



**THE INFLUENCE OF BULLYING TO SOCIAL IDENTITY OF MAIN
CHARACTER IN THE MOVIE *THE DUFF* (2015)**

A THESIS

**In Partial Fulfillment of the Requirements for
the Sarjana Degree Majoring in American Studies of English Department
Faculty of Humanities Diponegoro University**

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2016

PRONOUNCEMENT

The writer honestly confirms that she compiles this thesis entitled *The Influence of Bullying to Social Identity of Main Character in the Movie The DUFF (2015)* by herself and without taking any results from other researchers in S-1, S-2, S-3 and in diploma degree of any university. The writer ascertains also that she does not quote any material from other publications or someone's paper except from the references mentioned.

Semarang, November 2016

Titis Dyah Hapsari

MOTTO AND DEDICATION

“You lose if you’re envious.”

Jeon Somi

“Beauty begins the moment you decide to be yourself.”

Coco Chanel

“Miracles start to happen when you give as much energy to your dreams as you do to your fears.”

Richard Wilkins

“Looking back, the only things that ever mattered was when I was brave.”

R. Queen

I dedicated this paper to my beloved grandmother and parents who always support me to accomplish this thesis.

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The writer realizes that this thesis is still far from perfection. Therefore, she will be glad to receive any constructive criticism and recommendation to make this thesis better. Finally, the writer expects that this thesis will be useful to the reader who wishes to learn something about social identity and bullying especially its cause and impact to teenagers' life.

Semarang, November 30th 2016

Titis Dyah Hapsari

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ABSTRAK

Setiap orang memiliki identitas yang berbeda dilihat dari perannya masing-masing dalam hubungan sosial. Konsep diri dari seseorang, meliputi identitas individu dan identitas sosial, dapat ditetapkan dari berbagai faktor. Film *The DUFF* menunjukkan pengaruh dari *bullying* (penindasan) terhadap identitas sosial karakter utama dalam film, seorang siswi sekolah menengah atas bernama Bianca Piper. Tujuan dari penelitian ini adalah untuk mendeskripsikan identitas sosial, untuk menunjukkan pengaruh dari *bullying* terhadap identitas sosial, dan untuk menganalisis perubahan perilaku dari karakter utama dalam film. Penulis menggunakan pendekatan psikologi sosial termasuk teori identitas sosial. Hasil dari penelitian ini adalah bahwa terjadi perubahan perilaku dari karakter utama setelah ditindas oleh siswa-siswa lain di sekolahnya. *Bullying* mempengaruhi identitas sosial Bianca sehingga dia kehilangan kepercayaan dirinya dan mengasingkan diri dari berbagai kegiatan sosial. Bianca telah melewati tahap-tahap mendapatkan identitas sosial namun perilakunya tidak berubah secara ekstrem. Dia berada dalam situasi sulit tetapi akhirnya dia dapat membela dirinya sendiri dari penindasan yang berbahaya oleh orang lain. Film *The DUFF* menggambarkan bahwa *bullying* masih ada bahkan sampai sekarang. *Bullying* dapat membuat perilaku seseorang berubah dan dapat mempengaruhi identitas sosial dari orang yang ditindas. Cerita dalam film mungkin tidak menggambarkan kehidupan setiap remaja dan siswa di Amerika, akan tetapi ini menunjukkan kepada kita bahwa orang-orang yang sadar akan penindasan seharusnya membantu menghentikannya untuk mencegah terjadinya sesuatu yang lebih buruk. Selanjutnya, orang yang ditindas juga harus mengumpulkan keberanian untuk membela dirinya dari perbuatan yang tidak adil oleh orang lain.

Kata kunci: identitas sosial, *bullying*, perubahan perilaku, remaja

ABSTRACT

Every person has different identity depending on their role in social relationship. A person's self-concepts, which are individual identity and social identity, can be defined from many factors. The movie *The DUFF* represents the influence of bullying to social identity of its main character, a high school student named Bianca Piper. The aim of this study is to describe social identity, to find out influence of bullying to social identity, and to analyze the behavior changes of main character in the movie. The writer uses social psychological approach which includes social identity theory. The result of this study is that the main character's behavior changes after getting bullied by other students in her school. Bullying affects Bianca's social identity so that she loses her confidence and excludes herself from any social activities. Bianca has been gone through steps of getting social identity yet her behavior is not extremely changed. She is in a difficult situation but eventually she can defend herself from getting dangerously bullied by others. Movie *The DUFF* depicts that bullying still exists even nowadays. Bullying can make a person's behavior change and influence the social identity from the bullied person. The story in the movie may not represent life of every American teenagers and students, but it shows us that people who are aware of bullying should help stopping it to prevent something worse happen. Furthermore, the bullied person should also gather courage to defend themselves from injustice acts from others.

Keywords: social identity, bullying, behavior changes, teenager

CHAPTER 1

INTRODUCTION

1.1. Background of the Study

People nowadays have many concerns since everything can appeal into public. They may think and act differently related to their lifestyle. Society may not set a standard of lifestyle but people still feel insecure and worry. They are afraid that their imperfection will affect how other people think about them. It makes them worry and lose their confidence. When people lose their confidence, they are more vulnerable to be attacked by others. There are many ways of attacking behavior, one of them is bullying.

Lifestyle also includes how people dress in different style. If a person feels that he or she dresses better than the others, there is probability that they will look down at others. Furthermore, a person will likely befriend with people who have common similarity with him or her. Physical appearance also has role to define what kind of friend a person would make with. For example, people have friend who has similar attractiveness with them. If a person feels less attractive than their best friends, it can make that person feels less valuable. Then that person will start complaining about their body. "Different social contexts may trigger an individual to think, feel, and act on basis of his personal, family or national "level of self". ... (Turner et al, quoted by University of Twente)." The different "level of self" can lead someone to think which group he or she should join. A person's social identity is different as they belong to different group. People who think that they have "better" level of social identity may also bully other individual or group.

Bullying is everywhere in this era. According to Dan Olweus, “a person is bullied when he or she is exposed, repeatedly and over time, to negative actions on the part of one or more other persons, and he or she has difficulty defending himself or herself (1993).” Bullying can happen in school or among peer groups. Nowadays a bullied person cannot escape from bullying even if they are at home. Social media play great role as a media of bullying. The participants of bullying are not only the first bully but also their friends on internet or even people around the world. They are judging each other even though they do not know the subject in personal. It is easier to leave bad comment to other people because they do not have to reveal their true identity on social media. This situation is called as cyber bullying. Hinduja and Patchin (2014) define cyber bullying as aggressive and frequent attack by using electronic devices in example computers, cell phones, and etc. Cyber bullying also happen in circumstances of American teenagers.

The life of American teenagers is often depicted in movies. Most of those movies are about school life since it is about daily life of teenagers. There are many popular American high school films which we would not get bored to watch it all over again. School life is one of themes that would never sound outdated in the scope of film. It is refreshing to watch stories about the life of teenagers. The theme is basically similar but a film has many differences with others. There will be another new high school movie but it is all classic yet refreshing. The main plot is mainly about how the main character live to face the real world. Friendship, trust, love, competition, and lifestyle are the core part of high school films.

Film is a literary work that can influence people who watch it. According to McQuail in *Mass Communication Theory* (2010), film is a new technological invention in nineteenth century which has a brand new purpose. It presents a new way to enjoy entertainment such as stories, event, music, and drama which are popular in public. Since film is a visually oriented art, the digital touch added to the motion pictures makes it live and powerful. It conveys messages from the producer to the viewers and gains responses as the feedback. When the film gains its popularity, the viewers increase and it means that film has strength to educate people. However conveying message through the audiovisual media is like a double-sided knife, people will catch the message but it is their choice to response it in a positive or negative way.

The writer chooses to analyze movie *The DUFF* (2015) because its story suits for this research. The development of technology and the use of internet nowadays made everyone susceptible of cyber bullying. It also affects the life of American teenagers. The influence of bullying to American teenagers is reflected by the main character in the movie. The behavior of the main character named Bianca changes during the movie because of internal and external factors. Thus the writer decides to describe movie *The DUFF* (2015) to represent the influence of bullying to social identity of the main character in the movie.

1.2. Scope of the Study

The limitations are needed to decide the particular topic. It makes the writer more concerned in finding the answer of the defined problems. The writer also limits the objects and theories that will be explained. To describe the

narrative elements and cinematic elements, the writer analyzes intrinsic aspects in the movie. Furthermore the writer also analyzes extrinsic aspects to explain the influence of bullying to social identity of main character in the movie *The DUFF (2015)*.

