



**AMERICAN CULTURAL VALUES REFLECTED IN
THE CHARACTER OF JACK FROST IN *RISE OF
THE GUARDIANS* MOVIE**

A THESIS

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

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PRONOUNCEMENT

The writer honestly confirms that she compiles this thesis entitled “American Cultural Values Reflected in the Character of Jack Frost in Rise of the Guardians Movie” by herself without taking any result from other researchers in S-1, S-2, S-3, and in diploma degree of any university. The writer ascertains that she does not quote any material from other publications or someone’s paper except from the references mentioned.

Semarang, September 17th 2017

Dahlia Kartika Ariesita

MOTTO AND DEDICATION

“All our dreams can come true, if we have the courage to pursue them”

- Walter Elias Disney

“We’ve all got both light and dark inside us. What matters is the part we choose to act on. That’s who we really are.”

- J.K. Rowling, *Harry Potter and the Order of the Phoenix*

“All we have to decide is what to do with the time that is given to us.”

- Gandalf, *Lord of the Rings: The Fellowship of the Ring*

This thesis is dedicated to my beloved family and friends, and also everyone who helped me getting through this thesis. Thankyou very much.

APPROVAL

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The writer realizes that this thesis is still far from perfect. Therefore, she will be glad to receive constructive criticism and recommendation to make this thesis better. Finally, the writer expects this thesis will be useful for readers who want to learn about American cultural values.

Semarang, September 17th 2017

Dahlia Kartika Ariesita

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ABSTRACT

This thesis focuses on the American cultural values reflected in Jack Frost as the main character of *Rise of the Guardians* movie. *Rise of the Guardians* is a movie about the guardians that protect people's happiness especially the children's happiness. The movie describes some reflections of American cultural values such as *individualism*, *altruism* and *industry* depicted by Jack Frost as the main character. The aims of this thesis are to describe the intrinsic aspects which are narrative elements and cinematographic elements and to analyze the American cultural values reflected by Jack Frost in the *Rise of the Guardians* movie by applying theory of personal and cultural values written by Roy D'Andrade. The result of this thesis shows that Jack Frost has applied three aspects of American cultural values which are *individualism*, *altruism* and *industry* aspects.

Keywords : American cultural values, individualism, altruism, industry

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

Rise of the Guardians is an animation fantasy movie directed by Peter Ramsey. The film was produced by DreamWorks Animation and published by Paramount Pictures. It was released on November 21st, 2012. This movie is about a boy named Jack Frost who was appointed by Man in Moon to become a guardian. Despite lacking of experience, Jack Frost can keep up with the other guardians. He helps the guardians when they are unable to fight. He also become the leader in their fight against Pitch Black. In the end, Jack Frost becomes the new member of the guardians and helps them protect the children from the darkness. The movie reflects American cultural values in the character of Jack Frost, so the writer decides to analyze the American cultural values reflected by Jack Frost.

In order to analyze the American cultural values reflected in Jack Frost character, the writer uses Roy D'Andrade theory. D'Andrade states that there are six values of American cultural values based on his research. Those are individualism, collectivism, altruism, self-interest, industry and relaxation. However, the writer limits the research only on three values which are the individualism, altruism and industry to analyze the character of Jack Frost in this movie.

1.2 Scope of the Study

Rise of the Guardians gives many important aspects of American cultural values. The writer only limit the discussion on American cultural values as reflected by the character of Jack Frost in *Rise of the Guardians* movie. Those American cultural values are individualism, altruism and industry.

1.3 Aims of the Study

This thesis entitled “American Cultural Values Reflected in the Character of Jack Frost in Rise of the Guardian Movie” has two aims, which are:

- 1) to research more about American cultural values based on the theory by Roy D’Andrade in his book entitled *A Study of Personal and Cultural Values*.
- 2) to research whether American cultural values, individualism, altruism and industry are reflected in the character of Jack Frost in *Rise of the Guardians* movie.

1.4 Method of the Study

In writing this thesis, the writer uses two kinds of methods of the study which are method of research and method of approach.

1.4.1 Method of Research

In this thesis, the writer applies library research method. Library research is a research where we get the information we need by reading articles, books, journal and so on. In this thesis, the writer looks for the information on journals and books beside the movie she watched.

1.4.2 Method of Approach

In analyzing the thesis, the writer applies exponential approach to analyze the narrative elements. The approach departs from the assumption that literary work has an autonomy which can be separated from the elements (Harsono, 1999:48). In this thesis, exponential approach is used to analyze narrative elements such as character, setting and conflict.

In order to analyze the cinematographic element, the writer also uses cinematographic theory to analyze the main elements of cinematographic. The narrative elements analyzed consisting of character and conflict. While the cinematographic elements which are analyzed in this thesis are camera distance, angle, and sound. In analyzing the American cultural aspect as the extrinsic aspect of this thesis, the writer uses the theory of cultural values by Roy D'Andrade in his book entitled *A Study Personal and Cultural Values*. In his book, D'Andrade concludes that American cultural values consist of individualism, collectivism, altruism, self-interest, industry and relaxation. The writer limits the analysis into three values which are individualism, altruism and industry.

1.5 Organization of the Writing

CHAPTER 1 INTRODUCTION

This chapter consists of the background of the study, scope of the study, aim of the study, method of the study and organization of the writing.

CHAPTER 2 SYNOPSIS

This chapter consists of the synopsis of the movie of this thesis. The purpose of this chapter is to give the reader a visualization of the story in order to ease the reader in reading the thesis.

CHAPTER 3 THEORITICAL FRAMEWORK

This chapter consists of two main aspects in this thesis which are intrinsic aspects and extrinsic aspects. In intrinsic aspects, there are narrative elements and cinematographic elements. The extrinsic aspect consists of the theory of American cultural values.

CHAPTER 4 AMERICAN CULTURAL VALUES REFLECTED IN THE CHARACTER OF JACK FROST IN RISE OF THE GUARDIAN MOVIE

This chapter consists of the further analysis on the intrinsic aspects and extrinsic aspect. In the intrinsic elements, there are two kinds of elements which are narrative elements and cinematographic elements. Narrative elements consist of character and conflict, while cinematographic elements consist of camera distance, angle, and sound. In extrinsic aspects, there is further analysis on the American cultural values based on Jack Frost's character.

CHAPTER 5 CONCLUSION

This chapter consists of the conclusion of the analysis in this thesis.

BIBLIOGRAPHY

CHAPTER 2

SYNOPSIS

This movie is started by the scene when Jack Frost is awoken inside a frozen pond. He has white hair with a pair of blue eyes and pale skin. He finds a village near by the pond. He goes to the village and tries to talk to every person in the village till a boy run passing him as if the boy see nothing. Jack is surprised. He becomes more aware of his invisibility after few people passing his body. Then, he goes away from the village.

Hundreds year later, something happened in Santa Clause's home in North Pole. He has an uninvited guest, Pitch Black or The Boogeyman. Pitch give a warning toward Santa that he will destroy the children's happiness. Santa decides to gather the other guardians, Bunnymund the Easter Bunny, Sandy Sandman and The Tooth Fairy. They gather in the North Pole, Moon chooses a new guardian for helping them chase Pitch Black. The new guardian is Jack Frost.

While The Guardians are having a meeting, Jack Frost is in the city playing snow with the children, but resents that they do not believe him. He is taken to the North Pole and is told by Santa that he becomes the new guardian. He rejects the offer, Santa then asks him to have a talk with him. Their talk session is interrupted by Bunnymund. He gives a bad news happened in Tooth Fairy's castle. Jack and The Guardians go to the Tooth Fairy's castle and meet Pitch. He said that he wants to make the children lost their belief toward the guardians. He takes all the small

tooth fairies into his castle, so the children start to lose their belief toward tooth fairies that do not come to pick their teeth.

Jack and the Guardians start their mission to collect every child's tooth in every country in the world. An accident happened when they come to Jamie Bennet's house. Sandy knocks Santa, Tooth Fairy and Bunnymund down in sleep accidentally. At the same time Pitch attacks them. Jack asks Sandy to help him attack Pitch. The other guardians follow after them when Sandy was attacked by Pitch. Jack tries to help Sandy but he is too late. Sandy is gone. The other guardians are in sorrow.

