



**SCOTT VOSS' STRUGGLE: A REFLECTION
OF AMERICAN CULTURAL VALUES IN *HERE
COMES THE BOOM* MOVIE**

A FINAL PROJECT

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For S-1 Degree in American Studies
In English Department, Faculty of Humanities
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PRONOUNCEMENT

The writer states truthfully that this project is compiled by her without taking the results from other research in any university, in S-1, S-2, and S-3 degree and in diploma. In addition, the writer ascertains that she does not take the material from other publications or someone's work except for the references mentioned in the bibliography.

Semarang, August 3rd 2018

Setianti Nur Mahatmi

MOTTO AND DEDICATION

“What is life, without a little risk.”

– J.K. Rowling

“Dreaming, after all, is a form of a planning.”

– Gloria Steinem

“Start where you are. Use what you have. Do what you can.”

– Arthur Ashe

*I dedicated this paper to my beloved mother, sister,
and to everyone who helped me to accomplish this
paper. Thank you very much for your the greatest
support for me.*

APPROVAL

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Semarang, August 3rd 2018

Setianti Nur Mahatmi

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ABSTRAK

Dalam tulisan ini, penulis fokus untuk membahas nilai-nilai budaya Amerika yang tercermin dalam perjuangan dari karakter Scott Voss dalam film *Here Comes the Boom*. Film yang disutradarai oleh Frank Coraci ini, menceritakan tentang perjuangan seorang guru biologi Sekolah Menengah Atas yang merelakan dirinya menjadi seorang pegulat seni bela diri campuran yang diyakininya dapat membantunya untuk memperoleh uang yang cukup demi membiayai sebuah program ekstrakurikuler seni musik sekolah yang akan ditiadakan oleh kepala sekolah karena adanya masalah keuangan. Untuk mengumpulkan data-data, penulis menggunakan metode kepustakaan dan metode pendekatan sosiologi-budaya karya sastra. Tujuan dari penelitian ini adalah untuk mendeskripsikan perjuangan-perjuangan yang dilakukan oleh karakter Scott Voss dengan menggunakan teori kepribadian dan nilai-nilai budaya dari Roy D'Andrade. Hasil dari penelitian ini adalah bahwa perjuangan menjadi seorang pegulat seni bela diri yang dilakukan oleh karakter Scott Voss untuk membantu orang lain mencerminkan tiga aspek nilai budaya Amerika. Berdasarkan teori D'Andrade terdapat tiga aspek nilai budaya dari masyarakat Amerika. Nilai-nilai tersebut adalah individualisme, altruisme, dan industri.

Kata Kunci: Perjuangan, Nilai-nilai budaya Amerika, *Here Comes the Boom*, Film.

ABSTRACT

In this essay, the writer focuses on describing American cultural values manifested in the struggle of Scott Voss character in *Here Comes the Boom* movie. The movie directed by Frank Coraci telling the struggle of a high school biology teacher who becomes a Mixed Martial Arts fighter whom he believe can help him to earn enough money to finance the extracurricular music art school program that will be dissolved by the principal due to financial problem. To collect the data, the writer applies two methods of the study which are library method and the approach method of sociological and cultural to literature. The purpose of this research is to illustrate the struggle of Scott Voss character by using the personal and cultural values theory by Roy D'Andrade. The result of this study is that the Scott Voss' struggle to become the Mixed Martial Arts fighter in order to help the others manifests three aspects of American cultural values. Based on D'Andrade's theory, there are three aspects in cultural values of American society. Those are individualism, altruism, and industry aspects.

Keywords: Struggle, American cultural values, *Here Comes the Boom*, Movie

1

INTRODUCTION

Belief drives human's behavior. It becomes one of the essential values that is essential to help people to decide the matter that they face. As Magnus states "a person has some (implicit) criteria from which it can be decided if something is labeled as belief"(2009:60). Later, their belief will become their habit because it comes from the values that have been agreed and formed by society. Those values will influence the people's idea and it will appear on their behavior. According to Tischler in his book entitled *Introduction to Sociology* "values are a culture's general orientations toward life-its notions of what is good and bad, what is desirable and undesirable" (2011: 57). In other words, people always keep up the values as the way of their thinking in any conditions that they experience in their social life.