1.3. Aim of the Study

The aims of the study are as follows:

1. To describe the narrative and cinematic elements of the movie *The DUFF (2015)*.
2. To explain the influence of bullying to social identity of main character as reflected in her behavior changes in the movie *The DUFF (2015)*.

1.4. Methods of the Study

The writer uses methodology to answer the research problems that are explained in the thesis. The writer uses not only method of research but also method of approach to explain the problems in the thesis.

1.4.1. Method of Research

Library research is used by the writer in order to gather data to analyze research problems. The primary data is from the movie, and the secondary data are supported by books, journals, and articles associated to the subject.

1.4.2. Method of Approach

Objective approach is a method chosen by the writer to explain the intrinsic aspects such as narrative elements and cinematic elements in the movie. Abrams (1991), states that objective work is a work that shows the imaginary

characters in many different situations. It includes thoughts, feelings, and actions of the characters. Objective approach used is objective criticism, which describes a literary work as a world-in-itself. It is used to describe only intrinsic elements in literature. Objective criticism is also often called as “new criticism”. New criticism is an objective approach to analyze characteristic of object as a work itself. Furthermore to analyze the extrinsic aspects about the influence of bullying to American teenagers in the movie *The DUFF*, the writer uses social psychological approach. The writer uses Social Identity Theory from Henri Tajfel and John Turner (1979).

1.5. Organization of the Writing

Chapter 1 : INTRODUCTION

Chapter 1 contains the background of the study, scope of the study, aim of the study, method of the study, and organization of writing.

Chapter 2 : SUMMARY OF MOVIE THE DUFF

In this chapter the writer will explain the summary of movie *The DUFF*.

Chapter 3 : THEORETICAL BACKGROUND

Chapter 3 includes the literary review of the thesis. The literary review contains of intrinsic aspects and extrinsic aspects of the movie.

Chapter 4 : THE INFLUENCE OF BULLYING TO SOCIAL
IDENTITY OF MAIN CHARACTER IN THE
MOVIE *THE DUFF* (2015)

Chapter 4 includes the explanation of *The DUFF*
through the analysis of the intrinsic and extrinsic
aspects.

Chapter 5 : CONCLUSION

Conclusion of the thesis.

CHAPTER 2

SUMMARY OF MOVIE *The DUFF*

The story is about the life of Bianca Piper, a student of Malloy High School. Bianca has two popular best friends, Jess Harris and Casey Cordero. Male students are always amazed seeing Jess and Casey because they think that Jess and Casey are very pretty and hot. People have time to greet Jess and Casey as usual and Bianca looks like she used to not being greeted by their friends. There is a mean and rude girl named Madison Morgan who invites Jess and Casey to come to her party. She makes an excuse that she forgets to invite Bianca, then Casey sarcastically tears the invitation card and says that Bianca is invited.

Jess and Casey insist that Bianca should come along to Madison's party. Bianca says that it is not a big deal for them but it is for her because she does not have a date. Then Jess and Casey say that they will manage it so Bianca does not have to worry about it. Bianca and friends decide to come to Madison's party. Bianca looks so average wearing casual clothes she picks by herself while Jess and Casey are wearing gorgeous dresses. While Bianca gets the drink, she meets Wesley and Wesley recklessly says that she is a DUFF. She does not understand what he is talking about and Wesley explains to her about the DUFF – Designated Ugly Fat Friend. DUFF is a new word to describe people who befriend with popular people and act as a gate keeper. People like to approach DUFF of the group to easily approach the popular person they want to befriend with. Bianca feels insulted by Wesley's words and she splashes the cola to him. No matter how

hard she tries to not mind it, she thinks about it while she is seeing herself in front of the mirror. She looks up about DUFF in internet and terrifies by the fact that she is the DUFF. She is walking with her friends but she looks like invisible, even the professors only greet Jess and Casey. Bianca cannot hold her anger anymore. She starts a fight with Jess and Casey in the library.

Bianca comes to the field and offers a deal with Wesley. He promises to change Bianca to not to be a DUFF anymore and Bianca promises to help him in science class. Unfortunately, the video of Bianca doing sexually bold jokes while wearing summer outfit in mall is spread to the school forum. The video titled “DUFF Love” is intentionally spread by Madison because she is jealous seeing Wesley in the mall with Bianca. The video spread very fast through smart phones. In an instance everyone laugh and mock at Bianca. She comes to Wesley and asks why he spread the video since he promises he will not spread it. Eventually she knows that Wesley does not spread the video.

The next day, Bianca confesses her love to Toby Tucker, her lifetime crush. Toby is okay with it and asks her for a date in his house. When they are dating, she finally knows that Toby is not interested with her. He just approaches her in order to get information about Jess and Casey. Bianca gets angry and leaves his house. Bianca cries on her way home and sends message to Wesley to meet her in the big rock, her favorite place. Suddenly Bianca turns her back because she sees Wesley is there with Madison. Then Wesley apologizes but Bianca refuses it because she feels like popular people like Wesley will not befriend with a DUFF like her.

While other students are busy preparing for homecoming party next weekend, Bianca just has a lazy life. Jess and Casey come to Bianca's house to ask what really happens. Bianca confesses that she feels less popular and less beautiful from her best friends, but she cannot tell them because she does not feel like they will understand what she feels. Bianca's mother told Bianca that she has to accept herself and to show her true self in her best way. By the help of Jess and Casey, Bianca gets a new pretty dress sewed from her favorite clothes.

Bianca, Jess, and Casey are stunning in the homecoming party. Toby tries to talk to Bianca but she refuses and talks to Wesley. However they do not have much time because Madison comes to interrupt them. Few minute after that, the queen and king of homecoming party are announced. As expected, Madison is the queen of homecoming. Then the football captain, Wesley, is announced as the king of the homecoming. However Wesley refuses to get his crown and says that he has to get his girl not other than Bianca. Finally Bianca posts an article titled "Tale of High School DUFF" to the school newspaper. The responses are big and it helps people to accept their selves. Wesley continues to Ohio University but he and Bianca always keep in touch. The story ends showing a high school DUFF dates the football captain and become the neighbor couple.

CHAPTER 3

THEORETICAL BACKGROUND

The writer uses different methods to explain the narrative elements and cinematic elements in the movie. The methods used are from different theories and perspectives. In this chapter, the writer explains the definition and theory related with intrinsic aspects and extrinsic aspects in the movie.

3.1. Intrinsic Aspects

3.1.1. Narrative Elements

3.1.1.1. Theme

“Theme is the central idea or meaning of a story. It provides a unifying point around which the plot, characters, setting, point of view, symbols, and other elements of a story are organized” (Meyer, 1990:196). Theme is usually universal when people can also find theme in literary work as something that also happened in real life. Theme has a big impact to the story because it led how the story will work. The author or the producer usually conveys the value and message of the literary work in theme.

3.1.1.2. Characters

Every story has character as its intrinsic aspect. According to Kennedy (1991), a character is a person who is presented in a story. A character is usually a human, but some characters can be animal or thing. However we often generalize character as human since it is more common as human for having thought what they should do. In the beginning of the story, a writer sometimes gives hint about

personality of characters in the story. However, it does not mean that their personalities will not change through the story. Kennedy quotes E.M. Foster, states that a character can be flat or round. Flat character is a character that has only one particular behavior or image. In a story, there can be many flat characters. The writer makes distinguishes them by giving different extraordinary appearance or characteristic. In the other hand, round character is a character that shows more traits about themselves. The writer portrays round character with many details. Since it is a round character, as viewers we probably can think about them differently than other characters' thought. It is because we can see round characters' thoughts, feelings, and views from different side.

In many stories, most of flat characters are supporting characters and round characters are main characters. Round characters will always change throughout the story. They can grow better or grow worse, or they can even be a completely different character. Mostly main characters are also round characters. Main characters appear often and lead the story, so they probably show many sides of their selves. Different with main characters, minor characters, who are usually also flat characters, only have few screen time. Minor characters cannot show many sides of their selves because it will take too much screen time and distract the viewers from main characters.

3.1.1.3. Settings

Definition of setting according to Abrams in *A Glossary of Literary*

Terms:

The overall setting of a narrative or dramatic work is the general locale, historical time, and social circumstances in which its action occurs; the setting of a single episode or scene within such a work is the particular physical location in which it takes place. (1999:284)

Place, time, and social circumstance are included to setting. Kennedy states that the importance of setting is not merely as background of the story. Setting creates natural circumstance so the actors can act as their story line. There are three aspects of setting, they are setting of place, setting of time, and also setting of circumstances.