Jack decides to help the Guardians and he also wants to get his teeth that were taken by Pitch because he wants to know his past time. The Guardians help the Bunnymund to deliver the easter eggs toward the children. They are shocked when they see Sophie, Jamie's sister, in Bunnymund's underground place. They invite Sophie to have fun decorating the easter egg until she fell asleep. Jack decides to bring her back home accompanied by one of the baby tooth fairy who was saved from Pitch. Jack hears a girl voice calling out his name. Jack who wants to know his past time decides to follow that voice even though the baby tooth fairy did not agree. Jack arrives at an unknown place with a broken divan. There is a hole under the divan where Jack decided to get into it. That hole leads to Pitch's castle. He was welcomed by Pitch whom tries to play with Jack's fear which is no one believes in him as the people do. Pitch gives him the teeth that belongs to Jack and questions him of what he does now with the guardians. Jack tries to attack him but he fails.

Jack comes back to where the Guardians are. The other guardians suspect him after they see Jack holding his teeth. They distrust him and leave him alone in despair. Jack decides to go to the Antarctica. He meets Pitch together with the baby tooth fairy. Pitch tries to convince Jack to join him, but Jack refuses. Pitch threatens him to kill the baby tooth fairy if he does not give his magic staff. Pitch throws the baby tooth fairy then broke Jack's staff into two. He also throws Jack into the chasm together with the baby tooth fairy. The baby tooth fairy opens the place which kept Jack's teeth inside and the memory of Jack in the past time is played. Jack feels happy after he knew he had a family back then. He tries to connect his staff again and flies to the last hope of the guardian, Jamie, who still believes in them.

Jack convinces Jamie that the Guardians are real then Jamie can see Jack after he believes in Jack Frost. Jack asks Jamie's help to gather his friends and help them attack Pitch. The other guardians come to Jamie's house and help him gather his friends. Pitch tries to attack Jack and the Guardian but he cannot attack them because the children believe in them and protect them. Sandy, who gets his strength after the children believe in The Guardians, come back and help the others attack Pitch. Pitch is taken down and comes back to his spot which is under the divan after the children can not see him.

Jack officially becomes the new member of the Guardians in front of the children. The children promise to believe in them and they say goodbye toward the Guardians.

CHAPTER 3

THEORITICAL FRAMEWORK

According to Pratista (2008:1), there are two kinds of element in the movie, narrative element and cinematographic element. Narrative element consist of plot character, setting, and conflict (Bordwell and Thompson, 2008:75). Cinematographic element consist of camera shot, camera angle, sound and mise-en-scene (Pratista, 2008:89). In this thesis, the writer uses exponential theory as the narrative element because the writer only uses two aspects of narrative element. Those aspects are character and conflict.

3.1 Narrative Elements

Narrative element is one of the intrinsic aspect that is functioned to make up the story. Narrative element contains of character, setting, conflict, theme, plot and etc. The narrative elements used in this thesis are character, setting and conflict.

3.1.1 Character

Character is an important aspect of the movie. According to Margolin in Jannidis (2010:19), “character are the first and foremost elements of the constructed narrative world”. Character is the main aspect of the movie to build the story. There are two kinds of character in a story which are major character and minor character. Major character is the main character of the story. A major character holds an important role in the movie (Aminuddin, 2009:91). Major character is divided into two, protagonist and antagonist character. Protagonist character is a leading

character in a drama or movie who has an ability to gain the viewer's sympathy and interest (Thrall, Flint and Hibbard, 1980:355). While antagonist character is the character who stands directly oppose the protagonist (Thrall, Flint and Hibbard, 1980:25). Meanwhile minor character does not have a big responsibility in a movie. Aminuddin in his book entitled *Pengantar Apresiasi Sastra* states "minor character only completes and services the major character". In conclusion, minor character is not necessary in building the story of the movie.

3.1.2 Setting

Setting is one of the important aspect of a movie. In the book entitled *The Bedford Introduction to Literature*, Mayer stated "setting is the context in which actions of a story occurs" (1990:107). Mayer also divides setting into three which are setting of place, setting of time and setting of environment (1990:107).

3.1.3 Conflict

Conflict is the main part of the story which completed the story. According to Meyer, there are two kinds of conflict in the story which are internal conflict and external conflict. Internal conflict happened in the character's mind reflected the mentality, conditions and feeling. External conflict is the conflict between the character and another character, the society or the nature (1990:45).

3.2 Cinematography

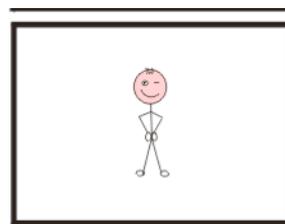
Cinematography deals with the camera's movements. In other way, cinematography is about how a scene is shot by the camera. Camera is the determiner whether an image of the film is produced in a good quality or not and the cameraman has to manage the camera in order to produce the good quality of

the image in a movie. A movie maker is not only recording a scene, but also controlling and other how the scene is taken, such as distance, angle, sound, mise-en-scene. (Pratista, 2008:89).

3.2.1 Camera Shots

Camera shot is concerned about how the camera take a shot of the scene in a movie. According to Bordwell and Thompson, there are seven kinds of shots. They are extreme long shot, long shot, medium long shot, medium shot, medium close up, close up and extreme close up. In the movie, the writer use all kinds of shot to analyze the camera shot in the movie.

a. Extreme long shot



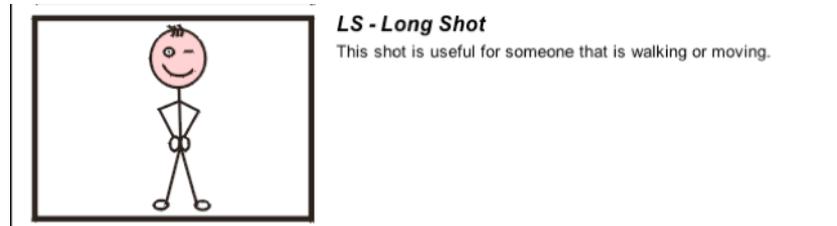
ELS - Extra Long Shot

Also known as the Establish shot, this gives the viewer some perspective as to where the subject is. This is very important if the subject is moving to new locations or times. It lets the viewer know where the video is taking place.

Picture 3. 1 Extreme long shot
(<http://bridiecleavermedia.weebly.com>)

Extreme long shot is the farthest distance of the camera (Pratista, 2008:105). In this shot, the human object is barely visible. This technique is usually used to show the surrounding view.

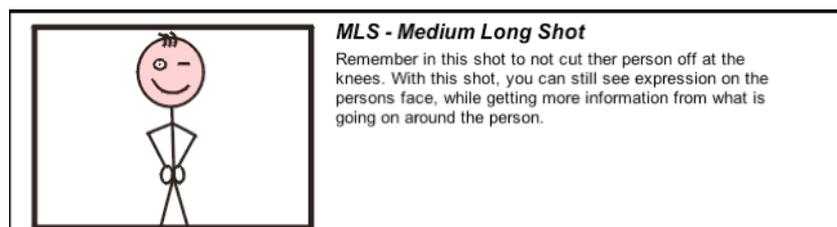
b. Long shot



Picture 3. 2 Long shot
(<http://bridiecleavermedia.weebly.com>)

Long shot is the second farthest distance, but not as far as the extreme long shot. In this shot, the human object is more visible than the extreme long shot. The human object is showed almost all the figure from head to toe (Pratista, 2008:105). Even though the human object is showed rather clearly, but the background still dominates.

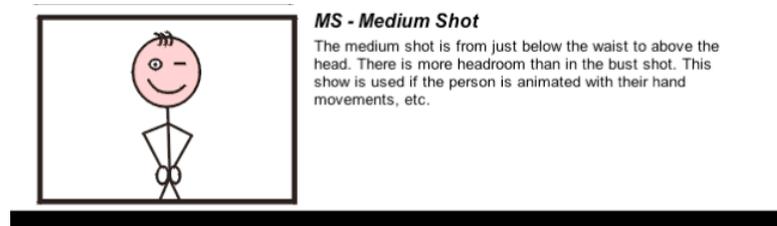
c. Medium long shot



Picture 3. 3 Medium long shot
(<http://bridiecleavermedia.weebly.com>)

Medium long shot is a shot which $\frac{3}{4}$ of the object's figure is shown in the screen. In human object, the screen will show from head to knee of the human figure (Pratista, 2008:105). According to Brodwell and Thompson, this shot is commonly used because it has a good balance between the composition and the surroundings.

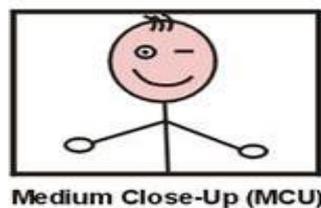
d. Medium shot



Picture 3. 4 Medium Shot
(<http://bridiecleavermedia.weebly.com>)

Medium shot is the shot in which the human object is shown until the waist (Pratista, 2008:105). The human figure is more dominant in the screen than the background. This shot makes the human expression become clearer.