Values are things that can be learned in many ways. They can be learned by seeing on the directly or indirectly events. There are many scientific works which depict certain values of society. The Movie is one of media which can be used to promote them. However, it is not the only way to show the people's behavior. The Movie also become a medium to entertain people. Yet, it can also be the media purpose for academic study.

Here Comes the Boom is an American comedy movie directed by Frank Coraci in 2012 portraying American cultural values. The movie is about the story of Scott Voss as a high school biology teacher who wants to be a Mixed Martial Art fighter for his students by earning much money so that he can save the school music art program that will be dissolved by the principal due to financial problem. The struggle of Scott Voss in order to help the others represents American cultural values. The writer uses the theory of the personal and cultural values by Roy D'Andrade to analyze the character Scott Voss that consists of three aspects of American cultural values which are individualism, altruism, and industry manifested in his struggle. To limit the study, the writer focuses on the character of Scott Voss and take him as an object of the study. Among other characters, he is very dominant in depicting American cultural values rather than the others in the movie.

2

THEORETICAL FRAMEWORK**2.1 Intrinsic Elements**

Intrinsic elements are very essential in analyzing the movie. As Barnett states in the book *Literature for Composition: Essays, Fiction, Poetry, and Drama*, "intrinsic elements will allow the careful painting of a character, the ingenious twist of a plot, or the powerful resonance of a theme to touch your humanity" (2006 : 8). There are some intrinsic elements which are needed to analyze the movie. However, the writer will only focus on the analysis of characters and conflicts as these elements are relevant.

2.1.1 Character

Characters are the actors who play to portray some values which can be acquired by the viewers through the dialogue and the action that they bring in the story. According to Andrew Bennet and Nicholas Royle, "characters are the life of literature; they are the objects of our curiosity and fascination, affection and dislike, admiration, and condemnation" (2004:60). There are two kinds of the character in the story which are the minor character and the major character. Nurgiyantoro in *Teori Pengkajian Fiksi* states that,

"Tokoh utama adalah tokoh yang diutamakan penceritaannya dalam cerita yang bersangkutan. Tokoh utama adalah tokoh yang diutamakan penceritaannya dan berhubungan dengan tokoh-tokoh lain, ia sangat menentukan perkembangan plot secara keseluruhan. Di pihak lain pemunculan tokoh tambahan dalam keseluruhan cerita lebih sedikit, tidak dipentingkan, dan kehadirannya hanya jika ada keterkaitannya dengan tokoh utama, secara langsung ataupun tidak langsung" (2005:176-177).

“Major characters are very significant to appear in the story. They are the most telling characters in the story. Major characters affect the development of the story plot. The appearance of the major characters is almost in every scene. On the other hand, the appearance of the minor characters in the story is less, unimportant, and they will only appear after the main characters” (2005:176-177).

2.1.2 Conflict

Conflict is the element to understand the plot of the story. It always supports the story. As Klarer explains, “the exposition or presentation of the initial situation is disturbed by a complication or conflict that produces suspense and eventually leads to a climax, crisis, or turning point” (2004:15). There are two types of conflict, which are internal conflict and external conflict. Internal conflict in which the conflict that occurs in the condition between a character and his mind, whereas external conflict emerges between a character with another character or his environment around him in the story. Perrine says in the book *The Story Structure, Sound, and Sense* (1988),

Conflict is a clash action, desire, ideas, or goals in the plot of the story or drama. Conflict may exist between the main character and some other person or persons (man against man); between the main character and some external force physical nature, society, or fate (man against environment); or between the main character and some destructive elements in his own nature (man against himself) (1988: 1408).

2.2 Extrinsic Elements

2.2.1 Personal and Cultural Values Theory

In Schwartz's book entitled *Cultural Value Orientations*, he describes that cultural values derives from cultural and value. The term of value relates to the representation of the number some important variable that are valuable in the culture (2006:139).