Setting of place is physical surroundings in the story. Every place can be part of setting of place, such as house, street, or a region. If the story occur in an existing place, the director usually visit and observe the place before making the film. Quoting Henry James, Kennedy says that setting has role to play so it has to be as concrete as other elements. The next one is setting of time. Time takes in the story is included into setting of time, such as hour, year, or century. The time when the story happens has strong influence to the story. It also helps viewers to understand the story better based on the era. Besides setting of place and time, there is also setting of circumstances. Such circumstances like weather or climate are substantial in a story. Weather or climate that are included into physical circumstances relate to setting of time. Sometimes social circumstances can also affect the characters. All elements of settings are evoked so that setting itself can bring atmosphere to the story. It creates feeling that makes the story alive and increases the effectiveness of the story.

3.1.1.4. Conflicts

Definition of conflict according to Holman:

Conflict is the struggle that grows out the interplay of the two opposing forces in a plot. Conflict provides interest, suspense, and tension. At least one of the opposing forces is usually a person, or, if an animal or an inanimate object, is treated as though it were a person (1986:107).

In most of story, it is often when a conflict happens. The existence of conflict influences every incident which makes plot of the story. The characters can be involved in many kinds of conflicts. Holman states the kinds of conflicts are a struggle against nature, a struggle against another person, a struggle against society, and a struggle against fate or destiny (1986:107-108). A struggle against nature is included to internal conflict. Internal conflict has influence to a character's life because it is inside the character and it is faced by the character itself. Internal conflict involved the emotion, will, or faith of the character. By experiencing this conflict, the character can grow in a better or worse way. Besides, a struggle against another person, a struggle against society, and a struggle against fate or destiny; can be included as external conflicts since the character faced problem against others.

3.1.2. Cinematic Elements

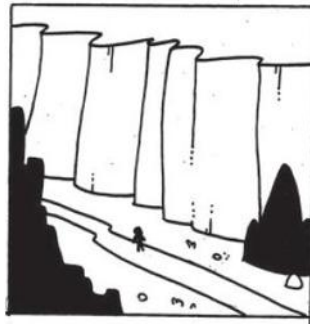
Film theory is the interpretative frameworks which are collected and developed over the time. Its function is to make people understand easily about the way a film is made. In cinematic elements, the writer will explain the film techniques used in the movie. The writer will explain about camera shot and mise-en-scene. Camera shot is the amount of space which is shown in shot and frame.

Different camera shots can create different atmosphere and meaning of the film.

There are many types of camera shot, they are:

3.1.2.1. Extreme Long Shot

According to Heiderich, extreme long shot is used to display subjects which are shown from the huge space. It shows the immensity of where the story takes place. It is usually used in the beginning of movie. Extreme long shot is also known as establishing shot.



Picture 3.1

Extreme long shot

(Cinematography Techniques: The Different Types of Shots in Film, p.7)

3.1.2.2. Long Shot

Long shot shows the background of the movie and the whole environment. The viewers could see the characters but not the details of conversation and gestures. “The subject matter comfortably fills the frame, with appropriate head room and a little room beneath the subject as well (Hughes, 2012:46).”



Picture 3.2

Long shot

(Cinematography Techniques: The Different Types of Shots in Film, p.7)

3.1.2.3. Medium Long Shot

Heiderich states that medium long shot is a shot between long shot and close shot. This shot does not show emotional side of the subject because it is too far to show the intimacy of the characters. Since medium long shot is a little closer than long shot, it informs what the characters say well.



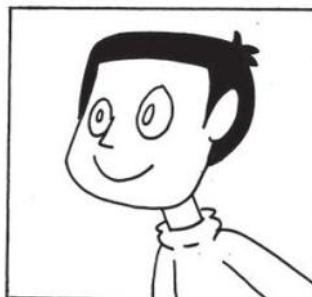
Picture 3.3

Medium long shot

(Cinematography Techniques: The Different Types of Shots in Film, p.8)

3.1.2.4. Medium Shot

Medium shot is a shot that shows the character's upper body to head. In medium shot, the character's face and gestures are clearly shown. It is usually used to show the characters when they have conversation. In Hughes' opinion, medium shot is also called mid-shot.



Picture 3.4
Medium shot

(*Cinematography Techniques: The Different Types of Shots in Film*, p.8)

3.1.2.5. Close Up Shot

Close up shot captures the character's features in a short distance. It emphasizes on the character's facial expression. According to Heiderich's explanation, in close up shot we can see more clearly about the character. If it shows the character's face, the expressions and emotions is more noticeable. Close up shot sometimes also show what the character is doing, so that we can see their moves in detail. The character's acting gives stronger impact when it is captured in close up shot.



Picture 3.5
Close up shot

(*Close up*. Storyboarding Basics. www.brianlemay.com)

3.1.2.6. Extreme Close Shot

Extreme close shot is used to capture details of thing or features on character really closely. Extreme close shot according to Heiderich:

For amplifying emotional intensity, the extreme close-up puts the camera right in actor's face, making even their smallest emotional cues huge – and raised the intensity of the problems behind them. This work for objects too: ... (page 9)



Picture 3.6
Extreme close shot

(Cinematography Techniques: The Different Types of Shots in Film, p.9)

3.1.2.7. Mise-en-scene

The other cinematic element which is explained by the writer is mise-en-scene. Mise-en-scene according to Bordwell and Thompson:

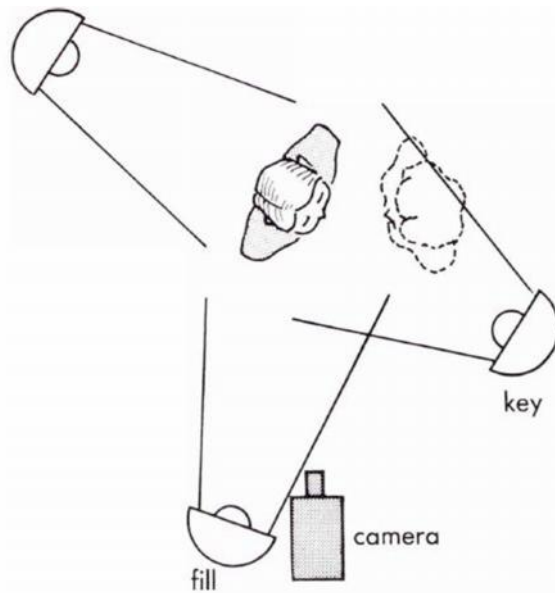
In the original French, mise-en-scene (pronounced meez-ahn-sen) means putting into the scene, and it was first applied to the practice of directing plays. Film scholars, extending the term to film direction, use the term to signify the director's control over what appears in the film frame. As you would expect, mise-en-scene includes those aspects of film that overlap with the art of the theater: setting, lighting, costume, and the behavior of figures. In controlling the mise-en-scene, the director stages the event for the camera (2008:112).

In mise-en-scene all elements of the movie is placed in a particular frame. There are many elements influence the perfection of mise-en-scene. Furthermore, Bordwell argues that these are essential elements to create mise-en-scene. They are setting, costume and make-up, lighting, figure expression and movement. The first element is setting. According to Bordwell, setting has important role to make the story alive. Quoting Andre Bazin statement, a drama can still exist without the presence of actor. Some aspects of setting itself can naturally tell the story, such

as a banging door or waves on the sea. In that way, setting not only can influence the character but also can be the character. The director can use an existing setting or renovate the setting. A full scale setting is not always a new-built place. The director usually adds props to make the setting looks different in the next chapter. The props can be something usually used in theatrical show, for example are miniature building, snowstorm paperweight, etc (Bordwell&Thompson, 2008:122-125).

The second element is costume and make-up. Costumes and make up also play important role in movie. Different material, different color, and different pattern can influence the character in many ways. In his book, Bordwell gives example of Erich Von Stroheim who enthusiastically made details costumes he created. He even made a specific underwear which match with the event when the actors wore the costumes. Even though the underwear is not showed in the movie, but it is important to make it as real as possible. The detailed costumes help to lift the actors' mood to act as similar as the setting. Similar with costumes, make up enhance the appearance of actors. Make up is adjusted to era of the story and the characteristic that will be played by the actors. According to Bordwell and Thompson, the function of make-up is to enhance the appearance of actors. Actors' faces often cannot be seen clearly on screen. By applying make-up, the features of actors' face can appeal on the screen. The make-up used for actors and actresses are different. Actress usually wear latest make-up trend as part of fashion. In the other hand, actors also wear make-up but it is created like no make-up. Costumes and make-up are necessary to make convincing characters.

