In this research, the researcher used the hierarchy of needs by Abraham Maslow. Maslow divided into five class of needs, there are physiological needs, safety needs, needs of love, affection and belongingness, needs for esteem, and needs for self-actualization. But Maslow believe if not all people can achieve in to self-actualization because influence by society.

Based on analysis, the shrek character in the shrek 1 film was fulfill his needs until the third step of hierarchy of needs by Abraham Maslow. In the begining of film, showed Shrek as the main character can completing the Physiological Needs of the Hierarchy of Needs. He had had all biological needs like food, water, cloth, and house. After the physiological needs satisfied, Maslow conducted the safety needs become active. In this part, Shrek made himself isolated and make people
stay away from him and not crossed his privacy. Shrek made banner to make people stay away from him. So, he can enjoy his life and privacy. When people came near Shrek, Shrek would make them scared. It was because people though Shrek was a bad creature. They treated Shrek really bad. It made Shrek chose to live alone so he felt saved. But when gathered fairy creature and dumped them to Shrek’s swamp. It made the safety needs alerted Shrek. To fulfill the safety needs which was disturbed. Shrek went to the Lord Farquaad Castle. Then, Lord Farquaad order Shrek to rescue Princess Fiona from a tower which is guarded by a fire breathing dragon, so he can get back his swamp. After Shrek saves the princes, he is falling in love with her and married her. In this step Shrek fulfilled the Needs of Belongingness of Hierarchy of Needs.

CONCLUSION AND SUGGESTION

Conclusion

Based on the analysis the researcher has done, it could be drawn some conclusions as follow:

1. Shrek fulfilled the Physiological Need of Hierarchy of Needs by Abraham Maslow. He had had all biological needs like food, water, cloth, and house. Not only the Physiological Need, but also Shrek fulfilled the Safety. He preferred to avoid the society and not to be part of it. He made banners to make everyone stayed out from him and drove out everyone to be near him.

2. After Shrek got social influence and met Donkey and Princess Fiona, Shrek’s character changed. He moved into The Belongingness and Love
Needs. He changed from a loner, a temperament, and an apathetic into a good friend, a good lover, and to be part of society. In his married party, there were plenty of fairy creatures.

B. Suggestions

Shrek1 was one of films with the effect of social influence based on Abraham Maslow’s Theory. After doing a research on Shrek1 film used an individual psychological approach by Sigmund Freud, the researcher suggestions to the others:

1. To the teacher

This research can enrich additional information and knowledge for teaching literature especially about psychology and influence of society to human characters in the class

2. To the students

The students can be more understanding about psychology especially about the influence of society to human characters. It can be use to solve problems about students relationship in the class.

3. To the other researchers

The other researchers are supposed to analyzed this film used other approaches. This research can be used as reference.

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