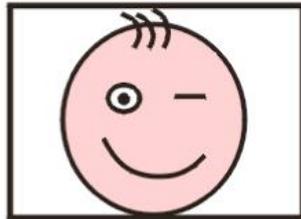
e. Medium close up



Picture 3. 5 Medium close up
(<http://bridiecleavermedia.weebly.com>)

Medium close up shows the human object from head to the chest area (Pratista, 2008:105). The object dominates the screen more than the medium shot. This shot is usually used to show the conversation between the human objects in the movie.

f. Close up

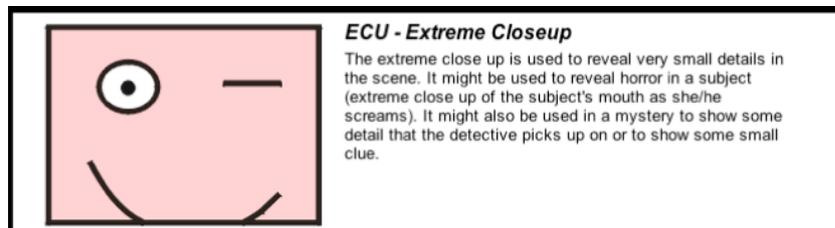
**CU - Close Up**

The close up shot is used to reveal detail. If you are shooting just the head and shoulders of a subject this is a close up.

Picture 3. 6 Close up
(<http://bridiecleavermedia.weebly.com>)

Close up is the shot which the objects almost fill the whole screen. In human object, the screen will show the one part of the body, such as head, hand, feet (Pratista, 2008:105). This shot will also be used to shoot the small objects.

g. Extreme close up

**ECU - Extreme Closeup**

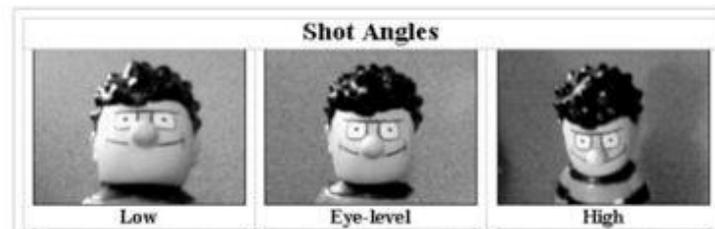
The extreme close up is used to reveal very small details in the scene. It might be used to reveal horror in a subject (extreme close up of the subject's mouth as she/he screams). It might also be used in a mystery to show some detail that the detective picks up on or to show some small clue.

Picture 3. 7 Extreme close up
(<http://bridiecleavermedia.weebly.com>)

Extreme close up shows the details part of the objects. For example in human object, the screen will only show the detail parts of the body, such as lips, nose or eyes (Pratista, 2008:105).

3.2.2 Camera angles

Camera angle is the position or the angle where the scene is taken. According to Brodwell and Thompson (2001:218), there are three kinds of camera angle.



Picture 3. 8 Camera angles
(victoria-media-exam.blogspot.co.id)

a. Straight-on angle

Straight-on angle is a commonly used angle in the movie. The height level in this angle is same as the eye level of the people (Pratista, 2008:106).

b. High angle

High angle is an angle in which the camera is in high position to shoot the object below it. This angle is usually used to show the object is inferior (Pratista, 2008:106).

c. Low angle

Low angle is an angle with which the camera shoot the objects from the below position. This angle is usually used to show the object is superior (Pratista, 2008:106).

3.2.3 Sound

According to Pratista, sound is everything that produces sound in the movie. Sound consist of music, dialog and sound effect (2008:149). In this thesis, the writer focuses on dialog and sound effect.

3.2.3.1 Dialog

Thrall and Addison in their book entitled “A Handbook to Literature” stated dialog is a conversation between two characters or more that is made in the movie (1960:139).

3.2.3.2 Sound Effect

Sound is everything that the viewer hear in the movie. According to Bordwell and Thompson, there are two types of the sound: diegetic sound and nondiegetic sound. The first is diegetic sound. Diegetic sound is the real sound in the movie. Bordwell and Thompson said that diegetic sound is sound in which has a source in the story world. This means that every sound that comes from the object of the movie is called diegetic sound. The example of diegetic sound is the character’s dialogue, sound of door being closed or being knocked. The second is nondiegetic sound. Nondiegetic sound is the opposite of the diegetic sound. Nondiegetic sound is the sound that does not come from the real scene in the movie.

3.2.4 Mise-en-scene

According to Thrall and Addison, “*mise-en-scene* is the stage setting of a play, including the use of scenery, properties, etc., and the general arrangement of the piece” (1960:291). In this thesis, the writer focuses on two aspects of mise-en-scene which are costume and lighting.

Costume is the accessories that is worn by the actors of the story to portray the character in the story (Harymawan, 1988:127). Costume consists of clothes,

shoes, and other accessories. All the costumes worn by the actors are adapted with the character of the story.

Lighting is provided to support the background of the setting of place, setting of time, setting of environment and every events that happened by the characters (Harymawan, 1988:146). By using lighting, the viewers can understand the situation and the condition of the place, time and environment of the character.

3.3 Theory of Personal and Cultural values

According to Roy D'Andrade in his book entitled *A Study of Personal and Cultural Values*, the individual personality relates to the cultural values of a society (2008:4). Cultural values is divided into two words, cultural and value. In his book, D'Andrade defines the word value by giving some aspects: value refers to amount or quantity; values refers to preference for something; values refers to the price; the goodness of something important and the grade of something true (D'Andrade, 2008:11).

D'Andrade did a research in order to prove the theory of personal and cultural values. He studied the personal and cultural values of three different countries which are America, Vietnam and Japan. The research was conducted by using questionnaire that he spread towards each native of those three different culture. In his research, he delineated three value dimensions as the primary topic of his study. The three value dimensions are the first dimension: individualism and collectivism, the second dimension: altruism and self-interest and the last is the third dimension: industry and relaxation.

3.3.1 Individualism

In his book, D'Andrade states that individualism is the value of personal preferences such as expressing themselves, enjoying life and determining their own future (2008:36). In contrast to individualism, collectivism centers on the positive evaluation of the enduring institutions and groups that make up society (D'Andrade, 2008:38). D'Andrade said that individualism is not equal to not collectivism and vice versa.

“Perhaps this is because one cannot define collectivism as not individualism (as not valuing openness, or not valuing freedom, or not valuing self-determination, etc). Nor can one define individualism as not collectivism (as not valuing family, religion, nation, tradition, etc)” (D'Andrade, 2008:38).

The two statements stated by D'Andrade are the proof of why individualism is not equal to collectivism. A person who values individualism does not mean that person did not value the family or the tradition. The person is still valuing the family or the tradition, but he/she has his own way to determine his future or enjoys his life. That conclusion also prevails on collectivism.

Based on the D'Andrade research analysis, the term individualism contains some value items which are self-fulfillment; being relaxed and enjoying my life; choosing my own goal; being optimistic; feeling about myself; linking art and literature; gay right, etc; right to abortion; living life of adventure; having fun; understand science; having time alone; and resisting authority (D'Andrade, 2008:40).

The result of D'Andrade research of the first dimension is American and Japanese tend to be individualistic than Vietnamese. The individualism value items such as being relaxed and enjoying life; choosing my own goal; being creative; being optimistic; having love and satisfying sex, self fulfillment; being open change and feeling sure about myself are dominated by American and Japanese people (D'Andrade, 2008:52).

3.3.2 Collectivism

According to D'Andrade, collectivism is the value concerning about the relation between people in the group and prioritize the ties in the group (2008:37). The elements that formed collectivism is not just the group of people, but also tradition and law (D'Andrade, 2008:38).

In the term of collectivism, the value items are being respectful and polite; maintaining tradition; the military; having law and social order; defending my country; having a close-knit family; working for the group, etc; being sexual restrained; being careful; death sentence and being religious (D'Andrade, 2008:40).

3.3.3 Altruism

In his study, D'Andrade states that altruism is an action done by the people to build a good relationship in the society (D'Andrade, 2008:38). D'Andrade also states the value items of altruism such as avoiding war; supporting health care; unions and environmentalism; finding meaning in life; being honest; being able to adjust; control oneself; having friendship and show moderate loadings (D'Andrade, 2008:39).

Based on the result of D'Andrade's research, the most dominant value of the three countries in this dimension is altruism. The dominant value items of altruism in this dimension are being honest and genuine; avoiding war; respecting others feeling; treating people equally; finding meaning in life; having close friends (D'Andrade, 2008:52).