The following element is lighting. Every shot has different kind of lighting. By creating highlights and shadows, the director can adjust darkness in every shot. Lighting can specify situation and mood of the story. Bordwell states that lighting creates illumination to give impact to the story. It illuminates objects by highlights and shadows. The composition of the frame is also influenced by how the director uses highlights and shadows. There are mainly three sources of light which are used by Classical Hollywood filmmakers. The illustration is below:



Picture 3.7
Lighting
(*Film Art: An Introduction*, p.130)

The next element of mise-en-scene is figure expression and movement. Bordwell argues that figure is not merely about human characters, but it can be animal, thing, or shape. “Mise-en-scene can give such figures the power to express feelings and thoughts; it can also dynamize them to create various kinetic patters (Bordwell & Thompson).” It seems unrealistic when shapes can also

perform movement. However, it does not have to be a “realistic” performance since the viewers should see the context of the film. All elements of mise-en-scene are combined as a unity in one frame.

3.2. Extrinsic aspects

Besides intrinsic aspects, extrinsic aspects also affect the way the writer tells the story. Extrinsic aspects may not be clearly shown in the story but it indirectly affects the story. According to Wellek and Warren (1948), the function of extrinsic aspects is to explain a literary work in social context. It usually has explanation of causal effect of a story. In this paper, the writer analyzes extrinsic aspects in the movie. The writer explains the circumstances and psychological state of the main character in the movie. The theory which will be used to analyze the extrinsic aspects is Social Identity Theory from Henri Tajfel and John Turner (1979).

3.2.1. Social Identity Theory

Psychological approach is used to analyze the external aspects in movie the *DUFF*. The writer uses Social Identity Theory from Henri Tajfel and John Turner (1979). This theory is related with the existence of a person in-group or out-group in society. According to Myers (2013), in-group is a group of people that have the similar sense of belonging and similar shared identity. People usually called their in-group as "us". In the other hand, people notice out-group as a separately different group which is not alike with their in-group.

The reason why the writer chooses this theory to analyze the external aspects is because the main character in the movie has hard time in her peer

group. As her appearance is different from other members in her group, she is bullied by others. The writer analyzes the influence of bullying to the main character in the movie using psychological approach. This approach emphasizes in the process of Bianca's behavior changes as the result of discrimination act from her out-groups.

“Social identity is that part of an individual's self-concept which derives from his membership of a social group (or groups), together with the value and emotional significance attached to this (Tajfel, 1978).” In social identity theory, definition and categorization of a person in intergroup relation will be analyzed by considering the social circumstances. Self- categorization is usually not about a person “personal self” but as a particular in-group as their favorite. A person's favorite in-group is important because it is their pride and self-esteem. According to Smith and Tyler, quoted by Myers in *Social Psychology*:

We humans naturally divide others into those inside and those outside our group. We also evaluate ourselves partly by our group memberships. Having sense of “we-ness” strengthens our self-concepts. It feels good. We seek not only respect for ourselves but also pride in our groups (1997).

A person's attitude may not be their true self but they are probably affected by social context. Prejudice and discrimination in society could also have role to shape someone's personality. Different person with different personality can be defined to very different social groups. According to Turner et al, different social contexts may trigger an individual to think, feel, and act on basis of his personal, family or national “level of self” (1987).

There are three steps of finding a person's social identity; they are social categorization, social identification, and social comparison.

3.2.1.1. Social Categorization

Social categorization is the first step when a person is defined where groups he or she could possibly belongs to. Myers (2013) argues that in this step, we categorize people, and also ourselves into some groups. Every group will do internalization for the new members of the group.

3.2.1.2. Social Identification

We can conceptualize a group, in this sense, as a collection of individuals who perceive themselves to be members of the same social category, share some emotional involvement in this common definition of themselves, and achieve some degree of social consensus about the evaluation of their group and their membership in it. (Tajfel & Turner, 1979)

The next step is social identification which a person adjusts and conforms to the new groups. When the group members communicate more, a person usually adjusts themselves to group's habit and norms. The members are slowly imitating other member's habit and the members' behavior looks compatible.

3.2.1.3. Social Comparison

The third step is called social comparison. In this step, how a person think about another person is influenced by the perception of their in-group. Myers states that in-group and out-group will look contrast to each other. However people usually show their favoritism to their own group.

People usually define themselves as their in-group image so they tend to see the relationship between their group and other out-group to compare persons' social identity. The perception is enhanced by considering how in-groups or out-groups behave in society.

We often define in-group as “us” and out-group as “them”. While in social comparison step, we often compare our in-group and out-group. Since people have pride within their in-group, they want to look better than other groups. Myers (2013:328) states that in-group bias indicates a positive self-concept. It means that they accept their self-concept. When an in-group is being successful, its members tend to bond stronger to the group. It makes people feel better to be a part of their in-group.

Comparing in group and out group can lead to discrimination. In order to examine about minimal conditions for discrimination, Tajfel and friends made an experiment. Their experiment is called Minimal Group Paradigm Studies. In this experiment they analyzed any cases where discriminative behavior could be seen in assumptions or practices. A sense of membership show that in-group favoritism and discrimination could lead to out-group humiliation. The result is that in-group favoritism and out-group humiliation exist in our society. Even when competition among groups does not exist, a person will favor their in-group than the out-group. A person usually prefers their identity as “we” rather than “I” to enhance their self-esteem since group gives a sense of belonging to its members.

Everyone has their own personal identity which is not usually shown by their behavior, gesture, and etc. Then a person gets their social identity after having been in social categorization step. They categorize themselves into groups that possibly match with their characteristic and then join the group. When a person already joined the group, they will refer the group as their in-group. They adjust their behavior to group’s norms so that the group members have compatible

distinctiveness. After that, people get their social identity by how the group is seen in society. Then they define their characteristics like their social identity, not like their personal identity anymore. Since every group has its own uniqueness, it makes every group is different from other groups.

People often label their in-group as “we” and out-group as “they”. Sometimes because of the distinctiveness people tend to compare a group to another. Intergroup comparison can result satisfaction or dissatisfaction depend to the person. “Moreover, out-group stereotypes prosper when people feel their in-group identity most keenly (Wilder & Shapiro, 1991; in Myers, 2013).” A person who prefers their in-group will feel satisfied because in-group is more favorable group for them. However a person who prefers their out-group than their in-group will feel dissatisfied with their current in-group. Members of an in-group sometimes can discriminate other out-group in any condition to make their group looks better.

The writer uses this theory to analyze intergroup comparison among groups in Malloy High School in movie *The DUFF*. How the main character got her social identity will also be explained based of steps in the scheme. Other elements such as prejudice and discrimination also will be explained since those also give impacts of the changing behavior of the main character in the movie.

3.2.2. Bullying

In the movie *The DUFF*, the beginning of all problems occurred is bullying. Kowalski et.al state that bullying is a situation when a person uses their

power to show off the gap of social power or status to other. The bully uses physical strength or other method to attack the bullied in repeated behavior. The bully and the person bullied often have imbalance power so it gives hard time for the person bullied (2008:17). Nowadays people do not only use physical strength to bully others, but also use the power of internet and social media. People are using social media to communicate each other and to express their self. However it is also dangerous because other people can leave bad comments in someone's account. Furthermore the malicious comments can be sent anonymously so there are no boundaries for people to bully someone. Bullying others using internet and electronic devices is called as cyber bullying.

There are many types of cyber bullying. Furthermore in this thesis, the types that are discussed related to the movie are denigration and harassment. Kowalski et.al state that denigration is spreading derogatory and false information online. The bully spread the information by posting it on web page or sending it as message to others. It can be digitally edited photos or a song which made to mock someone. The bully fakes the information of someone and it causes harm for the bullied person (2008:48). The next one is harassment. Harassment is repeatedly sending cruel, vicious, and/or threatening messages (Feinberg & Robey, 2010). Denigration and harassment are the kinds of cyber bullying which is happened to main character in the movie *The DUFF*.

As Hinduja and Patchin state in their article, cyber bullying is even more dangerous than traditional bullying. In cyber bullying, people can disguise themselves as anonymous or using pseudonymous names. The bullied person does

not know why they are attacked online. It may also difficult for them to find the culprit. Since it is online, the cyber bullying action can be viral. It may not only spread to people around the bullied person, but also people in the town or even people around the world. The bullies find it easier to attack someone online because they do not have to mock them face to face. It can be done whether the bullies are far or close with the bullied person in physically distance. Furthermore the bullies do not know how much they hurt the bullied person because they cannot see his or her response at a glance (Hinduja & Patchin, 2014:2-3).

As the freedom of using internet is increasing each year, the prevention of its negative effect is also necessary. There are already laws which regulate the use of social media and cyber bullying. However the role of closest circumstances of the bullied person such as family, peer groups, and school is more important to prevent and overcome the problems. In his speech at the White House Conference on Bullying Prevention, U.S. President Barack Obama states:

Today, bullying doesn't even end at the school bell -- it can follow our children from the hallways to their cell phones to their computer screens. ... No child should feel that alone. We've got to make sure our young people know that if they're in trouble, there are caring adults who can help and young adults that can help; that even if they're having a tough time, they're going to get through it, and there's a whole world full of possibility waiting for them. We also have to make sure we're doing everything we can so that no child is in that position in the first place. And this is a responsibility we all share -- a responsibility we have to teach all children the Golden Rule: We should treat others the way we want to be treated. (March 10, 2011).