D'Andrade states that the individual personality relates to the cultural values applied in a society (2008:4). He also states that the term of cultural values is divided into two aspects, cultural and value. D'Andrade in his book entitled *A Study of Personal and Cultural Values* mentions the word value that,

The default or unmarked meaning of value involves a sense of worth – the goodness of something. The term value as used here refers to the goodness attributed to something important. Whether something is good or bad appears to be one of the most frequent and salient assessments that humans make (2008:11).

He defines that value refers to some aspects: the number of some variable, the movement toward to the valuable thing, the meaningfulness of something, the respectable act for something important, and the grade of something true (2008:11).

To get the point of values in the society, Roy D'Andrade has studied the values in the three different social groups in America which are Americans, Japanese, and Vietnamese. His research emerges three society's personal perspective values dimensions; individualism versus collectivism, altruism versus self-interest, and industry versus relaxation.

2.2.1.1 Individualism versus Collectivism

Based on D'Andrade's perspective, the first values dimension is individualism versus collectivism. He says "individualism as a value orientation is based on values concerning personal exploration, expressing oneself, and determining one's own goals" (2008:36). The aspect shows that it concerns with the individual virtue. He also divides the aspect of individualism into several terms which are having time alone, being relaxed and enjoying life, sexual freedom, having love and satisfying sexual life, having fun, feeling sure about myself, choosing one's own goal, being optimistic, and self-fulfillment (2008:34). The opposite of individualism is collectivism,

Collectivism centers on the positive evaluation of the enduring institutions and groups of society. It should be pointed out that the elements that makeup collectivism are not just a group of people. Tradition or law, for example, refers to institutions, not just group of people (2008:34)

According to D'Andrade, collectivism is the value that people focus to unite themselves in an organization. There are several terms of values on collectivism, such as maintaining tradition, being respectful or polite, having a close nit-family, being careful, defending my country, the U.S military, being religious, being thrifty, and having law and social order (2008 : 34).

2.2.1.2 Altruism versus Self-interest

The second values dimension is altruism versus industry. As explained by D'Andrade, altruism "the value orientation focus on other people as their primary referent" (2008:39). It is a value done by people to make a good relationship with others in the society. He also states several terms of altruism,

Altruism items center on egalitarianism, helping people, being tolerant, and empathetic. Moderately strong loadings are found for avoiding war, supporting health care, unions, schools, and environmentalism. Finding meaning in life, being honest, being able to adjust, control oneself, and having friendship also show moderate loadings (D'Andrade, 2008:38).

To differentiate the aspect of altruism, D'Andrade makes a comparison with the aspect of self – interest. It is the value that focuses to pay the attention to their own interest (2008:39). In the term of self - interest, the value items are having nice things, being competitive, having social status, keeping fit, capitalism, being liked and belonging (2008:34).

2.2.1.3 Industry versus Relaxation

D'Andrade states that the last values dimension is industry versus relaxation. They are the values concerning about the people trying to pursue the criteria which they want (2008:48). Being a leader, pursuing knowledge, being well informed, having high standards, working hard, being responsible, being persistent, planning for the future and being practical and realistic are several terms of industry value. There are several terms of relaxation such as sleeping, eating, watching movies and televisions, drinking alcohol, enjoying comics, board games and sports, eating out, being detached and accepting one's fate and believing in omens, dreams, and luck (D'Andrade, 2008:35).

In order to see the argumentation of the people's values in the society, D'Andrade tries to observe by looking at the statistic which takes the respondents from three different cultures who has been living in America. The result shows that American people are more individualistic rather than collectivist. Moreover,

he also finds that they are more altruistic and industrious for being a good person in the society (D'Andrade,2008:64). Japanese people are having the same values with Americans. They are more individualistic, altruistic, and industrious. While Vietnamese people, they tend to be more collectivistic, altruistic, and industrious.

2.2.2 American Cultural Values

In this study, the writer will use three aspects of American cultural values stated by Roy D'Andrade to describe the struggle of Scott Voss character. D'Andrade states that there are three aspects of American cultural values. Those are individualism, altruism, and industry.