3.3.4 Self-interest

Self-interest is a term which focused on the desire of the person. According to D'Andrade, self-interest is about the personal interest (2008:39). People tend to focus on their own interest and how to achieve their goals. In his study, D'Andrade states the value items of self-interest are being ambitious and competitive; being prosperous; being liked and belonging; being approved of; having others think well of me; feeling that one belongs; fitting in and having a good reputation (D'Andrade, 2008:39).

3.3.5 Industry

In his research, D'Andrade stated that the term of industry and relaxation is about the personal perception toward the criteria in searching for what they desire. The value items of industry consist of being responsible; working hard; being practical and realistic; having high standard; being orderly and regular; being a leader; being persistent; planning for future and pursuing knowledge (D'Andrade, 2008:39).

The result of this dimension in D'Andrade research is dominated by industry. The aspects of the industry values which are dominated this dimension are

being persistent, being responsible, planning for future, being practical and realistic, pursuing knowledge, having high standards, and working hard (D'Andrade, 2008:52).

3.3.6 Relaxation

In his research, D'Andrade states that relaxation is the personal preference in seeking their own desire. According to D'Andrade, relaxation contains of sleeping, eating, eating out, believing in omens, drinking alcohol, watching movies and television, and being detached (2008:39).

In this thesis, the writer will use three values to analyze the character of Jack Frost as the object of the thesis. The first value is individualism. In individualism value, the writer will include the following elements: being relaxed and enjoying life, being optimistic, being creative, choosing my own goal and feeling sure about myself. Those aspects were chosen by the writer because they are reflected on the character of Jack Frost very clearly. The second value is altruism. The aspects used in this thesis are being honest and genuine, respecting others feeling, treating people equally, finding meaning in life and having close friends. The last value is industry. The aspects used in this value are working hard and being responsible

CHAPTER 4

AMERICAN CULTURAL VALUES REFLECTED IN THE CHARACTER OF JACK FROST IN RISE OF THE GUARDIAN MOVIE

4.1 Narrative Elements

4.1.1 Characters

In this study, the writer analyzes on major character and minor character. There are six major characters and one minor character used in this study. The major characters divide into two; protagonist and antagonist. For protagonist, there are five characters which is called as The Guardians. The Guardians consist of Jack Frost, North or Santa Clause, Bunnymund or easter Bunny, Tooth Fairy and Sandy or Sandman. The antagonist character is Pitch Black or The Boogeyman. Meanwhile, the minor character used in this study is Jamie Bennett.

4.1.1.1 Major Characters

1) Jack Frost



Picture 4.1 Invisible Jack
(*Rise of the Guardian*, 00.12.29)



Picture 4.2 Playing around
(*Rise of the Guardian*, 00.12.37)



Picture 4. 1 Playing snow fight
(*Rise of the Guardian*, 00.13.25)

Jack Frost is the main character of this movie. Jack is a boy who has a super power which can freeze anything by using his magic staff. He has a silver hair and pale skin as seen in screen capture marked as 4.1 using medium close up (MCU). He wears blue hoodie with the freezing ice pattern on it and brown trouser as shown in the picture 4.2 using medium long shot technique. The picture 4.3 shows the other unique characteristic of Jack which he never wears shoes even though Santa has offered it to him using medium long shot technique.

Jack Frost is an invisible free spirit. Despite being an invisible object, he is a naughty and playful boy. He always mess around with the kids around him. He tries to play with him and let them know that he exists between them. Every thing has been done by Jack in order to create a bond with people, but it is useless.

People can not see Jack Frost because they do not believe in his existence. Jack has a hard time every time he realizes no one can see him. The frustration is shown on his talk with the Man of the Moon.

Jack Frost : If there's something I'm doing wrong, can you just tell me what it is? Because I've tried everything and no one ever

sees me. You put me here. The least you can do is tell me-
tell me why (*The Rise of the Guardians*, 15:40 – 16:10).

The way he talks to Man of the Moon shows his desire to be seen by people. He just want to be recognized by the people and to be believed that he is exist in this world just like the Guardians. Even though he wanted to get an answer by the moon, he never get it. The only thing Jack can do is accept the fact that he is invisible.

It has been said in the previous page that Jack Frost is a naughty yet playful boy. He loves to freeze anything and laugh it off. He also loves to pull a prank on the Easter Bunny.

Santa : He is choosing a new guardian
 Bunny : What? Why?
 Santa : Must be big deal. Manny (Man of the Moon) thinks we need help.
 Bunny : Since when do we need help?
 Tooth Fairy : I wonder who is gonna be. Maybe the Leprechaun?
 Bunny : Please not the Groundhog, please not the Groundhog”
 Santa : Jack Frost?
 Bunny : Uh.. I take it back. The Groundhog is fine
 Tooth Fairy : As long as he helps to protect the children, right?
 Bunny : Jack Frost? He doesn’t care about the children. All he does is freeze water pipes and mess my egg hunts” (*The Rise of the Guardians*, 09:50 – 10.26).

In the conversation, the Guardians are arguing whether the decision of Man of the Moon is right by choosing Jack as the new guardian. Bunny is the one who oppose the decision of the Moon. In the last sentence said by Bunny shows the reason why Bunny does not like Jack. Bunny thinks Jack will only disturb the other guardians.

Even though Bunny keeps opposing the decision, Man of the Moon does not change his choice. He wants Jack as the new guardian to help the other face Pitch Black. Bunny just shrug it off.

Jack Frost is summoned by Santa to the North pole. He does not know why Santa wants to meet him in his place. He feels amazed on how big Santa's castle is. He said that he has tried every single thing to enter the castle but he never succeed. Jack is curious on the reason why he was summoned by Santa and has taken to the guardian's meeting.

Jack Frost : Hey ho! Anyone want to tell me why i am here?
 Sandy : *giving out the demonstration using his sand*
 Jack Frost : Uh-huh, that's not really helping, but thanks little man. I must have done something really bad to get. Am I on the naughty list?
 Santa : Ha! On the naughty list? You hold the record. But, no matter. We overlook. Now we are wiping clean the slate.
 Jack Frost : How come?
 Bunny : Ha~ good question.
 Santa : How come? I'll tell you how come! Because now you are a guardian.

From the conversation, we can conclude that Jack is a boy who likes to do naughty things. He is on the top list of the naughty of of all the guardians. They are not surprized if Jack doing naughty things. Because of this characteristic, Bunny did no trust him to become a guardian because he has never been given a responsibility.

2) North or Santa Clause



Picture 4. 2 Facing the globe
(*Rise of the Guardian*, 00.05.03)



Picture 4. 3 Seeing Pitch's shadow
(*Rise of the Guardian*, 00.05.18)



Picture 4. 4 Talking about Pitch
(*Rise of the Guardian* 00.07.34)

North or Santa Clause is the leader of the Guardians. He lives in the north pole with elves and yetis. Picture 4.4 and 4.5 describe on how North physically look like. He is a big and fat man with white hair and long beard. He also has a big blue eyes. He always say that his belly can sense something and it happened when Pitch Black comes back. Picture 4.4 and 4.5 use camera shot called medium close up (MCU) to show North's beard and hair while picture 4.6 uses long shot (LS) showing North and the other guardians walks and talks about Pitch.

North is a wise person. He does not judge the decision of the Man in Moon when he choose Jack Frost as the new guardian. He commands the yetis to bring

Jack to his place. Then, he tries to talk to Jack as he senses the uneasy feeling that Jack shows.

North : Who are you, Jack Frost? What is your center?
 Jack Frost : My center?
 North : If Man in Moon chose you to be a guardian, you must have something very special inside. Hmm. Here. This is how you see me, no? Very big, intimidating. But, if you get to know me a little.. well, go on.
 Jack Frost : You are downright jolly?
 North : But not just jolly. I am also mysterious, and fearless. And caring. And my center?
 Jack Frost : There is a tiny wooden baby.
 North : Look closer. What do you see?
 Jack Frost : You have a big eyes
 North : Yes! Big eyes. Very big. Because they are full of wonders. That is my center. It is what I was born with. Eyes that have always seen the wonder in everything! Eyes that see lights in the trees and magic in the air. This wonder is what I put into the world and what I protect in children. It is what makes me a guardian. It is my center. What is yours?
 Jack Frost : I don't know. (*Rise of the Guardian*, 00:25:13 – 00:26:53)

The conversation shows how North wants Jack to know something good he can do since he was picked as the new guardian. North explains the meaning of center by using himself as the example. He explains the details slowly in order to make Jack know what center is. After Jack said he does not know his center, North just smiles the fatherly smile and ask Jack to keep the miniatur of him to help him realize what his center is.