Whether it is traditional bullying or cyber bullying, both of them have to be prevented from the beginning. If the bullying continues, the bullied person should talk about it to those who close with him or her.

CHAPTER 4

THE INFLUENCE OF BULLYING TO SOCIAL IDENTITY OF MAIN CHARACTER IN THE MOVIE *THE DUFF* (2015)

4.1. Analysis of Intrinsic Aspects

This section contains analysis of intrinsic aspects in the movie. Narrative elements and cinematic elements will be described with the supporting data such as pictures and dialog of the scene. Narrative aspects are used to describe the environments in the story. Besides, cinematic elements are used to show intrinsic aspects and extrinsic aspects in the movie.

4.1.1. Analysis of Narrative Elements

4.1.1.1. Theme



Picture 4.1
00:00:52

Malloy High School



Picture 4.2
00:00:54

The gate of Malloy High School



Picture 4.3
00:00:58

Students in corridor

GIRL: (*prologue*) I thought we were living in a brave new world, a place without labels. But every so often, there's that one moment in high school that changes your perspective of everything.
(The DUFF, 00:00:52 – 00:00:58)

The theme of this movie is about school life. The beginning of the movie shows the first day of senior year of Malloy High School student. The prologue is

stated by the girl named Bianca. The prologue implies that she hopes that her senior year will be a good year. However it is different because it is a turning point when she changes her perspectives about everything. Friendship and love in high school are also included in the story.

4.1.1.2. Characters

4.1.1.2.1. Main Characters

4.1.1.2.1.1. Bianca Piper



Picture 4.4
00:02:07

Bianca walks in corridor



Picture 4.5
00:02:12

Bianca watches
Zombie movies



Picture 4.6
00:02:15

Bianca answers every
question in class

BIANCA: (*monologue*) That's me. Bianca Piper #The Other One #Cult
Movie Fanatic #Honor Roll Student #Adequate Violin
Player

(The DUFF, 00:02:07 – 00:02:15)

The female main character of the story is Bianca Piper. She is the main character because she leads how the story goes. Bianca is a senior student in Malloy High School. As the description in her monologue, she looks like ordinary high school student, not like the popular ones. She has two best friends who are popular in school, they are Jess and Casey. However Bianca is not like her best friends. She does not like feminine things or going to party. She is also not good talking to her crush. She does not care about her appearance in front of public. However after being the school DUFF, Bianca's personality has changed. She

feels that her friends just use her to make themselves look prettier. She does not have any confidence so that she thinks to change herself by asking for help to Wesley. Those events show that Bianca is also round character. Her characteristic changes through the story as she shows many different sides of herself.

4.1.1.2.1.2. Wesley Rush



Picture 4.7
00:02:07
Wesley in school



Picture 4.8
00:02:12
Bianca introduces
Wesley as her neighbor



Picture 4.9
00:02:15
Wesley's room which can
be seen from Bianca's room

BIANCA: (*monologue*) You know those people you grow up with, maybe you took baths with them when you were a little, but now they just annoy the shit out of you? I give you Wesley Rush. #Football Captain #Man-Whore #Bianca's Neighbor
(The DUFF, 00:02:07 – 00:02:15)

The male main character is Wesley Rush. He is Bianca's neighbor and he is also popular student at school. He has a girlfriend named Madison. Both of them are popular so people do not mind about their behaviors. At first, he does not look nice. He is very honest yet somehow annoying when he says that Bianca is a DUFF. Wesley looks like a cool guy who does not care about everything. However he changes in the middle of story. He agrees to help Bianca to not to be a DUFF anymore so that he can pass chemistry class with Bianca's help. When the DUFF video is going viral, he shows that he cares of Bianca by threatening people not to spread the video anymore. Although Wesley is still in relationship

with Madison, in the end he knows his true heart. The change of his characteristics shows that he is also a round character.

4.1.1.2.2. Minor Characters

4.1.1.2.2.1. Jess Harris



Picture 4.10
00:01:19
Jess in school

Picture 4.11
00:01:21
Jess as self-taught designer

Picture 4.12
00:01:24
Jess as Zen Buddhist

BIANCA: (*monologue*) Jess Harris #The Kind One #Aspiring Designer
#Zen Buddhist
(The DUFF, 00:01:19 – 00:01:24)

Jess Harris is one of Bianca's best friends. She is the type of girly student. It is shown from the way she dresses and speaks. She is the calmest one among her two best friends. Jess always looks for solution if the girls are in trouble. In example, she asks Casey to shut down the server that contains DUFF video. She keeps being nice even though she and Casey are not in a good term with Bianca. Jess' character is not changing much in the story. When Jess and Casey stop hanging out with Bianca, Jess remains calm. Since Jess is one of minor characters, she also acts as flat character that keeps being nice in the story.

4.1.1.2.2.2. Casey Cordero



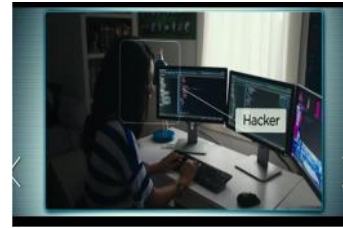
Picture 4.13
00:01:44

Casey in school corridor



Picture 4.14
00:01:48

Casey plays football



Picture 4.15
00:01:52

Casey hacks some sites

BIANCA: (*monologue*) Casey Cordero #The Tough One #Striker #Hacker
(The DUFF, 00:01:44 – 00:01:52)

The next one is Casey Cordero. She is described as tough girl who can do everything. Her appearance is also good with her tanned skin and proportional body. She is not as worried as Jess even when Bianca stops hanging out with them. Actually she cares of Bianca but she does not show it like Jess does. Her role is as Bianca's best friend. Eventually, Casey and Jess help Bianca through her difficulties and hang out together again.

4.1.1.2.2.3. Madison Morgan



Picture 4.16
00:03:29

Madison gives party invitations to friends



Picture 4.17
00:03:45

Madison mocks her friend's dress



Picture 4.18
00:03:55

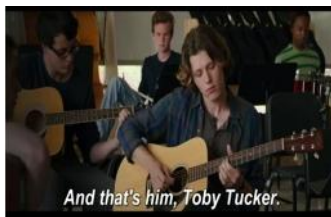
Madison walks in school corridor

BIANCA: (*monologue*) Meet Madison Morgan. As she would tell you herself, she's the hottest girl in school. Even the gay guys wanna date her. #Future Reality Star #Passive Aggressive #Aggressive Aggressive. So yeah she was a bitch. Were we faking friends with her? Kind of.

(The DUFF, 00:03:29 – 00:03:55)

Madison Morgan is the antagonist character in the story. As she is a minor character, she mostly shows her bad traits. She is an arrogant girl but popular of her beautiful face and body. Her relationship with Wesley is unclear but she treats Wesley badly. She also bothers other girl who seems to close with Wesley, like Bianca. She also likes to mock other girls because she thinks that she is the prettiest girl in the school. Madison keeps being a drama queen until the end of the story, but unfortunately her evil deeds fail to make Wesley stays beside her.

4.1.1.2.2.4. Toby Tucker



Picture 4.19
00:07:18
Toby plays guitar



Picture 4.20
00:07:27
Toby in school



Picture 4.21
00:07:32
Toby stands in front
of his locker

BIANCA: (*monologue*) Although Jess's menu of dudes was never-ending, there was only one guy I wanted to be my date. And that's him, Toby Tucker. I couldn't work up the courage to say three words to Toby. No, literally, three words.

(The DUFF, 00:07:14 – 00:07:36)

Bianca really likes Toby Tucker. He is a popular student who can sing and play guitar well. He becomes more popular after the "DUFF love" video is spread because Bianca mention Toby's name while playing the mannequin. Toby looked like a nice person in the beginning of the story. However in the end we can see that he is not different from those who like to approach Bianca in order to get close with Jess and Casey.

4.1.1.2.2.5. Dottie Piper



Dottie Piper

#WhatsAHashtag?

BIANCA:
And that's my mom.

Picture 4.22
00:10:41

Bianca introduces her mother



[SOBBING]

Picture 4.23
00:10:47

Dottie is depressed because of divorce



[AUDIENCE CHEERING]

Picture 4.24
00:11:24

Dottie as motivator

BIANCA: (*monologue*) And that's my mom. Three years ago my dad left her. She did not handle it well. But one night divine inspiration struck. And just like that, she became Dottie Piper, local celebrity to the 40-and-over self help crowd, all around rock star, occasional mom.