The first aspect is individualism consisting of some terms of values, namely being optimistic, choosing one's own goal, self – fulfillment, feeling sure about myself, having time alone, enjoying life, sexual freedom, having love and satisfying sexual life. Altruism as the second aspect brings out some terms of values of controlling oneself, being able to adjust, having a friendship, being honest, avoiding war, finding meaning in life, showing moderate loadings, and supporting health care and environmentalism. For the last aspect called industry expressed by some terms of values like being persistent, being practical, hard working, having high standards, pursuing knowledge, being responsible, being well informed and planning for the future.

3

METHODS OF RESEARCH

In this project the writer uses two kinds of methods which are method of research and method of approach.

3.1 Method of Research

In this paper, the writer applies library research as the research method to find some relevant information to analyze the object of the study. According to George, the library research deals with “identifying and locating sources that provide factual information or personal / expert opinion on a research question, necessary component of every other research method at some point” (2008:6). There are some library materials related to the study. The main data of the study are categorized into two parts:

1. The primary data is a movie entitled *Here Comes the Boom* directed by Frank Coraci
2. The secondary data are taken from scripts, articles, journals, and books related to the theory and the movie as the object of the study.

3.2 Method of Approach

To analyze the object of research, the sociological and cultural approach to literature is applied. Alexander in *The Meanings of Social Life: A Cultural Sociology* mentions that,

Cultural Sociology makes collective emotions and ideas central to its methods and theories precisely because it is such subjective and internal feelings that so often seem to rule the world. Socially constructed subjectivity forms the will of collectives; shapes the rule organizations; defines the moral substance law; and provides the meaning and motivation for technologies, economies, and military machines (2003:5).

The sociological and cultural approach to literature focuses on observing the individual position and also his behavior that arises from the collective of his desire and his conception in any circumstance of the society. The writer will focus to discuss the struggle of Scott Voss character reflects American cultural values in *Here Comes the Boom* movie. In this case, the personal and cultural values theory by Roy D'Andrade is relevant to describe the character in the movie.

4

DISCUSSION

This analysis mainly focuses on the analysis of the character of Scott Voss. It is based on the character that reflects American Cultural Values on his struggle in order to help the others. These are some evidences that support the assumption. There are two intrinsic elements used to identify the character in the story. These elements are character and conflict. Later, both of these elements are needed to recognize the character in the movie.

4.1 Character

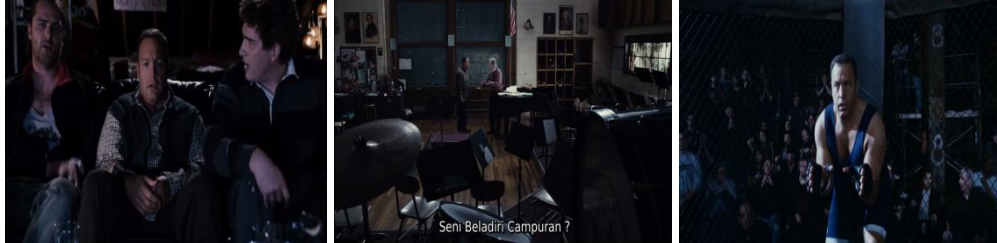
In this film, major character and minor character are two kinds of character that support the story.

4.1.1 Major Character

Major character is the character which often appears in the story. In *Here Comes the Boom* movie, the major character is Scott Voss. There are many characters playing in this movie. However, the character of Scott Voss often appears in along of the story. Its story tells about the life of Scott Voss.

Marty	: Mixed Martial Arts? Do you know how to do it?
Scott Voss	: No. No, I don't.
Marty	: This is crazy.
Scott Voss	: Look! I saw this UFC event last night. And the guy got paid \$10.000 grand to fight, and he lost. I was really good wrestler in college. I think I can do this.
Marty	: Do what?
Scott Voss	: Lose.
Marty	: You can't do this!