North, as the leader, never lets the team down. He keeps thinking the positive way when his team loses their hope as shown in the dialoge below:

Tooth Fairy : Oh no! The children. We're too late.
 North : No! No! No such thing as too late! Hmm. Wait, wait, wait, wait. I have an idea! We will collect the teeth.
 Tooth Fairy : What?

- North : We get teeth, children keep believing in you.
 Tooth Fairy : We're talking seven continents and millions of kids.
 North : Give me a break. You know how many toys deliver in one night?
 Bunny : And eggs I hide in one day? (*Rise of the Guardians*, 00:35:47 – 00:36:23)

North keeps believing in their ability. He decides to collect the teeth with his team because the tooth fairies are captured by Pitch Black. He believes that they are not late to pick the children's teeth as he says "No such thing as too late!" (*Rise of the Guardians*, 00:35:57). He is the person who will keep trying to get a good result even though he is in a bad situation. He also can think straight even though they are under pressure. It is shown in his sentence "I have an idea! We will collect the teeth." (*Rise of the Guardians*, 00:36:08 – 00:36:10).

3) Bunnymund or Easter Bunny



Picture 4. 5 Arriving at North Pole
(*Rise of the Guardians*, 00.07.17)



Picture 4. 6 Protesting toward North
(*Rise of the Guardians*, 00.08.11)

Bunny is a big and tall rabbit. Picture 4.7 uses medium shot (MS) and low camera angle to shoot Bunny's body proportion. He has grey fur with long straight ears. In the picture 4.8 that use camera shot called medium close up (MCU), there is a rope in his shoulder which is a boomerang. He always carries a boomerang in

his back. Bunny and Jack always bicker when they met. It seems like Jack has done something that Bunny can not get over it. It is shown in the dialogue:

Bunny : Hello, mate. Been long time. Blizzard of 68 I believe. Easter Sunday, wasn't it?
 Jack Frost : Bunny! You are not still mad about that, are you?
 Bunny : Yes. But this is about something else. Fellas?
 Jack Frost : "Hey! Put me down! What the-" (*Rise of the Guardian*, 00:18:43 – 00:19:01)

The sentence "You are not still mad about that, are you?" (*Rise of the Guardian*, 00:18:52) that is said by Jack shows that something happened between them in the past. It shows that Bunny is someone keeping the grudge inside his heart since he can not forget something happened between him and Jack in the past.

Jack says that Bunny is full of himself when he heard Jamie talking about Bunny. His sentence is proven by the scene where North, Sandy, Jack and Bunny will go to Tooth Fairy's castle riding North's sleigh.

North : Everyone loves the sleigh. Bunny, what are you waiting for?
 Bunny : I think my tunnels might be faster, mate, and safer.
 North : Ugh! Get in!
 Bunny : Whoa! (*Rise of the Guardian*, 00:27:45 – 00:27:52)

Bunny says "I think my tunnels might be faster, mate, and safer" (*Rise of the Guardian*, 00:27:47 – 00:27:49) which shows that he thinks that his tunnel is better than North's sleigh. The sentence also shows how Bunny tried to avoid riding the sleigh because he is afraid. Although he is afraid to ride the sleigh, he still ride it along with the others in order to come to Tooth Fairy's castle together.

4) Tooth Fairy



Picture 4.9 Collecting teeth
(*Rise of the Guardians*,
00.06.27)



Picture 4.10 Talking to Sandy
(*Rise of the Guardians*,
00.08.46)

Tooth Fairy is a human hybrid of a bird. As can be seen in the picture 4.9, Tooth Fairy's body is covered by the mix colour of blue and green feathers. Instead of hair, her head is covered by feathers and his body is covered in mini feathers. This picture uses medium shot (MS).

In the picture 4.10, there is something hanging behind Tooth Fairy's body. It is another Tooth Fairy's feather. Tooth has long feathers from her waist until her ankle which portraits a dress.

She has a sweet and bubbly character. She loves kids so much, cares about her baby fairies and respects her friends. She shows her affection toward Jack, especially his teeth. She is the first guardian that accepts Jack as the new guardian immediately. She believes that Jack cares about the kids.

Tooth stops collecting teeth since 400 years ago, instead she send the baby fairies to collect the teeth. After the incident resulting the baby fairies were captured by Pitch Black, she starts collecting the teeth with her fellow guardians. She loves the moment she collects the kid's teeth and watch them sleep soundly. She feels at

ease watching them sleep closer. She regrets that she did not go back to the field sooner.

5) The Sandman or Sandy



Picture 4.11 Doing his job
(*Rise of the Guardians*, 00.06.55)



Picture 4.12 Listening to North
(*Rise of the Guardians*, 00.08.26)



Picture 4.13 Trying to
communicate
(*Rise of the Guardians*, 00.08.46)

Sandman or Sandy is the one who brings dreams toward the kids. He controls the sand of dream and creates a beautiful dream for every kids. Picture 4.11 shows Sandy does his work delivering sweet dreams toward the children. He is covered by the golden sand which is used to create sweet dreams for each kid. This picture uses camera shot called extreme long shot (ELS) to give the illustration on how The Sandman does his work every night.

Picture 4.12 uses long shot (LS) to describe on Sandy physically. Sandy is a short and rather fat man. His outfit is made of the golden sand appearing a night

robe. He has golden hair which looks glittery. He has a pair of golden brown eyes and a pair of tiny feet.

In the last picture which is picture 4.13, Sandy shows how he communicate with others. Sandy never speaks, but he communicates by forming images with his dream sand or making expressions. Sandy can be childish and silly man. It is shown in the scene which he and his fellow guardians collect the teeth.

Sandy is a fierce fighter. He creates whips using his dream sand and uses them as his weapon. He aggressively attacks Pitch with two whips because Pitch destroy the kid's dream.

6) The Boogeyman or Pitch Black



Picture 4.14 Facing the globe
(*Rise of the Guardians*, 00.39.03)



Picture 4.15 Talking to dark horse
(*Rise of the Guardians*, 00.39.12)



Picture 4.16 Planning on something
(*Rise of the Guardians*, 00.39.22)

Pitch Black is the antagonist of this movie. He is a tall and thin man covered in dark skin. He has silver-yellow eyes and black spike hair. He wears a black cloak and trouser.

Picture 4.14 portrays Pitch Black's palace. The palace is dark and quiet. There is a big globe in the center of the palace. It is similar with the globe in North's place. Pitch's globe also shows the kid's light in every part of the world. In the picture, Pitch is shown waiting for the lights to off one by one before Pitch's dark horse come and brings a shocking news. This picture was shot using extreme long shot (ELS).

In the second picture, Pitch is told by the dark horse that the guardians and Jack Frost collect the teeth. Realizing the source of the kid's light still light up, Pitch starts to arrange a plan to attack the guardians. Then, in the third picture, Pitch is already cope up with the plan. He seems so angry towards the guardians because they are the reason why he cannot be seen by the kids. The second picture uses medium long shot (MLS) while the third picture uses medium close up (MCU).

Pitch is jealous toward the Guardian because they are believed and loved by the people. His jealousy make him wants to attack the Guardian by making the children do not believe them and he can take over the childrend's mind and create a new Dark Age.



Picture 4.17 Visiting Cupcake's room
(*Rise of the Guardians*, 00.17.20)



Picture 4.18 Targetting golden dream sand
(*Rise of the Guardians*, 00.17.27)



Picture 4.19 Manipulating the golden dream sand
(*Rise of the Guardians*, 00.17.33)

Pitch enjoys tormenting his target. The first target that is tormented by him is Cupcake, Jamie's friend. The first picture shows Pitch inside Cupcake's bedroom. He sees the golden sand created by Sandy to give Cupcake a sweet dream. This picture uses medium close up (MCU).

Picture 4.18 and picture 4.19 Pitch starts to do the plan he created. He turns Cupcake unicorn's dream into nightmare. He manipulates Sandy's golden sand into black sand and use it to create dark horses that can sense a person's fear. Cupcake's sweet dream turns into a nightmare immediately. She has the strongest nightmare that affects his whole life when she wakes up later. The second picture uses camera shot called medium close up (MCU). Meanwhile, the third picture uses close up (CU) because it is focused on the golden dream sand that is manipulated by Pitch.

Despite his cruel behaviour, Pitch has a sympathetic story. He is surrounded by loneliness for years because no one can see him. He convinces Jack that he knows what Jack feels as he also invisible. He tries to invite Jack with him and fight for their destiny to be seen by people by telling Jack that he longs for a family too. Jack declines the offer because he know Pitch real intention is not to be believed but to be feared by people. Then, Pitch attack Jack because he declines his offer.