(The DUFF, 00:03:29 – 00:03:55)

This one is Bianca's mother, Dottie Piper. She works as a motivator after getting divorce with Bianca's father. She is not always home and do not really care about what Bianca does. However actually she is a caring mother despite of her busy work. Dottie helps Bianca goes through her depression with her enthusiastic motivation words. It is funny but it actually helps Bianca to find courage.

4.1.1.3. Settings

4.1.1.3.1. Setting of Place



a place without labels.

Picture 4.25
00:00:54

Malloy High School



Picture 4.26
00:30:34

Wesley picks dress for Bianca



I give you Think Rock.

Picture 4.27
01:00:17

Bianca brings Wesley to her favorite place

The pictures above show some of the place where the story is taken. The first picture is Malloy High School. Most of the events happen in school since the story is about high school students. The second picture is mall. The mall is a place where the problem begins. The “DUFF Love” video is also taken in the mall. Then the last picture is in the forest, in a big rock named “Think Rock”. Bianca gives it name because it is her favorite place. She brings Wesley there but unfortunately Wesley brings Madison there.

4.1.1.3.2. Setting of Time



Picture 4.28
00:02:46

Student sells homecoming tickets



Picture 4.29
01:34:36

Bianca’s handphone



Picture 4.30
00:41:25

Dottie tries duck face pose

The story in the movie happens in Bianca’s senior year, particularly a month before homecoming. The first picture shows a student walks in the school corridor selling homecoming tickets. Movie *The DUFF* is released on February 2015. Setting of time of the story is probably in 2013 or in 2014. The setting is indicated by pictures above. Most characters use iPhone 5 and no one uses iPhone 5s since iPhone 5s is released in the late 2013. Moreover, Dottie tries to take selfie with “duck face” expression. That expression is popular in 2014 among female teenagers. In 00:23:03, Bianca unfriends Jess and Casey on social media like Facebook, Instagram, Twitter, We Heart It, Vine, Tumblr, Snapchat, and

Pinterest. That scene shows that the students use many social media. The social media mentioned before are popular among teenagers in 2013 or also in 2014.

4.1.1.3.3. Setting of Circumstances



Picture 4.31
00:17:15
Bianca searches about
DUFF



Picture 4.32
00:21:22
Bianca parks her car
weirdly



Picture 4.33
00:12:40
Madison's party

The pictures above can indicate the circumstances of the characters. Most of the characters use iPhone as their smart phone. In the first picture, Bianca is showed using MacBook from Apple. The second picture is parking lot of Malloy High School. There are many students go to school by their car since the parking lot is full of cars. The third picture is the scene at Madison's party. Those pictures show that the circumstance of the characters is middle-upper class. It can be concluded by their lifestyle and their belongings.

4.1.1.4. Conflicts

In the movie, Bianca experiences both of internal conflict and external conflict. The internal conflict is when she fights against herself. Since Wesley tells her that she is the DUFF, she becomes curious. Bianca starts to notice how people in school treat her with her two best friends. She finds out that people see and treat her differently, so she eventually also thinks that she is a DUFF. Despite

of her personality that does not care about what people say, Bianca cannot stop thinking that she is the DUFF.

BIANCA: Holy shit, I was the DUFF. Jess and Casey. Jess and Casey. Why was I the Bosley? There were three angels. Okay. You know in Batman when that guy falls into the vat of acid and becomes the Joker? “This was my vat of acid” moment. My best friends made me the DUFF. And that made me angry.

(The DUFF, 00:20:11 – 00:20:37)

Besides internal conflict, Bianca also experiences external conflicts. She struggles against another person and society. Even before the bullying video is spread on internet, Bianca already has problem with Jess and Casey. She cannot believe the sincerity of Jess and Casey because of their appearance. Moreover, Wesley says that some people are friends with the DUFF to look better. In 00:22:16, the scene shows that the conflict rises when Bianca quarrels with her best friends. She believes that she is a DUFF in her gang, just as Wesley said to her. Bianca is really angry at Jess and Casey so that she stops hanging out with them.

BIANCA : How could you guys not tell me this whole time that I was your DUFF?

JESS : Our what?

BIANCA : Your Designated Ugly Fat Friend. Yeah, yeah, Wesley told me everything.

CASEY : Haha he can’t even spell. That’s actually pretty creative for Wes.

JESS : Since when do you care what Wesley Rush says? He says crazy stuff all the time.

BIANCA : Uh, because it makes sense. I mean, why else would two super-hot, popular girls, wanna be friends with somebody like me? Okay it’s because you’re using me to make yourselves look better.

(The DUFF, 00:22:16-00:22:35)

After the “DUFF Love” video is spread, she suffers from all the consequences since she is the person recorded in the video. At that time Bianca still does not know who uploads the video, but she has to defend herself from other students. This shows Bianca has problem with society, which is not other than her school friends.

BOY 1 : What’s up, narc?
BIANCA : *(silently walking and thinking)* Not only I was the school’s most famous DUFF, I was not the least-liked person in it.
GIRL 1 : Thanks for destroying my life.
BOY 2 : I just thought of something funny, but now nobody will know.
GIRL 2 : This is useless.
BIANCA : It could not have gotten worse. Of course it could.
(The DUFF, 00:49:17 – 00:49:39)

However before Madison upload the video, Madison often bothers Bianca. Madison mocks Bianca over little things because she is jealous that Wesley is close with Bianca. It shows that Bianca, the protagonist, has problem against Madison as the antagonist character. The dialogue below is a proof that Madison likes to bother Bianca. Furthermore, the conflict between Bianca and Madison related to the bullying video is explained by the writer in the analysis of extrinsic aspects.

(at mall)
MADISON : Wesley?
WESLEY : Can we run?
BIANCA : she’s coming over.
MADISON : Oh my God. What a coincidence it is seeing you here.
WESLEY : Hey.
MADISON : So, um, you two, huh?
WESLEY : We’re not, we’re not here together. We just bumped into each other here.
BIANCA : Yeah, obviously not... I don’t, I wouldn’t wanna be...
MADISON : I couldn’t possibly care less. Caityln, can you make sure you get a shot of them together please?

CAITYLN : Yep.
MADISON : That's what sucking at life looks like. Oh. *(then she goes with Caitlyn who is still shooting Bianca and Wesley)*
(The DUFF, 00:39:40 – 00:40:14)

4.1.2. Analysis of Cinematic elements



Picture 4.34
extreme long shot
00:00:52
Malloy High School
from above



Picture 4.35
long shot
00:03:28
Madison walks in
school corridor



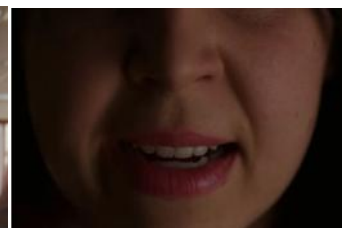
Picture 4.36
medium long shot
00:11:26
Dottie in a seminar



Picture 4.37
medium shot
00:24:10
Casey and Jess in
library



Picture 4.38
close up shot
00:23:13
Jess argues with
Bianca



Picture 4.39
extreme close up shot
00:20:39
When Bianca is
angry knowing that she
is the DUFF



Picture 4.40
Mise-en-scene
01:26:45
Casey, Bianca, and Jess at the homecoming party

4.2. Analysis of Extrinsic Aspects

4.2.1. Social Identity of Main Character “Bianca”

In this thesis, the writer focuses on discussing social identity changes that happen to the main character of movie *The DUFF*. The main character is a senior student in Malloy High School named Bianca Piper. As the writer explained in the chapter 3, the process of finding social identity includes social categorization, social identification, and social comparison. Bianca has already going through those steps.

4.2.1.1. Social Categorization



Picture 4.41
00:06:45

Casey, Jess, and Bianca discuss about homecoming dates



Picture 4.42
00:09:50

Jess recommends outfits to Bianca



Picture 4.43
00:21:59

Bianca is angry at everything her friends talk about

At first Bianca has personal identity as herself, Bianca Piper. Her social identity is a part of gang with Jess Harris and Casey Cordero. She refers her gang as her in-group and she likes it. Bianca is in her senior year, so basically she already categorizes people around her since previous years ago. As she also categorizes herself, she decides to make a group with Jess and Casey.

4.2.2.2. Social Identification

In the movie at 00:20:30 there are photos that showing Bianca, Jess, and Casey are friends since junior high school. They have been being friends for quite

long time so they are comfortable with each other. Despite of the distinctive characteristics, they have sense of belongings. Jess and Casey show it even though they have problem with Bianca. It shows that they have great relationship as in-group members.