Scott Voss :Marty, look we only have until the end of the school year to save your job and this for our students. We'll save the music program for 18 years.(*Here Comes the Boom*,23:26-23:51)



Picture 1.1 (23:23)
Scott Voss watches
the competition

Picture 1.2 (23:26)
Scott Voss tells Marty
that he wants to be the fighter

Picture 1.3 (30:27)
Scott Voss becomes
the MMA fighter

Scott Voss is a senior high school biology teacher who becomes Mixed Martial Art fighter to earn much money to finance the music school program even though he does not know how to be the good fighter. He tells Marty that he wants to be the fighter to earn much money rather than he works as a teacher after he watches the competition of Mix Martial Arts in the television because he believes that the salary that he gets as a fighter is higher rather than he gets as a school teacher. Scott Voss is the only one person who wants to save Marty as an art teacher at the Wilkinson Senior High School.

4.1.2 Minor Character

The writer considers that the minor characters are Marty and Nico because their presence supports the main character in the movie. It can be proven that the presence of Marty and Nico helps the main character because they often accompany Scott Voss to give him a support that brings him to be the winner in every Mixed Martial Arts fighter competitions. The struggle of Scott Voss to save the music art program is completed by their presence.



Picture 2.1 (47:41 – 48:39)
Marty and Nico attend
in the semi-final competition



Picture 2.2 (1:26:33 – 1:26:36)
Marty and Nico accompany
Scott Voss in the final competition

4.2 Conflict

Internal and external conflicts are two kinds of conflicts which are shown in the movie. The internal conflict experienced by the character shows when Scott Voss receives his salary after he teaches the immigrants who come to the United States as a side job for him to earn much money to finance the music school program. However, he feels that his salary is not enough to finance the program because he only gets \$132.00.



Picture 3.1 (20:10)
Scott Voss opens the check



Picture 3.2 (20:19)
He looks disappointed after he opens
the check

He is so disappointed after he knows that. It can be understood that this conflict occurs because the situation is incompatible with the situation expected by Scott. The way he faces that situation is internal conflict because he feels so dissatisfied after experiencing it. Later, this conflict will be elaborated on American cultural values.

Besides the character experience of internal conflict, he also experiences some external conflicts. The external factor also affects the character's act. The conflict appears because of some problems which occur from the outside of the character.

The Principal :As several of you already know, Wilkinson High School at a budget deficit for several years. Assistant principal Elkins and I have already conferred with your union to try to minimize the impact on the classrooms, then I have to make some serious cuts. Also despite best efforts, we are cutting all extracurricular activities, which includes our best program, the music program. The decision's been made. We only netted \$750.

Scott Voss :You will fire a man who's having a baby and cut the student's interest in music. How much the cost?

The Principal :\$48,000. We have no choice but to make these cuts.

Scott Voss :Yeah or raise the money.

The Principal :Oh, and who's going to do that?

Scott Voss :I will.
(*Here Comes the Boom, 09:32-12:39*)

Scott Voss works as a biology teacher at Wilkinson Senior High School. Knowing that the music school art program will be dissolved by the principal, he wants to help Marty to keep his job as a music teacher in the school. Therefore, he rejects the principal's statement to cut the program and proposes himself to finance it voluntarily. It can be understood that Scott Voss has a conflict with the principal.

4.3 American Cultural Values as Reflected in the Struggle of the Character

Scott Voss

D'Andrade explains that there are the three aspects of American cultural values showed in the society namely individualism, altruism, and industry. In *Here Comes the Boom* movie, there are also three aspects of American cultural values depicted by the character of Scott Voss on his struggle in order to help the others.

4.3.1 Individualism

The first American cultural value is individualism. As stated by D'Andrade, there are several terms of individualism. However, Scott Voss only reflects two terms of individualism; choosing one's own goal and being optimistic.

4.3.1.1 Choosing One's Own Goal

The first term of individualism as stated by D'Andrade (as seen on the page, 8) in the movie *Here Comes the Boom* is choosing one's own goal. D'Andrade states that Americans tend to set up their goal by themselves. As shown on the dialogue below.