4.1.1.2 Minor Character

In this study, the writer only uses one minor character which is Jamie Bennett. Jamie Bennett is the only kid who keeps believing the guardians till the end. Jamie keeps believing on the guardians even when Pitch Black starts to attack them.



Picture 4.20 Talking about Bigfoot
(*Rise of the Guardians*, 00.11.59)



Picture 4.21 Talking about Easter Bunny
(*Rise of the Guardians*, 00.12.10)



Picture 4.22 Going to the park
(*Rise of the Guardians*, 00.12.40)

Picture 4.20 shows Jamie holds a big book and walks in front of his friends. He loves to read about the myth and he is curious about the supranatural world. He was seen reading a book about Bigfoot and aliens and it makes his friends groaning in annoyance. This picture is shot by using medium long shot (MLS).

In the second picture, Jamie talks to his friend about Easter Bunny. Jamie who loves myth believes that all the guardians are real. He always talks about the myth until his friend get tired of him. This picture uses medium shot (MS).

Medium close up (MCU) is used to shoot this scene. This picture shows Jamie's face clearly. Jamie has round face with brown hair and eyes. This scene is the starter scene which Jack Frost plays around with the children, especially Jamie. He loses one of his tooth during the slide ride incident with Jack Frost.

He helps the guardians attacking Pitch Black even though he is rather afraid of him. Later, he said that he believe in Pitch Black, but he does not afraid of him. He protects the guardians by blocking the black sand and turns it into golden dream sand.

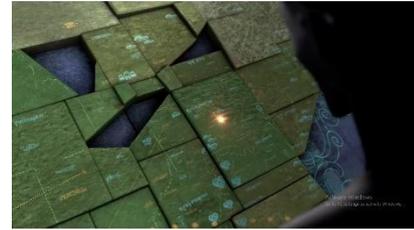
4.1.2 Setting

4.1.2.1 Setting of Place

The setting of this movie is in one of a small town in Pennsylvania. This can be seen in the picture below.



Picture 4.23 Pitch in front of North's globe
(*Rise of the Guardians*, 01:08:55)



Picture 4.24 The last light
(*Rise of the Guardians*, 01:08:59)

As can be seen in the picture above, Pitch Black is in front of a big globe. There is a last light shown in the North's globe. The light pictures the last kid that still believes in the guardians. Both of the picture uses medium close up (MCU) to focus on the last light that still shine. According to the globe, the light is shown in the area of Pennsylvania, so the writer concludes that the setting of this movie is in Pennsylvania.

4.1.2.2 Setting of Time

Setting of time in this movie is in winter season. This can be seen in the some scenes below.



Picture 4.25 Jamie and snow sled
(*Rise of the Guardians*, 00:12:04)



Picture 4.26 Snow fight
(*Rise of the Guardians*, 00.12.52)

From the pictures above, it can be seen that the setting of time in this movie is winter season. It can be proven by the first picture which shows Jamie take his

snow sled. The snow sled will be used in the winter season. This picture is taken by using medium close up (MCU) to focus on Jamie.

Picture 4.26 uses long shot (LS) to show the situation around the environment. As can be seen in the picture, the roof of the house and the ground are covered by snow. It is another prove that the movie uses winter season as its setting of time.

4.1.3 Conflicts

4.1.3.1 Internal Conflicts

Internal conflict happens in Jack Frost as the main character of the movie. The biggest internal conflict in this movie is Jack being invisible and unrecognized by the kids. He talks to the Man in Moon about this problem but he does not get the answer.



Picture 4.27 Talking to Man in Moon
(*Rise of the Guardians*, 00.15.46)



Picture 4.28 Complaining about being invisible
(*Rise of the Guardians*, 00.15.50)



Picture 4.29 Waiting for answer
(*Rise of the Guardians*, 00.15.53)

The picture 4.27 uses long shot (LS) that shows Jack's entire body and his surrounding. In this scene, the lighting is rather dim and the background is dark to show night time. Jack is shown stand on a roof and tries to talk to Man in Moon. He asks Man in Moon whether he did something wrong in the past time, so he is lonely.

Jack shows his gloomy expression as no one sees him in picture 4.28. He keeps talking to Man in Moon about the problem that bother him. He wants to know the reason he is invisible because he never gets the answer for years. This picture uses camera distance medium long shot (MLS).

The last picture which is picture 4.29 shows Jack faces the moon and waits for the answer. Sadly, he never gets the answer and he decides to leave the moon. Picture 4.25 uses medium shot (MS) to focus on Jack and the moon face each other.

4.1.3.2 External Conflict

The external conflict in this movie is between Jack Frost as the main character and Pitch Black as the main villain of this movie. At first, Pitch Black does not care about Jack Frost before Jack help the guardians. Then, Pitch starts to

become Jack's biggest rival when he joins the guardians because Jack is the only guardian who has the biggest power to fight Pitch Black.



Picture 4.30 First battle with Pitch
(*Rise of the Guardians*, 00.43.58)



Picture 4.31 The scene before Sandy is dead
(*Rise of the Guardians*, 00.46.54)

The picture 4.30 shows the first battle between Jack Frost and Pitch Black. This battle happens after Jack and the other guardians collect the children's teeth. At that time, Jack and Sandy is the only people who can fight Pitch Black because the other guardians are knocked out by Sandy accidentally. This picture uses camera distance called extreme long shot (ELS) because it shows the surrounding and the situation in the battle. In this scene, the sound of Jack's magic staff can be heard when he fires snow toward Pitch Black.

The second picture which is picture 4.31 still uses camera distance called extreme long shot (ELS) to show the whole battle. It is the battle between Jack Frost and Pitch after Pitch killed Sandy. Jack feels the anger fills him up and he attacks Pitch alone without getting any help from the other guardians. Jack wins this battle and Pitch goes away the guardians for a while. In this scene, the sound between Jack and Pitch's shooting each other reaffirms that they have a serious battle.

4.2 Analysis of Extrinsic Aspects

4.2.2 Individualism

According to D'Andrade, individualism aspects include choosing my own goal, being optimistic, self-fulfillment, linking art and literature, gay right, right to abortion, understand science, living life of adventure, having time alone, being creative, enjoying life and relax, resisting authority and the last is feeling sure about myself. In this thesis, the writer focuses on five aspects as following choosing my own goal, being optimistic, being creative, enjoying life and relax, and the last is feeling sure about myself because Jack Frost does not reflect resisting authority aspect in this movie.

4.2.2.1 Choosing My Own Goal

The first aspect of American cultural value of Roy D'Andrade theory in the *Rise of the Guardians* movie is choosing my own goal. Choosing my own goal is included in individualism value. D'Andrade states that American people tend to set his own goal by themselves.

Jack Frost set his own goal to be a free man. He rejects the offer to become a guardian because he will not live freely when he become a guardian.

Jack Frost : What makes you think I want to be a guardian?

North : Ha ha ha. Of course you do. Music!

Jack Frost : No music! This is all flattering, but ... uh ... you don't want me. You are all hardworks and deadlines, and I'm snowballs and fun times. (*Rise of the Guardians*, 21:27 – 21:50)

The dialogue above states clearly that Jack Frost does not have desire to become a guardian. He hate working under pressure and choose to reject the offer. He emphasize the difference between his activities and The Guardian activites by saying “You are all hardworks and deadlines, and I’m snowballs and fun times” (*Rise of the Guardians*, 21:50).

In addition, Jack’s rejection can be seen clearly through the dialogue below.

Jack Frost : Man in Moon. He talks to you?

North : You see, you cannot say no. It is destiny.

Jack Frost : After 300 years, this is his answer? To spend eternity like you guys. Cooped up in some hideout thinking of new ways to bribe kids? No, no. That’s not for me! No offense (*Rise of the Guardians*, 22:38 – 23.06).

The dialogue above proves that Jack set his own goal to be a free man. He does not want to work under the name of The Guardian. He wants to have fun with the kids even though he cannot be seen by them. He tends to make the kids happy by playing with them rather than entertain the kids silently.

A twist happens in the last few scenes before the end. Jack changes his mind about being a guardian. He starts to realize that he is destined to become a guardian after he watched the memories of himself. This is proven by Jack’s statement below.

“It was-... It was me. I had a family. I had a sister. I saved her. That’s why you chose me. I’m... I’m a guardian.” (*Rise of the Guardians*, 01:06:56 – 01:07:10)

Jack says the statement after he watched the memories of him and his family. In the past time, Jack died because he saved his sister from drowning in the

cold lake. Then, Jack was revived by Man in Moon to be a guardian. He accepts his fate as the member of The Guardian and goes around to help others.