JESS : Oh this is awful. (*watching "DUFF Love" video*)
CASEY : Whatever. Listen, she's the one who ended everything with us, Jess.
JESS : Just make that go away.
CASEY : (*sighs*)
JESS : Casey, shut the site down now.
CASEY : Okay, fine. (*hacks the site*)

(The DUFF, 00:46:20 – 00:46:36)

4.2.2.3. Social Comparison

In this step, people already have a particular group that can be referred as in-group. Bianca also has a group with Jess and Casey. Comparing to other groups of students in school, Bianca's group has its own characteristic. Social comparison is not always about comparing a person's in-group with out-group. Bianca, Jess, and Casey are satisfied with their group. Despite of things happen, they will show favoritism toward their in-group first. It is different with Madison who likes mocking others in order to look better.

MADISON : (*talking to Jess and Casey*) Girls, party at my place. I'm sure you've heard of it. (*talking to Caitlyn*) Can you make sure you get an insert shot of them opening it?
CAITLYN : Yep, on it.
MADISON : Oh yeah, I'm doing a video about the party for my Youtube channel.
BIANCA : Wow, wait. You're having party on a Wednesday? On a school night?
MADISON : Yeah, I can do that.
BIANCA : Damn, dude. All right. Well yeah, we're in.

MADISON : Um Bianca you have to have an actual invitation to get in, and I only have certain amount. But if anything changes, I'll let you know.

CASEY : *(tears the invitation into two and gives one to Bianca)*
Problem solved.

(The DUFF, 00:03:59 – 00:04:32)

The dialog shows that Casey defends Bianca because they are from the same group. Casey, Jess, and Bianca do not care people from out-group try to bring them down, such as Madison and Caitlyn.

In-group favoritism that happens to Bianca is similar to the idea of Social Identity Theory. People tend to like their in-group better than their out-group. However Bianca changes her thought later. Since Jess and Casey are popular in school, people only acknowledge their gang members as Jess and Casey. They look down of Bianca because Bianca is not similar with her two best friends. Starting from friends in school, teachers, cafeteria officer, Madison and even Wesley look at Bianca differently. After the incident when Wesley tells Bianca that she is the DUFF in her group, she starts to doubt about her role in her group. She finds out that she feels dissatisfied with her in-group.

Then Bianca quarrels with Jess and Casey. She decides to leave the group because she feels deceived by her friends. Losing her social identity, Bianca thinks that she is a school DUFF. She starts to doubt her own identity because she does not have an in-group that she can refer as “we”. Bianca’s behavior starts to change starting from when she un-friends her best friends in social media. She constantly changes from a carefree and easygoing person to sensitive and grumpy person. Since Wesley is the person who tells her that she is a DUFF, she asks for

help to him to change herself. She wants to be different by changing her appearance. She also tries talking to many strangers to boost her confidence. According to Smith and Tyler, quoted by Myers (1997), members of group have sense of “we-ness” which made them feel good to be part of group. In social identity theory, people gain self-esteem from individual achievement and in-group bias. In-group bias shows that a person favors their in-group than other groups. Bianca does not feel the pride of her group and feels sad because of it. She cannot feel the sense of “we-ness” because she realizes that she is different from Jess and Casey despite the fact that they are in the same group. Then she tries to gain self-esteem relying on her personal identity. She tries to be confident and shows others that she is not a DUFF.

There is also external action which also affects social identity changes in Bianca. Two weeks after her fight with her best friends, a bigger problem happens. An inappropriate video titled “DUFF Love” of Bianca is spread to social media and school forum. That action is initiated by Madison and her best friend, Caitlyn, in order to attack Bianca. Their action can be categorized as cyber bullying. Bianca is really depressed and ashamed because of that video. The students share her video and mock her as if she is a loser.

In the movie, as a motivator, Dottie states that there are five stages of grief. They are denial, anger, depression, bargaining, and acceptance. Bianca had through the steps until depression. She cannot talk to anyone since the incident of “DUFF Love” video spread. However after talking to Wesley, she decides to continue changing herself in order to get close to Toby. In this phase, she accepts

her personal identity as school DUFF. Then she goes through social categorization again by changing herself to adjust with Toby. She gets a gut to talk to Toby first. The next following days, she goes to a date with Toby. She dresses and acts not like herself to impress him. Unfortunately Toby is not genuinely nice to her. Toby is not different with her other friends who talk to Bianca to get information about Jess and Casey. In other way, Toby also uses her as a DUFF. Bianca feels angry and deceived. The only person she can talk to is Wesley. However Wesley also disappoints her by taking Madison to Bianca's favorite place.

After that Bianca is in social comparison state. She compares her previous in-group with her out-group. However she feels dissatisfied to both groups. She does not find any sense of togetherness wherever she goes. For example, when she compares herself with Wesley, she thinks that Wesley can easily make friends but she does not.

BIANCA : You know, I saw you and Madison.
WESLEY : Okay.
BIANCA : You were at my special place. You know, that's my think rock.
WESLEY : You said I could use it.
BIANCA : Not as Motel 6, Wes.
WESLEY : You were on a date with Toby. Are you seriously mad at me right now? I thought we were friends.
BIANCA : Oh come on we're not friends. You know, people like you don't hang out with people like me, you know? That's just the way it is. Football guys, date hot chicks. And people like me don't date anybody. I don't know why I thought it could be different.
WESLEY : What are you talking about? B, this isn't you.
BIANCA : Please, Wes. You're embarrassed to be seen with me at school. Okay? It was, this was an experiment, it worked for you and it didn't work for me, so just forget about it okay.
WESLEY : B...

BIANCA : Please just go home.
(The DUFF, 01:19:20-01:20:21)

In Social Identity Theory, most people show favoritism toward their in-group. The study done by Tajfel and Turner in 1986 shows that when people are put together in a group, they will tend to favor their in-group rather than other groups. When members who favor their in-group have been through three steps of social identity, they will seek for positive self-esteem within their group. After that the members of group will describe themselves as “we” because they like are attached to group. However Bianca’s case is slightly different. At first she shows in-group favoritism to her gang with Jess and Casey. Then after external causal such as bullying from others make her behavior and perspective changes. At first she is just angry when she was told that she is the DUFF. Then she believes it later, gets angry at her best friends and excludes herself from social activities. Her insecurities make her feels angry and sad. After that she tries to be confident again by herself. Similar like the theory, Bianca tries to get individual achievement. She bravely approaches Toby first, but unfortunately she fails. It made her excludes herself even more from social life. Bianca’s behavior changes are average because she becomes different from her true self. However it is not a major behavior changes because she is not doing something extreme or dangerous to herself or other people involved in her problems.

Just several days before homecoming party, Bianca lives lazily and does not go out of her house. Those incidents make her thinks a lot and finally she talks to Jess and Casey. Bianca shares the thoughts that make her doubt of her social identity and lose it. Unconsciously she believes that she is not prettier than Jess

and Casey. Everything gets more complicated when people treat her differently so she is aware that she is different with her best friends. However, Bianca cannot tell it to Jess and Casey because she thinks that they will not understand her feeling. Her insecurities swallow her self-esteem. Eventually Bianca knows that Jess and Casey are sincerely become her friends. She is already in acceptance phase.

JESS : So all of this because of some words?
BIANCA : It didn't feel like just some words to me. I think deep down I've always known you guys were prettier than me, and I felt like I couldn't talk to you about it, because you wouldn't understand what it felt like to be your schlumpy friend.
CASEY : But you know you're wrong, because we all have our insecurities. The point is, we're a team. If anything, we're kind of chumps in comparison to you.
BIANCA : Okay, now you went too far. You had me and then you lost me.
JESS : Oh, no. she's right, B. You are by far the smartest one of the three of us. You're loyal, you're funny.
CASEY : And we can't be Bianca, Jess and Casey without Bianca.
BIANCA : Thanks.
(The DUFF, 01:22:34-01:23:13)

By the support of her mother and friends, Bianca decides to go to homecoming party. She gets back her confidence and resolve things with Madison and Wesley. After all she understands that no matter what people think about you, the only one who can define you is yourself. Finally she gets back her social identity. As an individual she is known as a DUFF but she embraces it as a part of herself. In social categorization, she finds that she is comfortable to be friend with Jess and Casey. Then Bianca also has through social identification. The three of them can adjust to each others' personality. They realize that nobody is perfect so

insecurity does not matter to define them. The final step is social comparison. Bianca likes her in-group and she does not compare herself to others. She knows that the most important thing to define her identity is self-respect and self-love.