Scott Voss	: Here is a thing, I need a money to save a friend's job. Okay, and as crazy it sounds, I want to fight Mixed Martial Arts but I need your help. I want you train me.
Nico	: You're kidding? You're too old and top of that you have no experience!
Scott Voss	: You know when I was younger, I took a judo. (<i>Here Comes the Boom</i> , 25:07-25:56)



Picture 4.1 (25:07)
Scott Voss talks to Nico
that he wants to be the fighter



Picture 4.2 (25:17)
Nico disagrees



Picture 4.3 (25:21)
Scott Voss tries
to convince Nico

The dialogue above proves that Scott Voss tries to determine his own goal to be a Mixed Martial Arts fighter. Before he becomes the Mixed Martial Arts fighter, he tries to teach the immigrants who come to the United States. Because the salary for being a teacher is not enough to cost the program, he asks one of his students who is a wrestler to teach him how to become the real Mixed Martial Arts fighter. His student asks him for not being to be the fighter because Scott Voss is getting old and he is not enough for having the experience to fight. Yet, he believes that he can become the real fighter because he knew about judo when he was young. Scott Voss presumes that Mixed Martial Arts is almost the same with judo. Therefore, he believes that he can become to be the Mixed Martial Arts fighter.

4.3.1.2 Being Optimistic

The second kind of individualism is being optimistic. *Here Comes the Boom* depicts the manifestation of Scott Voss character who is an optimistic person. It can be seen from the dialogue below.

Scott Voss	: Hello?
Bella	: <on the phone> Hi it's Bella.
Scott Voss	: Hey glad you called.

- Bella : Did you hear the news? Elkins was arrested today. Apparently he's been embezzling from the school for years. All the money you raised for the music program, it's gone, and it's over, just come back. The money is gone Scott. There is nothing to fight for anymore. I don't want you to get hurt.
- Scott Voss : Are you kidding me? No...No.. I can't. I mean, everyone's quit on these kids, Elkins, the system, the school, even me. I got to do this. Listen, everything will be alright. I can win this.
(*Here Comes the Boom*, 01:19:13-01:20:14)



Picture 5.1 (1:19:19)
The money has been
Corrupted by Elkins



Picture 5.2 (1:19:38)
Bella asks Scott Voss
to end his struggle



Picture 5.3 (1:19:50)
Scott Voss disagrees
to end the competition

The dialogue above shows that his optimistic brings him to become the real fighter. On the other hand, there is a call from his friend that tells him about the money which has been collected to finance the school music art program has been corrupted by the vice principal, Elkins. Bella has told him that he should stop his struggle to become the fighter because she does not want to see that Scott is being suffered. Nevertheless, he also keeps following his own decision to keep the fight in the competition tomorrow to finish his struggle to the end. He tries to convince Bella that everything will be alright because he can become the winner of the competition so that he can get much money to finance the music school program that will be dissolved by the principal.

4.3.2 Altruism

The second part of the American cultural value is altruism. According to D'Andrade's theory (as seen on the page, 8) there are several terms of altruism. However, there are two terms of altruism depicted by the character of Scott Voss in the movie which are controlling oneself and having a friendship.

4.3.2.1 Controlling Oneself

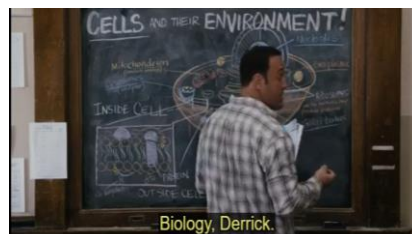
The first kind of altruism is controlling oneself. As stated by D' Andrade, American people tend to control their life in order to build a good relationship with the others. It is appeared when Scott Voss wants to fight for being the winner in every Mixed Martial Arts competition. He changes his life in the better way. It is portrayed in some pictures below.