4.2.2.2 Being Optimistic

The second aspect of individualism stated by D'Andrade is being optimistic. In his research, D'Andrade states that American people always show the image of being optimistic. According to Merriam-webster dictionary, “optimism is a feeling or beliefs that good things will happen in the future”. In this movie, Jack Frost portrays the image of being optimistic very clearly.

Jack is an optimistic person. He always thinks that he can do things good. One of the example of Jack's optimism is he come to the last hope of the guardian which is Jamie. Jamie's light is still shine and it leads the guardian to go to his house.



Picture 4.32 Seeing the last light
(*Rise of the Guardians*, 01.09.06)



Picture 4.33 Proving Easter Bunny is real
(*Rise of the Guardians*, 01.09.39)



Picture 4.34 Meeting with the guardians
(*Rise of the Guardians*, 01.12.59)

The first picture uses camera distance called medium close up (MCU). The picture shows on Jack seeing the last light from the Pitch's globe. He immediately knows that the last light belongs to Jamie. Then, he goes to Jamie's house to make sure that it is Jamie's and to make sure he still believes in The Guardians.

The second picture shows Jamie talks to a bunny doll. This picture, picture 4.33, uses medium close up (MCU). Jamie starts to wonder whether Easter Bunny and the other guardians are real. He asks to the bunny doll to show a sign if he is real. Jack who realize the situation draw a bunny picture in Jamie's window with his snow. Jamie keeps believing after he saw the bunny and he saw Jack Frost.

The third picture uses long shot (LS) to show the situation when Jamie meets North, Tooth Fairy and Bunny. The other guardians are happy to know there is a kid who still believe in them. They feel happier when Jamie talks to Jack because Jack is no longer invisible. They decides to gather Jamie's friends and attack Pitch Black with their help.

4.2.2.3 Being Creative

Playing with the kids makes Jack Frost creative. He can create new things and have fun with them.



Picture 4.35 Equipments beside Jack
(*Rise of the Guardians*, 01.06.13)



Picture 4.36 Skating together
(*Rise of the Guardians*, 01.16.24)



Picture 4.37 Having fun together
(*Rise of the Guardians*, 01.16.35)

Picture 4.35 shows the equipments found around Jack. He creates a creative ways to avoid Pitch Black using those equipments. He asks his friends to ride the equipments to escape.

Picture 4.36 and 4.37 describes on how Jack realizing his idea. He covers the road with ice, so his friends can pass trough the road with the equipments. The others ride the equipments as snowboard while Jack flies and creates the track for them. They starts gather Jamie's friends by showing that they are having fun riding snowboard. In these scenes, the sound of friction between the equipments and ice shows that they are skating using the equipments.

4.2.2.4 Enjoying Life and Relax

In the entire movie, Jack Frost shows the image of a person who always enjoys his life and have fun despite the loneliness he feels because he is invisible.

He still can enjoy the situation even though it is rather dangerous when he fights Pitch Black a moment before Sandy is dead.

Bunny : Jack Frost? He doesn't care about the children. All he does is freeze water pipes and mess my egg hunts" (*The Rise of the Guardians*, 10:20 – 10.26).

The statement above about Jack Frost shows that Jack Frost always enjoys his life. The way he enjoys his life is by playing around and creating mess every where. Because of his invisible form, he can not deliver his playfulness toward someone, instead he creates mess and makes the people feels disturbed by it.

Jack Frost : After 300 years, this is his answer? To spend eternity like you guys. Cooped up in some hideout thinking of new ways to bribe kids? No, no. That's not for me! No offense (*Rise of the Guardians*, 22:53 – 23.06).

The statement said by Jack Frost strengthen the fact that he enjoys his life. From the statement, it can be seen that he does not want to work under pressure. He is not familiar with the situation where he devotes his life to make sure other people live their life happily because he always prioritized his life before the others. His strong rejection towards the offer to become the guardians shows that he does not want to leave his usual activities which is having fun and enjoying his life.

4.2.2.5 Feeling Sure about Myself

According to D'Andrade, feeling sure about myself is still part of individualism value. American people tend to feel sure about the decision they made by themselves and never regret it even though the result is far from the expectation. Jack Frost portrays this aspect very well in this movie.

Tooth Fairy : I think it's time to get her home.
 Jack Frost : How about I take her home?
 Tooth Fairy : Jack, no. Pitch is ...
 Jack Frost : No match for this.
 Bunny : Which is why we need you here with us.
 Jack Frost : Trust me. I'll be quick as a bunny. (*Rise of the Guardians*,
 00:53:52 – 00:54:03)

The dialogue above shows how Jack believe on his capability. He believes that he can take Sophie home by himself safe and sound because he know that Pictch is no match to him and his magic staff. He tries to convince his fellow guardians that he can do it without causing any problem. He also knows that his fellow members depend on him because he is the strongest.



Picture 4.38 Trying to fix his
 staff
 (*Rise of the Guardians*, 01.07.25)



Picture 4.39 Failing at the first
 try
 (*Rise of the Guardians*, 01.07.28)



Picture 4.40 Success on repairing
 the staff
 (*Rise of the Guardians*, 01.07.36)

The picture 4.38, 4.39, and 4.40 shows how Jack mends his broken staff. This three pictures use close up (MCU) to focus on how Jack repairs his staff by himself. In this scene, Jack believes that he can mend his staff by himself because it is his staff.

He tries so hard to mend his staff without getting any help because he is just accompanied by a baby tooth fairy. At the first try, he fails but he keeps trying until he can mend his staff. The blue light and the sound of ice show that Jack's ice mend his magic staff.

4.2.3 Altruism

In his study, D'Andrade states altruism aspects are being honest, respecting other's feeling, treating people equally, finding meaning in life, avoiding war, being able to adjust, control oneself, show moderate loadings, having close friend and supporting health care, unions and environment. While in this thesis, the writer focuses on finding meaning in life and having close friends. It is caused by Jack Frost does not reflect the other aspects.

4.2.3.1 Finding Meaning in Life

In this movie, Jack is shown as a guy who does not have any purpose in life because he does not know the history of his life before. He decides to join the Guardian because he wants to bring his memories back by snatching his teeth from Pitch Black.

Jack Frost : Why would Pitch take the teeth?

Tooth Fairy : It is not the teeth he wanted. It is the memories inside.

Jack : What do you mean?

Tooth Fairy : That's why we collect the teeth, Jack. They hold the most important memories of childhood. My fairies and I watch over them. And when someone needs to remember what's important, we help them. We had everyone's here. Yours, too.

Jack Frost : My memories?

Tooth Fairy : From when you were young. Before you became Jack Frost.

Jack Frost : But, I wasn't anyone before I was Jack Frost.

Tooth Fairy : Of course you were. We were all someone before we were chosen.

Jack Frost : What? The night in the pond- ... I just- ... I assumed- ... Are you saying- ... Are you saying I had a life before that with home and a family?

Tooth Fairy : You really don't remember?

Jack Frost : All these years, the answers were right here. If I find my memories, then I'll know why I'm here. You have to show me!

Tooth Fairy : I can't, Jack. Pitch has them.

Jack Frost : Then, we have to get them back. (*Rise of the Guardian*, 00:34:29 - 00:35:46)

Based on the dialog above, Jack shows the sign that he is excited to help the Tooth Fairy and the other guardians to get his memories back. At that time, he does not care about being a guardian. He just want his memories back. He thinks the best way to get his memories back is joining The Guardian, so he can defeat Pitch Black and get the teeth that carry his memories.

As time passes, Jack seems enjoying his duty as a guardian. He have fun with his fellow guardians while collecting the children's teeth, help Bunny decorates the Easter eggs and teach The Guardians how to play with the kids. As seen in the pictures below, Jack have fun with the other guardians while collecting the teeth in behalf of the fairies.



Picture 4.41 Feeling amazed by
Tooth Fairy
(*Rise of the Guardians*, 00.37.17)



Picture 4.42 Having fun while
collecting teeth
(*Rise of the Guardians*, 00.38.09)



Picture 4.43 Showing the collected teeth proudly
(*Rise of the Guardians*, 00.38.21)

Picture 4.41 shows how Jack is amazed by the exciting Tooth Fairy collecting the teeth. She says it is caused by her being inactive for 400 years and that is the first time she collects the teeth again. This picture uses medium long shot (MLS) to show Jack and baby tooth fairy in one scene. The second picture portrays how Jack have fun while collecting the teeth. Picture 4.42 uses long shot (LS) to show Jack relax on the top of the roof while snatching the teeth from Bunny.