The main idea of social identity theory is that in social relationship, people tend to like their in-group more than out-group. As Smith and Tyler (1997) state, “we also evaluate ourselves partly by our group memberships.” Bianca, Jess, and Casey have strong bond with each other. They have attached feeling because they are in a group. Since they favor their in-group, they cannot neglect Bianca while she has a problem. After fighting, they finally resolve their problems and understand each other. As her behavior changes, Bianca has gone through many situations. Based on social identity theory, a person can gain self-esteem from individual or group achievement. When Bianca stands as the school DUFF, she learns that she cannot force people to like her. While with her best friends, she likes it even though she misunderstands because of bullying.

After all individual and group achievements complete Bianca’s self-concept. She can finally embrace her personal identity and social identity. In the end of story, Bianca comes to homecoming party with her two best friends. It shows the sense of belonging and strong relationship between in-group members. Finally, Bianca inspired people to accept their selves by her story of being a school DUFF.

WESLEY : Look, Madison...
BIANCA : It’s okay. Huh, Madison. You used to make me so upset, but now I just feel bad for you. Yeah, I’m somebody’s DUFF. Guess what, so are you. So is everybody. There’s always gonna be somebody prettier or more talented or richer than you, but it shouldn’t affect how you see

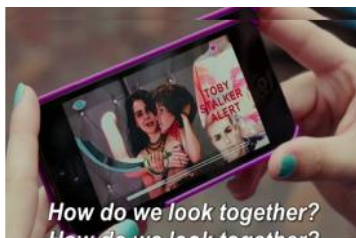
yourself. You label everybody to try to keep them down, but you end up missing out on all this great stuffs around you. You have Wesley, and you treat him like he's stupid, but he isn't. And people don't like him, because he's with you. They like him because he's like an amazing guy. Look, I like myself. I wouldn't wanna be anybody else. And I realize now that none of this matters to me. But it does to you. It is your dream. And I totally support that. Just don't tear me down for not giving a shit about your labels, because in the end, they're meaningless.

MADISON : What? Whatever you said is meaningless, okay? You don't even get it. This is not my dream.

(The DUFF, 01:28:56-01:29:57)

4.2.2. Bullying in Malloy High School

Besides her insecurities, Bianca is also oppressed by bullying. In the beginning, the bully is Madison with the help of Caitlyn. However after the “DUFF Love” video is spread, everyone in school also mocks her. The bullying that happens in the movie The DUFF is called cyber bullying. As there are many types of cyber bullying, their action can be categorized as denigration. The bully intentionally uploads an inappropriate video to harass other person. When the bully uploads the video, it rapidly goes viral. People share it to chat room and social media by using their smartphones.



Picture 4.44
00:44:21

“DUFF Love” video goes viral



Picture 4.45
00:44:36

Students forward the video to social media



Picture 4.46
00:45:22

Bianca is shocked after watching the video

The video is spread everywhere only in minutes. Bianca is shocked and crying in the bathroom. After that she is angry with Wesley because he is the only one who takes video of Bianca playing in the mall. Apparently she knows that Wesley does not upload it because the video angle is different from where Wesley takes it. Bianca does not know who upload that inappropriate video on internet. She suffered since people harass her because of that video. They do not feel pity to what happen to Bianca. The students even hate her because after that video spread, the teacher announces that everyone should collect their hand phones to school. Even though the students do not personally upload the video, they still can be categorized as bully. The type of bullying they have done is harassment. They share the video and send comment to the site. They also send harassing comments in students chat group. Bullying is external cause of Bianca's behavior changes. She is a carefree and easygoing person. This incident makes her worry about herself. She excludes herself from social activities in school because people treat her badly.

Cyber bullying can be more dangerous than traditional bullying. In this case, Bianca receives abusive comments not only in daily life but also on internet. She does not have idea about the person who uploads it yet everyone can see the video because it goes viral. It is easy for Madison to destroy Bianca only by uploading the video online. She does not think that it is really bad because she does not see immediate response of the bullied person. When the situation is back to normal and people are forgetting the video, Madison tells Bianca that she uploads the video. Madison even threatens Bianca that she will upload another

video which can destroy Bianca. It shows that Madison not only does cyber bullying, but she also attacks Bianca in real life.

MADISON : Do you wanna see something hystorical? Hold on. Watch this. (*shows Bianca a video on her phone*) Did you see the way that guy looked at you? This part's the best. Wait, just look at your face, haha. Oh, don't worry, um, it's a working title. You know, I was thinking maybe "retail slut" or just "slut whore". You thought the first video was bad. boy, this one's gonna destroy you.

BIANCA : What do you want from me?

...

MADISON : Ssshhh. So let me put this a little differently. I don't like people thinking of my ex-boyfriend hitting it with someone like you. The thing you have to understand is what happens in high school is gonna stay with us forever. most people don't think that, but then again, most people are losers.

BIANCA : Mmm fascinating.

MADISON : People like me matter here. People like you will never matter. So stop messing it up for those of us who do. See you in math.

(The DUFF, 01:04:42-01:06:05)

People around and the bullied person should make things right about bullying. In most cases, especially in cyber bullying, people know it yet they just watch it. They do not want to get related to the incident. Moreover they rarely help the bullied person after the bullying happen. They aware that the bully can also attack them so there are many bystanders who stand still even though they know it wrong. In this movie, Jess and Casey can only help Bianca indirectly by shutting down the website. The role of school is important when bullying happen at school. The teachers have authority to handle the problems. The teachers are also trying to discipline their students to prevent more dangerous cyber bullying.

MR. BUCHANAN : (*giving announcement*) Attention students. The halls of our prestigious institution have been compromised by the stench of cyber bullying. it is

the stench of ones and zeroes and electronic hardware probably manufactured somewhere in China. But these “YOLO terrorists” will not be tolerated. Malloy High will now to be put under Internet martial law.

MR. FILLMORE : That’s right.

MR. BUCHANAN : Each student will be required to turn in their phones to teachers and retrieve at the end of the day until we have gotten to the bottom of this.

MR. FILLMORE : No more phone. Oh, can you hear me now, jerks?

MR. BUCHANAN : There will be no Vine, no Flickr, no Tumblr, no Tinder, no Facebook, no Hulu, no Grindr, no WhatsApp, no Instagram, no Pinterest, no Wiki anything. That is all. Fight, Blue Devils.

(The DUFF, 00:47:36-00:48:25)

When people who know about the bullying take action, the bullied person also has to stand for him or herself. Bianca is harassed and threatened by Madison, but she does not break down easily. Even though she loses her confidence, she still tries to encourage herself to talk first to Toby. When Bianca comes to homecoming party, once again Madison threatens her that she will upload another embarrassing video in the next day.

(at homecoming party)

MADISON : Aw that is an interesting dress. Who makes that, Build-A-Bear? Since you can’t seem to leave my boyfriend alone, I cannot wait to release your video tomorrow.

BIANCA : Good. I’m glad you’re excited about it. Go right ahead.

MADISON : Fine, I will. Plus, Wesley would not leave me for some DUFF, anyway.

(The DUFF, 01:28:34-01:28:56)

Eventually Bianca knows that she can defend herself. She is not afraid anymore of Madison’s threat. Her behavior changes caused by bullying made her trapped in a difficult situation. Fortunately she does not do anything harmful because she is bullied. When she realizes that nobody has power to label her, it is the time that Bianca cannot be bullied anymore. Finally Bianca realizes that the

way she accepts herself can defend her from bullying. In the end she becomes an easygoing person like usual and becomes braver and wiser than before.

BIANCA : (*epilogue*) in the end, it's not about popularity or even getting the guy. It's about understanding that no matter what label is thrown your way, only you can define yourself. Take it from a DUFF.

(The DUFF, 01:35:17 – 01:35:29)

CHAPTER V

CONCLUSION

Every person has personal identity and social identity. People get social identity from their relationship in social circumstances. However external incidents can affect a person's social identity. In the movie *The DUFF*, the main character named Bianca has gone through steps of getting social identity. However her behavior changes because she is bullied by people from her out-group. Her behavior constantly changes as she becomes distant from her in-group. Bianca's behavior changes can be categorized as average changes. She thinks and acts not like herself, but fortunately she does not do extreme or dangerous things as she is depressed because of the bullying. After resolving her problems, Bianca gets back to her in-group with Jess and Casey. This event is compatible with Social Identity Theory which states that a person gain self-esteem from individual and group achievement. Bianca gets back her confidence from both achievements so it also leads her to in-group favoritism.

Bullying makes Bianca has difficult times but she does not give up on herself. This movie shows that bullying still exists in this era. Bianca's story may not represent the life of American high school students, but it shows us that bullying in school is not impossible to happen even if in a top school in America. Whenever bullying happens, people around who are aware that it is bullying should help the bullied person to prevent something worse happen. Moreover, the bullied person should believe and defend themselves from any injustice.

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