Picture 6.1 (2:35)
Scott Voss often comes late



Picture6.2 (3:58)
Scott Voss does not intend to teach



Picture 6.3 (59:22)
Scott Voss teaches his students properly

At the first, Scott Voss is a bad teacher. He has no intention to teach the students properly. He often comes late to teach them. Yet, Scott Voss tries to control his life for being a good teacher when he wants to fight for being the fighter in order to keep the music program for the students. He tries to teach them properly. He succeeds to control himself. The result shows that the students support him in the competition.

Marty : Hey, Come here. You're not gonna believe this.
 Scott Voss : How did they? You put all the students here together?
 Marty : Wasn't me.
 (*Here Comes the Boom*, 1:23:18 – 1:23:37)

It can be defined that his behavior includes altruism because Scott Voss tries to make a good relationship with others. The way he helps them without expecting their reward. Therefore, his students who are at the first do not appreciate him as their teacher in the class changing to appreciate him.

4.3.2.2 Having a Friendship

The second kind of altruism is having a friendship. Because Scott Voss likes to help the others, he has a good relationship with them. Marty and Nico are his friends because they always give him the spirit before he fights in every Mixed Martial Arts competition. It is shown in these pictures below.



Picture 6.4 (28:57 – 29:53)
 Marty and Nico give him the spirit
 in the first competition



Picture 6.5 (30:26 – 39:39)
 Marty and Nico cheer him to give the spirit
 in the second competition

4.3.3 Industry

Industry is the last part of American cultural value as explained by D’Andrade. One of the terms of values reflected in *Here Comes the Boom Movie* is being persistent. The value of being persistent is needed by Scott Voss because he wants to pursue the criteria which he wants for being a good person in his society.

4.3.3.1 Being Persistent

As stated by D’Andrade, Americans take account of being persistent to pursue the criteria which they want. The term of being persistent is manifested by Scott Voss in his struggle in order to help the others to become the Mixed Martial Arts fighter as written on the scene below.

- Scott Voss : All right. All right. Hey, come on, man. This is still defense. I want to start working on my offense.”
- Nico : Hey, it’s too dangerous! You landed a lucky shot in the competition yesterday.
- Scott Voss : All right, look I won. I know you don’t want me getting hurt. I get that, but I made twice as much money my last fight. I don’t think my body can take 30 more fights. I’m just saying, if I could actually win a few more, I could fight less.
- Nico : Yeah, yeah. Well, then you need to get good at striking. (*Here Comes the Boom*, 52:38 - 53:12)



Picture 7.1
(27:36 – 27:50)
Scott Voss has practiced
to fight for the first time



Picture 7.2
(36:10 -36:30)
Scott Voss has practiced
to fight for the second time



Picture 7.3
(52:38 – 53:12)
Scott Voss has practiced
with the real fighter

It appears when Scott Voss fights to be the winner in the Mixed Martial Arts competition for helping his students to save the school music art extracurricular program that is going to be dissolved by the principal because the school's funds are insufficient to finance the program. In pursuing his goal, he tries for being persistent. Although the exercise will make him hurt, he still practices to fight to be the good fighter gradually with his friends before the competition is started so that he can collect much money for \$50.000 to finance the music school program.

5

CONCLUSION

Based on the analysis, the writer finds that American cultural values manifested in the struggle of the character Scott Voss when he becomes the Mixed Martial Arts fighter for helping the others in *Here Comes the Boom* movie. There are three aspects of American cultural values stated by Roy D' Andrade reflected in the struggle of Scott Voss character which are individualism, altruism, and industry.

The first value is individualism. According to D'Andrade's theory, there are several terms of individualism. The manner of individualism depicted in the Scott Voss' struggle in order to get much money to cost the music art school program that will be dissolved by the principal is choosing one's own goal and being optimistic to be the Mixed Martial Arts fighter. The second value is altruism practiced by controlling oneself and having a friendship when Scott Voss fights since being the winner in every Mixed Martial Arts competition to save the school music art program. The industry is illustrated in the scene when Scott Voss is being persistent to practice in order to be the winner of the Mixed Martial Arts competition. Furthermore, the internal factors within the person are not the only one factor that can influence his behavior. The external factors such as environments, families, and friends also can influence the someone's behavior.

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