Picture 4.43 shows the guardians proudly shows the teeth they collected toward Tooth Fairy. This picture shows the excitement that is felt by the guardians because they have succeed in helping Tooth Fairy. This picture uses long shot (LS) to show the whole guardian give the teeth they collected toward Tooth Fairy.

When Easter come, Jack and the other guardians come and help Bunny decorates the eggs. They come to Bunny's warren and meet Sophie, Jamie's sister, there. Sophie uses North's snow ball accidentally and go to Bunny's warren. As Sophie stays beside them, The Guardians try to play with her, but they use the wrong way in inviting Sophie to play. Jack lends a hand and uses his magic to make Bunny feels at ease while playing with Sophie.

The trouble happens when Jack brings Sophie home after playing with them and the Easter'eggs. Jack meets Pitch Black in Pitch's place and get his teeth back. Jack brings the teeth and come to the forest where Bunny give out the Easter eggs.

Jack starts to enjoy his life as one of the guardians. He does not want to leave the other guardians, but he has to leave because the Guardians are no longer believe on him after he met Pitch Black. Then, Jack tries everything he can do to help the Guardians even though he does not stand beside him. He goes to Jamie's house after he saw the last light that still shine which is Jamie's. Finally, The Guardians defeat Pitch Black and Jack Frost is officially become the new member of The Guardians.

4.2.3.2 Having Close Friends

In the beginning of the movie, it is shown that Jack Frost is always alone. He has no friends because no one can see him. Jack Frost is neither befriended with The Guardians or join their squads. It is shown that they do not have a good relationship since the guardians always deal with Jack's mischievousness.



Picture 4.44 The squad face
Pitch Black
(*Rise of the Guardian*, 01.24.08)



Picture 4.45 Jack becomes the
official guardian
(*Rise of the Guardian*, 01.25.25)



Picture 4.46 Saying goodbye to
Jamie
(*Rise of the Guardian*, 01.27.09)

Picture 4.44 portrays the final squad of the guardians. They face Pitch, who tries to run away from them after returning to his invisible form. The guardians see the dark horses created by Pitch Black attack the creator because they can sense the fear inside Pitch Black. This picture uses long shot (LS) and shows five guardians standing together watching their enemy is defeated.

Picture 4.45 uses extreme long shot (ELS) and shows the scene where Jack says the oath as a guardian. Everyone gathers in one place to see Jack say the oath and congratulate him. Then, Jack becomes the member of the guardians officially and dedicates his life to protect the kids.

The last picture, picture 4.46, pictures Jack and Jamie saying goodbye to each other. At first, Jamie is afraid about the possibility he forgets Jack and Pitch comes back to attack the kids with nightmares. Jack assures that Jamie and the other kids will be alright and they will never forget the guardians because the guardians will always be on their heart.

Finally, Jack is no longer living alone after he joins The Guardian. He has squads to live together and protect each other. He also has Jamie as his best friend and the one who will always believe in him. The most important thing is Jack Frost

is no longer invisible. He can play around with the kids and build relationship with them.

4.2.4 Industry

As mentioned in his book, D’Andrade states eight industry aspects which are being responsible, working hard, being practical and realistic, having high standard, being orderly and regular, being a leader, being persistent, planning for future and the last is pursuing knowledge. In this study, the writer focuses on two aspects which are being responsible and working hard.

4.2.4.1 Being Responsible

The first aspect of altruism used in this thesis is being responsible. In the movie, Jack is shown being responsible toward his job as the new member of the guardians. The pictures below describe on how Jack being responsible toward his job.



Picture 4.47 Defends the kids and the guardians
(*Rise of the Guardians*, 01:18:01)



Picture 4.48 Convincing North
(*Rise of the Guardians*, 01:18:10)



Picture 4.49 Protecting the kids
(*Rise of the Guardians*, 01:20:38)

Picture 4.47 uses camera distance called long shot (LS) to show Jack stands up in front of the guardians and the kids. The lighting on this scene is rather dark to show the time when the event happened which is in the night time and to describe the tense situation when they face to face with Pitch Black. The other guardians can not help Jack because they lost their power as the result of the kids are no longer believe on them. As the one who still has the power, Jack tries to defend them from Pitch's attack. Jack has the responsibility to protect the others in order to save the world from the dark age just like the past time.

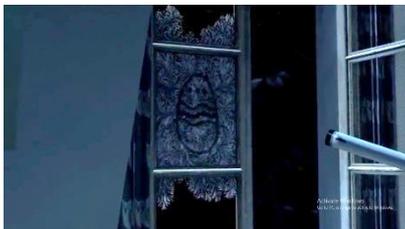
The second picture, picture 4.48, shows Jack communicates with North. In this scene, camera distance called medium long shot (MLS) is used to focus on the interaction between Jack Frost and North. Jack convinces North that he will be alright fighting Pitch alone by putting his hand on North's hand and he speaks with his eyes. His eyes tells North that he is ready to fight Pitch alone. Jack's hand gesture shows on how he is more than ready to carry the responsibility as a guardian by protecting them all. His hand gesture describes the communication between Jack and North.

Picture 4.49 shows the guardians led by Jack fight Pitch to protect the kids. After the other guardians gain their power, they help Jack attack Pitch so he can not

stay around the kids. Jack who is the leader in this battle devotes all his power to attack Pitch and protect the kids. He is aware that protecting the kids is his responsibility as the guardian and he tries every thing to protect them. This scene uses long shot (LS) to show the guardians that gained their power.

4.2.4.2 Working Hard

As seen in the whole movie, Jack Frost is a hardworking person. He works hard to gain the trust from the other guardians that he is capable to do what a guardian should do. As mentioned before in this thesis, Jack Frost works hard helping the other guardians collect the teeth, helping Bunny paint the Easter eggs and the last is taking Sophie home. After he got the trust from the other guardians, Jack breaks it himself and he tries to get it back. The only way to get the trust is fighting Pitch Black and to fight Pitch Black, he needs help from Jamie.



Picture 4.50 Drawing Easter egg
in Jamie's window
(*Rise of the Guardians*, 01:10:21)



Picture 4.51 Making the picture
alive
(*Rise of the Guardians*, 01:10:42)



Picture 4.52 Believing in Jack
Frost
(*Rise of the Guardians*, 01:11:08)

Picture 4.50 uses medium close up (MCU) to focus on the Easter egg picture that is drawn by Jack in Jamie's bedroom window. Jack draws the Easter egg after he heard Jamie is doubting whether Easter Bunny real or not. Jack who is still invisible tries every thing he could to make Jamie believe on the guardian. He draws the Easter egg because it is the easier way to show that Easter Bunny and the other guardians are real. Then, he draws rabbit to strengthen the fact. The lighting in this scene is dim. This shows the night time when the event happened and the tense situation happened there.

Then, picture 4.51 pictures on how Jack tries to make the rabbit alive. This scene uses medium close up (MCU) to picture Jack tries hard to make the rabbit he drawn before become alive. Then, Jack success and the rabbit walks around in the air and Jamie feels happy about it. He also believe in the guardians more after doubting them. By watching and playing around with the ice rabbit created by Jack, Jamie feels happy that the guardians he believed in are real. Jack's hardwork is success.

In the last picture, Jamie realizes Jack Frost is the one who makes the ice rabbit after the ice rabbit gone and creates snowfall in his bedroom. His eyes meet Jack Frost that is standing in front of his bedroom. As can be seen in the picture that uses medium close up (MCU), Jamie's face shows a shock expression because he can see Jack Frost. Jack Frost also feels happy his hard work is paid off because he is no longer invisible and the last kid in the world keeps believing in the guardians. Then, Jack Frost asks Jamie to help him and the other guardians fight against Pitch Black. Jamie says yes without any doubt.

CHAPTER 5

CONCLUSION

Based on the writer analysis, American cultural values theory by Roy D'Andrade such as individualism, collectivism, altruism, self-interest, industry and relaxation are not reflected completely by Jack Frost. Based on analysis, Jack's character reflects individualism, altruism and industry values. The aspects of each values also do not reflect totally by Jack Frost.

Jack Frost reflects individualism by showing the five aspects of individualism. Those aspects are choosing my own goal; being optimistic; being creative; enjoying life and relax and the last is feeling sure about myself. Those five aspects support the characteristic of Jack Frost that is centered on himself. These aspects focuses on how Jack Frost expresses his personal preferences. While in altruism, there are two aspects which are reflected the character of Jack Frost, which are finding meaning in life and having close friend. These two aspects are done by Jack Frost to create a good relation with the people around him. The last value is industry. Industry value consist of two aspect which are being responsible and working hard that are reflected by Jack Frost. The two aspects show on what Jack Frost do in order to search his own desire which is becoming a good guardian.

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